



From social media to checkout: the influence of social media marketing on purchase intentions on Tokopedia

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Abstract

This study aims to analyze the effect of Social Media Marketing (SMM) on consumers' purchase intention on Tokopedia, focusing on Brand Awareness and Trust as mediating variables. A quantitative survey method was employed, collecting data from active Tokopedia users who engage with the platform through social media. The data was analyzed using regression analysis to examine the relationships between SMM, brand awareness, trust, and purchase intention. The questionnaire was distributed to Tokopedia users to obtain a representative sample. Path analysis was conducted using SPSS and AMOS. The findings reveal that SMM has a significant positive effect on both Brand Awareness and Trust, which in turn enhance consumers' purchase intention. Brand awareness acts as a mediator that strengthens the relationship between SMM and purchase intention, while trust also plays a significant role in encouraging purchasing behavior. These results offer insights for companies, especially Tokopedia, on leveraging SMM to boost brand awareness and build consumer trust. Effective social media marketing strategies can encourage purchasing behavior and foster long-term trust among consumers. This study also contributes to the literature on the impact of SMM in the Indonesian e-commerce context, with a specific focus on Tokopedia. The findings are relevant for developing more effective marketing strategies to attract consumer attention and build long-term relationships.

Keywords:

Brand Awareness; purchase intention; social media marketing; trust; Tokopedia.

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INTRODUCTION

In the rapidly evolving digital era, social media has become an integral part of daily life, fundamentally changing how we interact and communicate. Beyond serving as social platforms, social media now plays a crucial role in modern business and marketing strategies. Companies across various industries increasingly rely on social media to build and manage customer relationships. This phenomenon is significant, as social media has been proven to influence consumer shopping behavior substantially. As Ruane and Wallace (2013) noted, “Social media usage is becoming increasingly popular as a marketing tool to build and manage customer relationships, and it has been shown to affect consumer shopping behavior.”

The approach to social media marketing differs from traditional one-way marketing strategies. Social media enables a more dynamic dialogue between brands and customers. Through these platforms, companies can communicate product or service-related information, values, and ethics in a more personal and engaging manner. As Larivière et al. (2013) stated, “Producers use social media to share information, knowledge, values, and ethics about their products or services, aiming to attract customer interaction.”

By encouraging customers to engage in this dialogue, businesses not only foster brand awareness but also gain valuable insights into consumer interests, preferences, and values. Informal interactions allow for an exchange of information that strengthens customer relationships and guides future marketing activities. As a result, products and services can be designed and marketed more effectively to appeal to the target market. These interactions are essential in building loyalty and creating deeper customer experiences, which ultimately have a significant impact on purchasing decisions.

In recent years, the e-commerce industry in Indonesia has grown rapidly, with major platforms like Tokopedia, Shopee, and Lazada competing to attract and retain customers. However, Tokopedia has faced significant challenges with declining transactions and reduced consumer interest. Data from the first half of 2023 shows a drop of 8.2% in Tokopedia’s transaction value compared to the same period in the previous year, bringing the total to IDR 121.48 trillion. Furthermore, Tokopedia's customer visits decreased by 15.5%, from 128.1 million visits in January to 108.1 million.

The rapid advancement of digital technology has reshaped the marketing landscape, with social media platforms playing a key role in fostering relationships between brands and consumers. Social Media Marketing (SMM) has become one of the core strategies for companies to increase brand exposure, build communities, and encourage direct interactions with consumers. Platforms such as Instagram, Facebook, TikTok, and Twitter provide effective tools for brands to engage consumers, offer personalized experiences, and broaden market reach (Kaplan & Haenlein, 2010).

In this environment, purchase intention - the consumer’s intent to buy—depends heavily on how successfully a brand uses SMM to establish brand awareness and trust. Brand awareness plays a critical role in shaping consumers' buying decisions. Aaker (1991) noted that higher brand awareness increases the chances that a brand will be included in the consumer’s decision-making process. By implementing consistent and interactive social

media marketing, companies can enhance consumer familiarity with their brands, which in turn boosts purchase intention (Hutter et al., 2013). In the digital age, engaging and participatory content through SMM helps keep brands top-of-mind for consumers, strengthening brand awareness significantly.

In addition to brand awareness, consumer trust in a brand also plays a crucial role in influencing purchase intention. Trust in the context of digital marketing refers to the belief that the brand will provide products or services that meet expectations and protect consumer interests throughout the purchasing process (Gefen, 2004). Previous studies have shown that social media can serve as an effective tool for building trust through transparent and authentic interactions between brands and consumers (Erdogmus & Cicek, 2012). When consumers feel that a brand is trustworthy, they are more likely to make a purchase and even recommend the brand to others (Morgan & Hunt, 1994).

This study aims to explore how Social Media Marketing (SMM) influences purchase intention by enhancing brand awareness and trust. By focusing on how social media marketing strategies can strengthen these two variables, the research seeks to provide deeper insights into how companies can optimize the use of social media to encourage consumer purchase intentions. Furthermore, the study also aims to understand the specific conditions under which brand awareness and trust have a stronger impact on purchase intention, particularly within the competitive environment of e-commerce platforms and industries.

LITERATURE REVIEW

Social Media Marketing

In this digital era, social media has become an essential part of daily life, transforming the way individuals communicate and interact. Social media, now plays a significant role in modern business and marketing strategies. According to Mangold and Faulds (2009), social media enables companies to communicate directly with customers. Business across various sectors increasingly use social media platforms to foster and manage customer relationships. This phenomenon cannot be overlooked, as social media has been proven to significantly influence consumer shopping behavior. Ruane and Wallace (2013) observe that social media's popularity as a marketing tool has grown, impacting how people approach shopping and building strong customer relationships.

Social media marketing takes a distinct approach from traditional, one-way marketing strategies, providing a space for more interactive dialogue between brands and customers. Through these platforms, companies can convey information, values, and ethics related to their products or services in a more personalized and media to communicate information, knowledge, values, and ethics related to their products or services in a more personalized and engaging way. According to Alves, et al., (2016), researchers such as Castronovo and Huang, said that marketing strategies that include intelligence gathering, promotions, public relations, and customer relationship management should increasingly turn to social media. This case is driven not only by rising consumer interest in internet use but also by the perception that information shared on social media is more reliable than

direct company messaging. These interactions are key to make loyalty and creating a deeper customer experience, a process that significantly influences purchasing decisions.

Brands Awareness

Brand awareness or brand recognition, is one of the essential components in establishing successful marketing. According to research by Pappu, R., et al. (2005), define that brand awareness as the degree to which a brand occupies a strong presence in consumer's minds. The stronger this presence, the brand will be considered in the consumer's purchasing process. In modern marketing, especially in today's digital era, increasing brand awareness has become one of the top priorities for companies aiming to gain a competitive edge.

Brand awareness plays an important role in building consumer trust and reducing perceived risk in the purchasing process (Keller, 1993). Generally, consumers tend to choose brands they are familiar with, because they are considered better, more reliable, and also consistent. Studies further show that the higher the brand awareness, increases the likelihood of consumer purchase intention (Macdonald&Sharp, 2000). In other words, when consumers are more aware of brand, they are more inclined to be interested in buying its products.

In this competitive environment, especially on e-commerce platforms, brand awareness acts as a bridge between marketing strategies and consumer purchasing decisions. For example, Ebrahim, et al., (2016) found that brand awareness significantly mediates the connection between marketing efforts and purchase intentions. Consumers with high awareness of brand are more likely to make a purchase after being exposed to advertisements or marketing campaigns for that brand. Thus, having a comprehensive understanding of brand awareness and its influence on purchase intentions is essential for companies to develop effective marketing strategies. With the right approach, increasing brand awareness can significantly drive growth in consumer purchasing behavior.

Trust

Trust is an essential or crucial element in the relationship between consumers and brands, especially in the context of e-commerce or online purchases, where physical interaction between the consumer and the product often does not occur. In this context, trust signifies the consumer's confidence that a brand or company will deliver on its promises, whether pertaining to product quality or the services rendered (Gefen, 2000). Trust serves as an essential foundation that encourages consumers to make purchasing decisions, particularly when they face uncertainty. Numerous studies indicate that trust is a key factor in shaping consumer purchase intention. According to Pavlou (2003), consumers are more likely to intend to purchase from a brand or platform they trust, as trust reduces perceived risk and provides a sense of security in transactions. Furthermore, research conducted by Jarvenpaa et al. (2000) highlights that, within an e-commerce context, trust directly influences consumer purchase intention because it instills confidence that transactions will proceed without issues and that the products received will meet their expectations.

Brand trust also influences long-term relationships between consumers and companies. According to research by Morgan & Hunt (1994), trust is essential for cultivating loyalty and maintaining long-term relationships, which subsequently enhances the likelihood of repeat purchases. When consumers perceive a brand as trustworthy, they are more likely to make repeat purchases and even recommend the brand to others. Trust is built not only through quality products but also through transparency, effective communication, and reliable customer service. Therefore, companies need to proactively manage these trust elements through various marketing strategies that support this goal, including providing clear information, swiftly addressing consumer complaints, and maintaining a positive reputation on social media and online review platforms (Cheung & Lee, 2001).

Consequently, trust affects not only immediate buying decisions but also contributes to the development of future purchase intentions among consumers. Companies that successfully build strong trust are more likely to attract new customers while also retaining existing ones.

Purchase Intention

Research on purchase intention has been a crucial topic in marketing, especially in the context of digital marketing and social media usage. Purchase intention refers to the likelihood that a consumer will buy certain products in the future, an essential aspect in measuring consumer behavior. Kim and Ko (2010), Liu et al. (2019), Moslehpour et al. (2018), and Wu et al. (2011) define purchase intention as the probability of future purchases. A customer's decision to purchase a product or service highly depends on perceived value (PV) (Zeithaml, 1988). Before making purchase decision,, consumers tend to gather relevant information about a product or service, often relying on shared personal experiences from friends or other sources like social media. This information is then evaluated, leading to the purchase behavior.

Chandon et al. (2005) and Whitlark et al. (1993) introduce purchase intention as a subjective preference, yet there is no consensus on which social media marketing (SMM) factors directly influence it. Zhang et al. (2017) further raised the question of whether online purchasing activities are significantly influenced by the use of social media platforms. Supporting this, Hong and Cha (2013) incorporate mediating variables such as trust and perceived value to study the effect of SMM on purchase intention.

According to Jia En Lee et al. (2020), purchase intention is a consumer's likelihood of buying a product, making it a critical factor in consumer behavior studies (Fishbein and Ajzen, 1977). Blackwell et al. (2001) defined it as "what we think we will buy." Engel et al. (1995) identified three types of purchase intentions: unplanned, partially planned, and fully planned purchases. These types can be influenced by consumer awareness and brand image strength.

Kotler (2003) suggested that purchase intention can also be influenced by individual feelings and impulsive situations, where impulsive circumstances alter purchase intention while feelings relate to personal preferences. To measure purchase intention, Zeithaml

(1998) utilized options such as “possible to buy,” “intended to buy,” and “considered to buy.”

Irshad et al. (2020) emphasized that consumer trust in social media plays a crucial role in purchase intention, as consumers are more likely to consider product recommendations when they have a high level of trust in the platform. Similarly, Jusuf Zeqiri et al. (2021) found that social media marketing significantly impact brand awareness, brand engagement, and ultimately, purchase intention, particularly in emerging economies.

The relationship between Social Media Marketing toward Trust

Karunasingha, et al., (2022) explains that people form beliefs, emotions, and reactions through socialization and communication with peers. Peers significantly influence consumer’s purchasing behavior. Li, et al., (2019) state that consumers use social media reviews to gather information about products that cannot be evaluated before they use it. The uncertainty of online content leads users to scrutinize messages more closely, with press reports on online scaremongering fostering doubt and skepticism. Young adults often seek online verification, peer experiences, and reviews to assess product credibility. According to Irshad, et al., (2020) in his journal said that in Pakistan’s social media marketing context, found that social media positively affects consumers trust and purchase intention towards fashion retailers, though research on peer communication’s impact on trust and online purchase intention remains limited. It is hypothesized that :

H1. Social Media Marketing positively influence Trust

The relationship between Social Media Marketing toward Brand Awareness

Brand awareness reflects the consumer’s ability to recognize and recall brand in different situations. On social media platform, brand awareness can be achieved through various means and activities that connect to consumer to the brand, including advertising, sales promotions, public relations, and many more. In the context of social media, Barreda et al. (2015) showed that factors such as virtual interactivity, system quality, content quality, and engaging, rewarding activities help enhance brand awareness. Zeqiri, et al., (2024), in his study which observed the impact of SMM activities on Chinese consumer’s online brand-related activities on the Wechat platform, revealed that entertaining and interactive SMM efforts stimulate consumer awareness. Social media marketing stimulates consumers to subscribe to brand pages, where they interact with the respective brand, and consequently their ability to remember this brand is stronger. In other words, they develop brand awareness. It is hypothesized that :

H2. Social Media Marketing positively influence Brand Awareness

The relationship between Trust toward Purchase Intention

The existing literature suggests that the relationship between trust and behavioral outcomes may vary across different cultures (Dutta and Bhat, 2016). Trust plays a crucial role in transactions involving social media, as many active users on these platforms frequently provide reviews about the products and services offered by various retailers (Nadeem et al., 2015). In online marketing, the concept of trust is critical driving force that

directly influences customers purchase intention. Irshad, et al., 2020, trust is reasonable to assume that, similar to other online transactions where trust is a key factor in determining purchase intentions, transactions initiated through social media also require consumer trust in retailers operating on social media to be successfully completed. Moslehpour, et al., (2020) said that in general sense, trust is the customer's willingness to believe in the seller's actions and promises based on the customer's expectation.

Trust also typically built through personal contact and face to face communication. According to Kim and Ko (2010), trust is a level of the tendency to rely on a particular organization's capability to execute a promised utility. While in the e-marketplace, trust is considered a significant component to strengthen the relationship between customers and organizations built through a continuing relationship. Trust is also a vital component of the relationship between a person and society. Trust has an influential role in affecting consumer's purchasing intention. In an SMM, companies have to build the consumer's trust to increase purchase intention. Therefore, it is hypothesized that :

H3. Trust positively influence Purchase intention

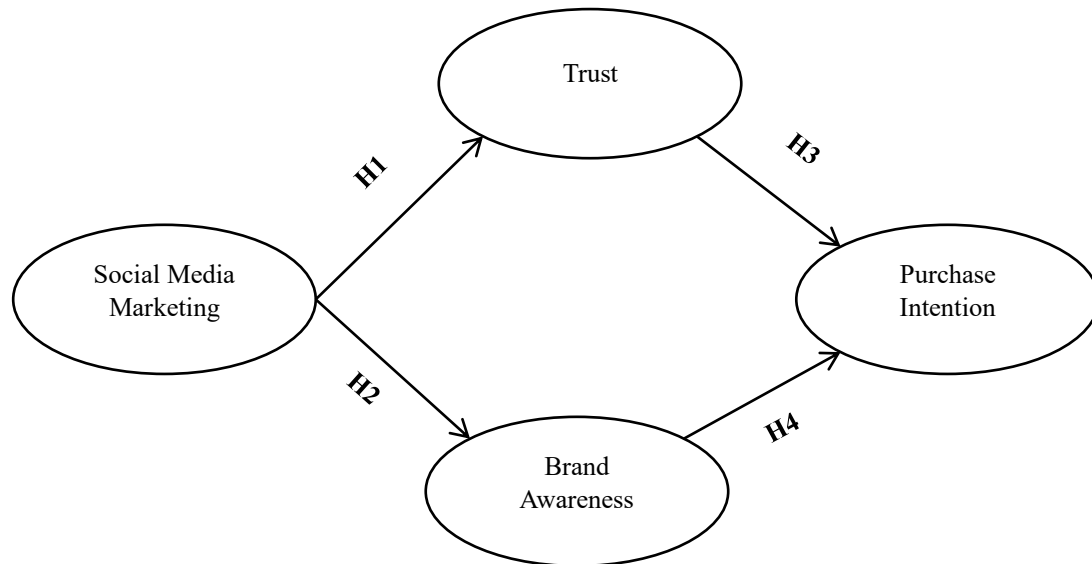
The relationship between Brand Awareness toward Purchase Intention

The existing research on the connection between brand awareness and purchase intention is somewhat unclear, particularly in the context of online environments. Dabbous and Barakat (2020), however, confirmed that building brand awareness on social networks positively impacts purchase intentions in physical stores. Chen et al. (2021) examined 2276 Chinese users to explore how WeChat usage influences purchase intentions for South Korean brands. Their findings confirm that social media content marketing boosts brand recognition and enhances purchase intentions. According to Zeqiri, et al., (2024), brand awareness is a crucial prerequisite and fundamental step in brand searches, which directly influencing purchase decisions. Evan, et al., (2021) also suggest that companies must leverage social media platforms to promote their brands and foster awareness that drives purchasing behavior. it is hypothesized that :

H4. Brand Awareness positively influence Purchase intention

The following is an image of the conceptual framework for this research:

Figure 1.
Research Framework



Source : Author work (2024)

RESEARCH METHOD

This study is a quantitative research aimed at identifying the relationships between various variables and how the variables influence each other. The questions in the questionnaire are designed to align with the research indicators specified. The questionnaire will be distributed by online via Google Forms through social media platforms. Using the SEM (Structural Equation Modeling) approach selected for this study, the sample size is determined to be representative based on the number of indicators. This study employs a non-probability sampling method, specially purposive sampling. With total of 100 valid questionnaires were collected for this analysis.

The analysis in this study employs the SEM (Structural Equation Modeling) technique. Primary data was initially stored in Ms. Excel, then imported into SPSS 26 for preliminary analysis, followed by goodness of fit and hypothesis testing in AMOS 23.

In this analysis we use several instrument for this study. This is the research instruments:

Table 1.

Research Instruments

Variables	Indicators
Social Media Marketing	<ul style="list-style-type: none"> - It is exciting to use Tokopedia - Tokopedia's Customer service are very responsive to solve my question or issues - I would like to recommend Tokopedia to friends or family based on my experience - It is easy to find and personalize product recommendations on Tokopedia to match my specific needs or preferences
Trust	<ul style="list-style-type: none"> - Tokopedia is Trustworthy

- Tokopedia provides reliable information
 - I trust Tokopedia keeps my best interest in mind
- Brand Awareness
- I can quickly recall the symbol/logo of the Tokopedia brand.
 - The Tokopedia brand is famous and well-known.
 - There are a lot of impressive and frequent ads for the Tokopedia brand.
 - I can easily recognize the Tokopedia brand among other competing brands
- Purchase Intention
- If I were going to buy products online, I would consider buying them from Tokopedia.
 - The likelihood of buying from Tokopedia is very high.
 - My willingness to buy from Tokopedia is high.

Source : Reviewed from several sources, 2024.

FINDINGS AND DISCUSSION

Respondent Description

Respondents in this study were collective in 100 questionnaire users of the Tokopedia, which average of age at 16-40 years old.

Validity and Realibility Test

To ensure this research is representative, a validity test is necessary. A validity test assesses the level of accuracy of an instrument used in a study. This research employs Confirmatory Factor Analysis (CFA) in AMOS to evaluate how well the indicators represent each variable. According to Space (2013), content validity, construct validity, and external validity are essential to achieving reliable and generalizable results. An instrument is deemed valid if each item's individual factor loading exceeds 0,5 for ach item in the instruments.

Table 2.

Validity and Realibility Test

Variable	CR	Cut of Values	AVE	Cut of Values	Keterangan
Social Media Marketing	0,871	>0,7	0,791	>0,5	Valid & Reliable
Trust	0,889	>0,7	0,852	>0,5	Valid & Reliable
Brand Awareness	0,867	>0,7	0,786	>0,5	Valid & Reliable
Purchase Intention	0,891	>0,7	0,855	>0,5	Valid & Reliable

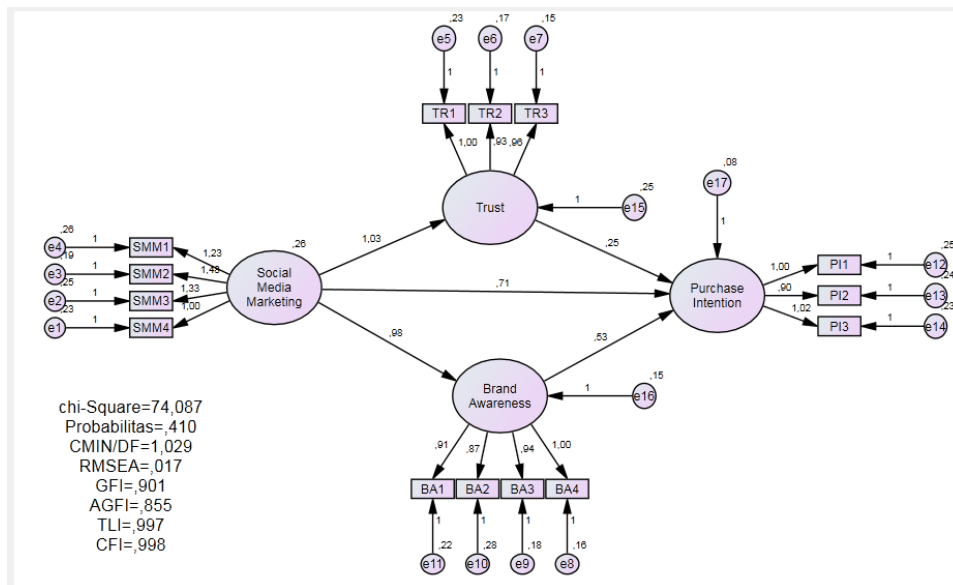
Source : Author work (2024)

In table 2 shows that CR (Construct Reliability) value on each variables are greater than 0,7 and AVE (Average Variance Extracted) is greater than 0,5. That means, all variables in this researcn are reliable and can be tested using SEM.

SEM Analysisis

The SEM Analysis is usually used to determine the correlation between the structural model and the variables studied. The structural correlation between variables are tested for their fit using the goodness of fit index. The results of this analysis are

Figure 2.
 Path Diagram Analisis



Source : Author work (2024)

This is a simplified structural model that presenting the results : Chi-square = 74,087, probability = 0,410, RMSEA = 0,017, GFI = 0,91, AGF = 0,855, CMIN / DF = 1,029, TLI = 0,997, and CFI = 0,998. This figure shows that the relationships between variables have a strong influence and represented by bold lines.

Assesing The Goodness Of Fit

Assesing the goodness of fit is the main objective in SEM to determine how well the hypothesized model “Fits” or matches the sample data. The goodness of fit results are shown in the following data :

Table 3.
 Assesing The Goodness of Fit

<i>Goodness of fit index</i>	<i>Cut-off value</i>	Results	Model
<i>Chi-square</i>	≤ 92,808 (df=72)	74,087	Fit
<i>Significant probability</i>	≥ 0.05	0,410	Fit
RMSEA	≤ 0.08	0,017	Fit
GFI	≥ 0.90	0,901	Fit
AGFI	≥ 0.90	0,855	Marginal

CMIN/DF	≤ 2.0	1,029	Fit
TLI	≥ 0.90	0,997	Fit
CFI	≥ 0.90	0,998	Fit

Source : Author work (2024)

Hypothesis Test

The hypothesis test conducted aims to answer the research questions or to analyze the relationships within the structural model. The hypothesis data analysis can be seen from the standardized regression weight values, which indicate the coefficient of influence between variables in the following table in Appendix 1.

According to the data in Appendix 1 analysis, a CR value above 1.96 that indicates an effect. Similarly a P-Value below 0,05 also indicates a significant effect (Ghozali, 2017). The details can be seen :

1. The estimated parameter obtained is 1,031 and the CR Value is 6,033, indicating that the effect of Social Media Marketing on Trust is positive. This means that the better the Social Media Marketing, the higher the Trust. The test of the relationship between these two variables shows a probability value of 0,000 ($P < 0,05$), which means there is a significant effect. Therefore, H1 which states that **“Social Media Marketing has a positive and significant effect on Trust” is accepted.**
2. The estimated parameter is 0,98 and the CR Value is 6,592, indicating that the effect of Social Media Marketing on Brand Awareness is positive. This means that the better the Social Media Marketing, the higher the Brand Awareness. The test of the relationship between these two variables shows a probability value of 0,000 ($P < 0,05$), which means there is a significant effect. Therefore, H2 which states that **“Social Media Marketing has a positive and significant effect on Brand Awareness” is accepted.**
3. The estimated parameter obtained is 0,247 and the CR Value is 2,247, indicating that the effect of Trust in Purchase Intention is positive. This means that the better the Trust, the higher the Purchase Intention. The test of the relationship between these two variables shows a probability value of 0,025 ($P < 0,05$), which means there is a significant effect. Therefore, H3 which states that **“Trust has a positive and significant effect on Purchase Intention” is accepted.**
4. The estimated parameter is 0,529 and the CR Value is 3,386, indicating that the effect of Brand Awareness on Purchase Intention is positive. This means that the better the Brand Awareness, the higher the Purchase Intention. The test of the relationship between these two variables shows a probability value of 0,000 ($P < 0,05$), which means there is a significant effect. Therefore, H1 which states that **“Brand Awareness has a positive and significant effect on Purchase Intention” is accepted.**

CONCLUSION

This study aimed to investigate the influence of Social Media Marketing (SMM) on purchase intention among Tokopedia users, with a focus on Brand Awareness and Trust as mediating variables. The findings provide important insights into how SMM strategies can effectively enhance consumer behavior in an e-commerce context. The following conclusions can be drawn from the research:

1. **Significant Positive Impact of SMM on Trust:** The analysis confirmed that SMM has a substantial and positive impact on consumer trust. The estimated parameter value of 1.031 and a critical ratio (CR) of 6.033 indicate that well-executed SMM initiatives strengthen consumer trust significantly. This finding underscores the importance of creating transparent, engaging, and interactive social media content that fosters consumer confidence.
2. **SMM Enhances Brand Awareness:** The results also revealed a significant positive relationship between SMM and brand awareness, with an estimated parameter of 0.983 and a CR value of 6.592. This suggests that strategic use of social media can effectively increase consumers' ability to recognize and recall the brand. The continuous use of diverse social media platforms for interactive advertising and promotions plays a crucial role in maintaining brand visibility.
3. **Trust Drives Purchase Intention:** Trust was found to be a critical determinant of purchase intention, as evidenced by the estimated parameter of 0.247 and a CR value of 2.247. This implies that the higher the trust customers have in a brand, the more likely they are to make a purchase. Building trust through transparent communication, reliable service, and positive customer experiences is vital for fostering consumer purchase behavior.
4. **The Role of Brand Awareness in Shaping Purchase Intention:** The study confirmed that brand awareness significantly influences purchase intention, with an estimated parameter of 0.529 and a CR value of 3.386. This finding highlights that consumers are more inclined to purchase from brands they can easily recognize and recall. Effective SMM efforts that enhance brand familiarity can thus lead to increased consumer buying behavior.
5. **Overall Influence of SMM on Purchase Intention:** The integrated analysis of these relationships demonstrates that SMM has an indirect yet substantial impact on purchase intention through the mediating effect of brand awareness and trust. By leveraging SMM to build brand recognition and establish consumer trust, companies can create a more compelling path to purchase.

LIMITATIONS AND FUTURE RESEARCH

While the study offers valuable insights, it is limited by its focus on Tokopedia users and the sample size of 100 respondents. Future research could expand the sample size and include comparisons with other e-commerce platforms to generalize findings. Additionally, examining other potential mediating factors, such as brand loyalty and consumer satisfaction, could provide a more comprehensive understanding of SMM's influence on purchase behavior.

In conclusion, this study confirms that effective social media marketing, by enhancing brand awareness and fostering trust, plays a significant role in increasing purchase intention among consumers. Companies should prioritize these aspects to achieve sustainable growth in the competitive e-commerce landscape.

Implications for Practice

- **Strategic SMM Implementation:** Companies like Tokopedia should design targeted social media campaigns that not only promote products but also engage consumers through interactive and value-driven content to build trust and enhance brand awareness.
- **Building Consumer Trust:** Transparent and authentic interactions, as well as timely customer service, can help cultivate trust, which in turn positively affects purchase decisions.
- **Strengthening Brand Awareness:** Regular and strategic content posting, combined with engaging multimedia and promotional campaigns, can reinforce brand recall and encourage higher purchase intentions.

Contributions to Literature

This study enriches the literature on the impact of social media marketing within the e-commerce sector in Indonesia. It provides empirical evidence supporting the mediating roles of brand awareness and trust in linking SMM to purchase intention. The findings can serve as a reference for future research on optimizing social media strategies to boost consumer engagement and sales.

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Appendix 1. *Hypothesis test*

No.	Hypothesis	Estimate	S.E.	C.R.	P	Results
H1	Social Media Marketing → Trust	1.031	0.171	6.033	0.000	Signifikan
H2	Social Media Marketing → Brand Awareness	0.983	0.149	6.592	0.000	Signifikan
H3	Trust → Purchase Intention	0.247	0.110	2.247	0.025	Signifikan
H4	Brand Awareness → Purchase Intention	0.529	0.156	3.386	0.000	Signifikan

Source : Author work (2024)