

## The Influence of Social Media Marketing Activities on Purchase Intention Through Brand Trust and Brand Image

Muhammad Abdullah B<sup>1\*</sup>, Edy Yulianto<sup>2</sup>, Agung Nugruho<sup>3</sup>

<sup>1\*</sup>Master of Business Administration, Faculty of Administration Sciences, University of Brawijaya, Malang, Indonesia

<sup>2</sup>Department of Business Administration, Faculty of Administration Sciences, University of Brawijaya, Malang, Indonesia

<sup>3</sup>Department of Business Administration, Faculty of Administration Sciences, University of Brawijaya, Malang, Indonesia

The rapid growth of social media platforms has transformed marketing strategies, especially within Indonesia's fast-moving consumer goods (FMCG) sector. Social media marketing activities (SMMA) have become vital for influencing consumer behavior, particularly on Instagram. This research aims to investigate the effect of SMMA on purchase intention, with a specific focus on the mediating roles of brand trust and brand image. A quantitative explanatory research design was employed, utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis. Data were collected from 175 active followers of Fore Coffee's Instagram account, ensuring the sample represented engaged consumers within the FMCG sector. The results reveal that SMMA positively impacts purchase intention both directly and indirectly. The mediating variables, brand trust, and brand image, significantly strengthened the relationship between SMMA and purchase intention. These findings underscore the importance of well-crafted social media marketing strategies in enhancing consumer purchase intention, building stronger brand trust, and fostering a favorable brand image. The study concludes that businesses within competitive industries, such as the FMCG sector, should prioritize effective social media marketing to drive consumer engagement and establish lasting customer relationships.

**Keywords:** social media marketing, purchase intention, brand trust, brand image, fast-moving consumer goods.

### INTRODUCTION

The rapid growth of technology has revolutionized the e-commerce industry, leading to significant changes in consumer purchasing behavior. A noticeable trend is the shift from conventional e-commerce to mobile commerce (m-commerce), enabled by advances in internet connectivity and the proliferation of mobile devices with sophisticated features. This transformation has redefined how buyers and sellers interact, particularly through mobile platforms.[1]. In such a highly competitive environment, a brand's success in driving sales increasingly depends on strategic social media marketing activities. These efforts are recognized for fostering brand trust by strengthening elements such as brand awareness, image, and consumer interaction [2].

The interplay between marketing strategies, branding efforts, and consumer purchasing behaviors has been a central theme in academic research. Studies reveal that consumers frequently make purchase decisions based not only on a product's functional benefits or quality but also on the symbolic meaning and perceived value attached to the brand.

This notion is further supported by Seo & Park [3], who assert that social media marketing activities significantly affect consumer perceptions of brands, ultimately boosting purchase intentions. Social media has become a pivotal tool for businesses, offering a direct channel to establish stronger customer connections while ensuring accessibility [4]. Consequently, social media marketing (SMM) has become a cornerstone of modern marketing strategies, supporting the dissemination of products, services, information, and ideas through online networks [5]. By creating engaging and valuable content, businesses can better anticipate consumer purchasing patterns, amplify brand visibility, attract new audiences, build awareness, and boost sales performance [6].

With the rapid evolution of communication technologies and the growing reliance on social media, especially in the FMCG industry, the necessity of integrating social media strategies into brand marketing efforts has become evident. However, studies focusing on the effects of social media marketing activities in the FMCG sector, particularly within the ready-to-drink coffee market, remain limited. Previous research has predominantly explored consumer behavior about FMCG brands through traditional and offline marketing frameworks. This study seeks to fill this research gap by analyzing how social media marketing activities influence purchase

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Correspondence address:

**Muhammad Abdullah B**

Email : [muhammadbahmudah@gmail.com](mailto:muhammadbahmudah@gmail.com)

Address : Faculty of Administration Science, Jl. MT. Haryono 163 Malang 65145, Malang

intentions within Indonesia's ready-to-drink coffee industry.

Fore Coffee represents a noteworthy example within Indonesia's coffee shop industry, showcasing rapid success amidst a thriving coffee culture. Established in 2018, Fore Coffee has captivated coffee enthusiasts by focusing on premium-quality beverages and implementing targeted marketing strategies. The brand quickly built a broad audience base by leveraging digital platforms like Gojek and Grab for promotions alongside popular social media channels like Instagram and Facebook. These initiatives distinguished Fore Coffee in a highly competitive market. They aligned with the principles of the Third Wave Coffee movement, where consumers value distinctive coffee experiences and expertly crafted brews. As a result, Fore Coffee's success offers insights into practical strategies for thriving in Indonesia's evolving coffee market.

This study explores the impact of social media marketing activities on purchase intentions through the lenses of brand trust and brand image. The relevance of this research is amplified by the scarcity of studies examining coffee shops within the Indonesian market. Accordingly, the findings are anticipated to contribute significant value to academics and industry professionals, shedding light on how social media marketing strategies can shape consumer purchase behavior.

### **S-R Theory**

The Stimulus-Response (S-R) theory is a fundamental psychological concept that explores how external stimuli trigger specific behaviors in individuals. This theory, initially proposed by Pavlov, Watson, and Skinner, emphasizes the role of environmental factors in shaping human responses. Through processes such as classical and operant conditioning, the S-R theory provides a framework for understanding how consumers react to various stimuli, such as advertisements or product promotions. This theory is useful for analyzing how different marketing strategies influence consumer behavior and drive purchasing decisions.

### **S-O-R Theory**

Building on the S-R model, the Stimulus-Organism-Response (S-O-R) theory introduces the concept of the organism as an intermediary between the stimulus and response. This theory posits that external stimuli, such as advertisements or brand messages, first

influence the internal state of the consumer—emotions, attitudes, and perceptions. These internal changes lead to specific behavioral responses, such as purchasing a product or engaging with a brand. The S-O-R theory highlights the importance of understanding both the environmental triggers and the internal factors that shape consumer behavior. It is a valuable tool for analyzing consumer responses to social media marketing and other forms of digital advertising.

### **Purchase Intention**

Purchase intention refers to the likelihood that a consumer will buy a product in the future based on various influencing factors [7][8]. It is a strong indicator of consumer behavior and is influenced by product quality, perceived value, and brand trust. Marketers often use purchase intention to predict future sales, as consumers who exhibit high purchase intention are likelier to make an actual purchase [9]. In social media marketing, purchase intention can be shaped by the consumer's perception of the brand's online presence, the authenticity of its messages, and the emotional connection fostered through social media interactions [10]. Understanding purchase intention allows companies to tailor their marketing strategies to engage consumers better and drive conversion rates. [11].

### **Social Media Marketing Activity**

Social media marketing activities (SMMA) refer to businesses' strategic efforts to promote their products, engage with customers, and build brand loyalty through social media platforms. These activities encompass a variety of tactics, including content creation, paid advertising, influencer partnerships, and customer interaction. As social media has become a dominant force in consumer communication, SMMA is crucial in enhancing brand visibility and fostering consumer trust. By crafting relevant and engaging content that resonates with target audiences, brands can increase awareness, attract new customers, and drive sales. The power of SMMA lies in its ability to facilitate two-way communication, allowing brands to build meaningful relationships with consumers and create communities around their products [12].

### **Brand Trust**

Brand trust is a key factor in fostering consumer loyalty, reducing perceived risks, and increasing the likelihood of purchase

[13][14][15]. High levels of brand trust encourage consumer loyalty and reduce perceived risks, making it easier for consumers to make purchasing decisions. Trust is particularly important in the digital age, where consumers are exposed to a wide range of information and can easily access feedback from other customers [16]. Brands that establish trust through transparent communication, high-quality products, and consistent customer service are more likely to build long-term customer relationships. In social media marketing, brand trust can be enhanced by engaging with customers authentically, responding to inquiries promptly, and ensuring that brand messages align with consumer expectations [17].

### **Brand Image**

Brand image refers to consumers' overall perception and mental representation of a brand, shaped by its identity, product attributes, and emotional connections. A strong brand image helps differentiate a company from its competitors and can significantly impact consumer preferences. Elements such as logo design, brand messaging, and the consumer experience form a brand's image. According to Kotler, as cited in Bastian [18], A positive brand image builds consumer trust. It influences consumer purchase decisions by creating a sense of alignment with the consumer's values and lifestyle. In the digital era, social media plays a critical role in shaping brand image, as it allows companies to communicate directly with consumers and showcase their values, products, and services in a highly visual and interactive manner.

### **Hypothesis**

H1: Social media marketing activities (SMMA) are recognized as powerful tools for enhancing consumer trust in brands. According to Moslehpour [19], The study investigated social media users who have used online ride-hailing services, particularly GO-JEK, and found that social media marketing activities significantly impact building trust. Salhab further supports this conclusion [20]. His study also shows that social media marketing activities substantially impact trust. Brand trust plays a crucial role in strengthening the connection between consumers and brands [6], which aligns with the role of social media marketing in facilitating improved communication for businesses and cultivating lasting customer relationships.[21].

H2: The Impact of Social Media Marketing Activities on Brand Image Research by Sanny [22], which examined male millennial users in the context of men's skincare brands in Indonesia, highlights the significant influence of social media marketing activities on brand image. This conclusion is further reinforced by studies from Anantasiska [23] and others [19], showing a strong connection between social media marketing and brand image. Additionally, it is noted that many successful companies use social media marketing as an effective strategy to engage with consumers online [2].

H3: Zhang's Research [24], which focused on social media users on WeChat, confirmed that marketing activities substantially impact purchase intention. Several studies have been conducted to support this finding, all showing a significant relationship between social media marketing and purchase intention. As a result, purchase intention is regarded as an important predictor of consumer behavior, as consumers generally make purchasing decisions after gathering information to identify products that align with their needs and desires [25][26][27].

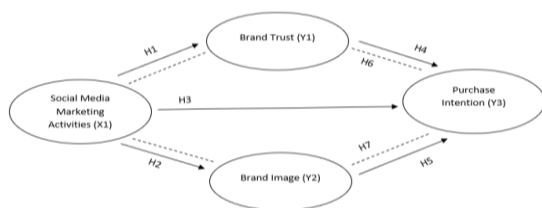
H4: The study on the effect of brand trust on purchase intention, which examined male millennial users in the context of men's skincare brands in Indonesia, revealed that brand trust significantly impacts purchase intention [22]. This finding is reinforced by Salhab [20], who also highlights the critical role of trust in shaping purchase intention. Establishing brand trust and fostering commitment is essential for building long-term relationships between brands and consumers. Through social media platforms, brands can engage with their customers, positively influencing brand trust [28].

H5: Zhang's Research [24] on social media users via WeChat confirmed that brand image significantly influences purchase intention. This result is backed by Sanny [22] [20], whose research also shows that brand image significantly influences purchase intention. Therefore, from the consumer's viewpoint, brand image has the most substantial positive impact on purchase intentions [29].

H6: Salhab [20] demonstrates that social media marketing activities when mediated by brand trust, impact purchase intention. As a result, social media marketing is considered a

potentially powerful strategy for cultivating brand trust. Aydin's study [30] indicates that national brands can increase purchase intention by building brand trust.

H7: Trianasari [31] conducted a study on the Ms. Glow brand using the TikTok platform, showing that brand image can mediate the impact of social media marketing on purchase intention. The strategic use of social media marketing strengthens brand image in consumers' minds, boosting their purchase intentions.



**Figure 1.** Hypothesis Model of Research Conduct

## MATERIAL AND METHOD

This research utilizes an explanatory design and employs a quantitative approach. The population targeted includes all internet users who follow the Fore Coffee Instagram account and reside in Indonesia. A non-probability sampling technique, specifically purposive sampling, was applied. Sample size calculations followed Hair's formula, which suggested a minimum sample size of 155 Fore Coffee Instagram account followers. The primary data used in this study represents individual respondents' perceptions regarding the variables of social media marketing activities, purchase intention, brand trust, and brand image.

### Data Collection

Data was collected using a structured questionnaire to capture respondents' opinions based on relevant items. The data analysis was carried out using SmartPLS statistical software, testing the outer and inner models. The outer model testing included assessments of validity and reliability. An instrument is considered valid if it meets the criteria for convergent validity, with an Average Variance Extracted (AVE) value greater than 0.5 for each variable. For discriminant validity, the cross-loading values for each variable must exceed 0.6, with manifest variable values greater than their latent counterparts. Reliability testing is considered adequate if the composite reliability values exceed 0.7 [32]. Inner model testing involved

evaluating the coefficient of determination ( $R^2$  value) and hypothesis testing, with a criterion of a p-value less than 0.05 indicating statistical significance for the hypotheses.

## RESULT AND DISCUSSION

### Respondent Characteristics

The results show that most respondents are between 26 and 28 years old, with 38 respondents (21.71%) falling within this range. A significant proportion, 59 respondents (33.7%), reside in East Java, while 25 respondents (14.3%) are from Malang. Additionally, 79 respondents (45.1%) have obtained a bachelor's degree (S1). Most of the participants (33.1%) are students.

### Description of Respondent Answers on Social Media Marketing (X1)

The average score for responses related to the Social Media Marketing (X1) variable is 4.3, which places it in the "very good" category. This indicates that the marketing strategy adopted by Fore Coffee through Instagram has successfully fostered relationships, created communities, encouraged transactions, and exchanged information with existing and potential customers.

### Description of Respondent Answers on Brand Trust (Y1)

For the Brand Trust (Y1) variable, respondents again provided an average score of 4.3, indicating that customers have high confidence in the reliability and integrity of Fore Coffee, perceiving it as committed to its brand claims.

### Description of Respondent Answers on Brand Image (Y2)

Based on the table and description above, it can be concluded that the Brand Image (Y2) variable has an average score of 4.25, or "very good," indicating that customers have a solid understanding of the Fore Coffee brand. This understanding includes elements of identification, product personality, and the emotional connection formed in customers' minds. Customers view Fore Coffee as highly focused on providing customer satisfaction.

### Description of Respondent Answers on Purchase Intention (Y3)

It is noted that Purchase Intention (Y3) has an average score of 4.37, or "very good," demonstrating that respondents are more inclined to purchase when viewing the account or

content posted by the Fore Coffee Instagram account. Customers interacting with Fore Coffee’s Instagram encourages them to buy its products, prompting respondents to become customers.

**Inferential Statistical Analysis  
Outer Model Reflective**

a. Convergent validity was assessed by evaluating the correlation between the item or component scores estimated using PLS software. An individual reflective measure is considered valid if it has a loading factor greater than 0.70 about the measured construct. However, preliminary research considers a loading factor between 0.5 and 0.6 acceptable. This study used a threshold of 0.60 for the loading factor to determine the adequacy of convergent validity.

**Table 1.** Reflective Indicator Loading Results

Variable	Indikator	Item	Outer loadings
Social media marketing (X1)	X1.1	X.1.1.1	0,724
		X.1.1.2	0,730
		X.1.1.3	0,704
		X.1.1.4	0,770
	X1.2	X.1.2.1	0,761
		X.1.2.2	0,674
		X.1.2.3	0,786
	X1.3	X.1.3.1	0,713
		X.1.3.2	0,710
		X.1.3.3	0,701
	X1.4	X.1.4.1	0,738
		X.1.4.2	0,720
		X.1.4.3	0,781
		X.1.4.4	0,715
		X.1.4.5	0,737
X1.5	X.1.5.1	0,705	
	X.1.5.2	0,731	
	X.1.5.3	0,677	
	X.1.5.4	0,647	
Brand Trust (Y1)	Y1.1	Y1.1	0,706
	Y1.3	Y1.3	0,805
	Y1.5	Y1.5	0,725
Brand Image (Y2)	Y2.1	Y2.1	0,832
	Y2.3	Y2.3	0,823
Purchase Intention (Y5)	Y3.1	Y5.1	0,805
	Y3.3	Y5.3	0,850
	Y3.4	Y5.4	0,811

b. The Cronbach's Alpha and Composite Reliability values for each variable were calculated and tested for reliability. A value greater than 0.7 indicates that the indicators are reliable in measuring the latent variables.

**Table 2.** Cronbach's Alpha Result

Variable	Cronbach's Alpha	AVE
Social media marketing (X1)	0,949	0,523
Brand Trust (Y1)	0,837	0,603
Brand image (Y2)	0,724	0,642
Purchase Intention (Y3)	0,785	0,613

The R-square (R<sup>2</sup>) values were assessed to determine the explanatory power of the exogenous variables on the endogenous variables. A higher R<sup>2</sup> value indicates a stronger explanatory power.

**Table 3.** Coefficient of Determination (R<sup>2</sup>) Scores

Variable	R-square	Keterangan
Brand Tust (Y1)	0,485	Tinggi
Brand Image (Y2)	0,429	Tinggi
Purchase Intention (Y5)	0,659	Tinggi

**Research Hypothesis Test**

The test conducted to test the research hypothesis is to see the significance of the influence between constructs and their indicators. The results of these tests are summarized in the table below:

**Table 4.** Research Hypothesis Test Result

Variable	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Social media marketing (X1) -> Brand Tust (Y1)	0,697	13,397	0,000
Social media marketing (X1) -> Brand Image (Y2)	0,655	14,133	0,000
Social media marketing (X1) -> Purchase Intention (Y3)	0,581	10,370	0,000
Brand Trust (Y1)-> Purchase Intention (Y3)	0,439	4,247	0,000
Brand Image (Y2)-> Purchase Intention (Y3)	0,430	5,654	0,000

Hypothesis testing was carried out by comparing the t-statistics with the t-table value. A t-table can be obtained from 330 respondents with a significance value of 0.05, so a t-table of 1.960 is obtained.

**H1: The Influence of Social Media Marketing (X1) on Brand Trust (Y1)**

Based on the hypothesis test results, the p-value of 0.000 is less than the significance level of 0.05, and the t-statistic of 13.397 exceeds the

critical t-value of 1.960. Additionally, the coefficient value of 0.697 indicates a positive and significant effect of social media marketing (X1) on brand trust (Y1). Thus, H1 is accepted, suggesting that better social media marketing by Fore Coffee enhances brand trust and customer confidence in the brand.

**H2: The Influence of Social Media Marketing (X1) on Brand Image (Y2)**

The results of the test show that the p-value of 0.000 is less than 0.05, with a t-statistic of 14.133 exceeding the critical t-value. The coefficient of 0.655 indicates a positive and significant effect of social media marketing (X1) on brand image (Y2). Therefore, H2 is accepted, confirming that social media marketing positively influences the brand image of Fore Coffee.

**H3: The Influence of Social Media Marketing Activities (X1) on Purchase Intention (Y5)**

The hypothesis test reveals a p-value of 0.000, below the significance threshold, and a t-statistic of 10.370, greater than the critical t-value. The coefficient of 0.581 suggests a positive and significant impact of social media marketing (X1) on purchase intention (Y3). Hence, H3 is accepted, indicating that better social media marketing increases consumers' purchase intentions.

**H4: The Influence of Brand Trust (Y1) on Purchase Intention (Y5)**

The p-value of 0.000 is less than 0.05, and the t-statistic of 4.247 exceeds the critical value, confirming that brand trust (Y1) positively and significantly affects purchase intention (Y3). This supports H4, suggesting that the higher the consumer trusts the brand, the more likely they are to purchase.

**H5: The Influence of Brand Image (Y2) on Purchase Intention (Y5)**

The test results show a p-value of 0.000, indicating statistical significance, and a t-statistic of 5.654, above the critical t-value. The coefficient value of 0.430 signifies a positive and significant effect of brand image (Y2) on purchase intention (Y3). Therefore, H5 is accepted, confirming that a strong brand image enhances purchase intention.

**Mediation Effects**

**Table 5.** Mediation Effects Results

Variable	Original	T Statistics	P
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	Sample (O)	( O/STDEV )	Values
Social media marketing (X1) -> Brand Trust (Y1)-> Purchase Intention (Y5)	0,439	4,247	0,000
Social media marketing (X1) -> Brand Image (Y2)-> Purchase Intention (Y5)	0,430	5,654	0,000

The mediation effects were analyzed to determine the indirect influence of social media marketing (X1) on purchase intention (Y3) through brand trust (Y1) and brand image (Y2). The analysis results are presented in the table below. Based on the **Table**, there are research findings regarding the indirect effect as follows:

**H6: The Role of Brand Trust (Y1) in Mediating Social Media Marketing Activities (X1) and Purchase Intention (Y5)**

The test results show that social media marketing (X1), mediated by brand trust (Y1), has a significant positive effect on purchase intention (Y3). The path coefficient is 0.306, with a t-statistic of 4.112, exceeding the critical t-value of 1.960, and a p-value of 0.000, indicating statistical significance. These findings confirm H6, supporting the idea that brand trust strengthens the relationship between social media marketing and purchase intention.

**H7: The Role of Brand Image (Y2) in Mediating Social Media Marketing Activities (X1) and Purchase Intention (Y5)**

Similarly, the mediation analysis shows that social media marketing (X1), through brand image (Y2), significantly influences purchase intention (Y3). The path coefficient is 0.281, with a t-statistic of 5.207 and a p-value of 0.000, indicating a positive and significant mediating effect. These results support H7, highlighting the importance of brand image in enhancing the impact of social media marketing on purchase intention.

**Discussion**

**1. The Influence of Social Media Marketing on Brand Trust**

The findings indicate that social media marketing has a significant positive impact on brand trust. This result aligns with Moslehpour [19][20], who emphasized that social media marketing activities enhance

consumer trust by enabling brands to establish transparent and consistent communication with their audience. By creating engaging content and fostering direct interactions, social media helps build credibility and trustworthiness, which are critical for maintaining strong customer relationships [33].

## **2. The Influence of Social Media Marketing on Brand Image**

The study confirms that social media marketing significantly influences brand image. This conclusion is consistent with Sanny's. [22] research highlighted the role of social media in shaping consumer perceptions of a brand. Through the strategic use of platforms like Instagram, brands can showcase their unique identity, values, and quality, strengthening their image in consumers' minds. [28]. Effective social media strategies create positive associations that enhance brand recognition and loyalty [23][19].

## **3. The Influence of Social Media Marketing Activities on Purchase Intention**

Social media marketing was found to have a significant direct effect on purchase intention. These findings support Zhang and Aileen [25][19][26], which also shows that social media marketing activities significantly impact Purchase Intention. Marketing activities through social media facilitate two-way communication between potential buyers and marketers. Therefore, this interaction positively affects product evaluation, which in turn influences the interest of potential buyers. Social media provides more opportunities for marketers to connect with prospective consumers than other marketing media [21]. Therefore, companies must be able to implement unique and up-to-date marketing strategies through social media to attract potential consumers to visit their official Instagram accounts.

## **4. The Influence of Brand Trust on Purchase intention**

The results show that brand trust has a substantial impact on purchase intention. This finding aligns with Salhab [20], who identified trust as a key determinant of consumer purchase intention. When consumers trust a brand, they feel more confident in its

products, which reduces perceived risk and encourages repeat purchases. Trust acts as a foundation for building long-term customer relationships. Brands are chosen because they highly value the trust given by their consumers; therefore, aspects such as the quality of materials used, neatness, aesthetics, cleanliness, and service quality will continue to be improved to ensure consumer satisfaction and comfort, which in turn will enhance consumer trust and influence purchase intention.

## **5. The Influence of Brand Image on Purchase intention**

The analysis confirms that brand image significantly affects purchase intention. As highlighted by Zhang and Sanny [24], a strong and positive brand image fosters emotional connections and consumer confidence, which directly influence purchase intention. Consumers are more likely to purchase from brands they perceive as reliable, high-quality, and aligned with their values. [22] [20].

## **6. The role of Brand Trust in mediating Social Media Marketing Activities and Purchase Intention**

Brand trust was found to mediate the relationship between social media marketing and purchase intention. This aligns with Salhab's [20] findings, which emphasize that trust bridges marketing activities and consumer behavior. By cultivating trust through engaging social media content, brands can strengthen the impact of their marketing efforts on purchase intention [34].

## **7. The role of Brand Image in mediating Social Media Marketing Activities and Purchase Intention**

Similarly, brand image mediates the effect of social media marketing on purchase intention. Trianasari's [31] study demonstrated that an enhanced brand image, driven by effective social media marketing, increases the likelihood of consumer purchase intention. A positive brand image fosters familiarity and emotional attachment, ultimately driving purchase intention [35]. The strategic implementation of social media marketing will further strengthen the brand image among consumers, ultimately enhancing their purchase intention.

## CONCLUSION

Effective social media marketing by Fore Coffee Shop significantly influences brand trust, brand image, and purchase intention. Strong social media marketing enhances customer confidence in the brand, fosters a positive brand image, and encourages repeat purchases. Furthermore, brand trust and image independently boost customers' intention to repurchase. Social media marketing activities also indirectly influence purchase intention through brand trust and brand image as mediators, showing that these factors play a crucial role in strengthening customer loyalty and driving sustained purchases for Fore Coffee Shop.

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