



The influence of social media marketing and brand trust to purchase intention

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ARTICLE INFO

Received 29 March 2023
Accepted 30 March 2023
Published 30 March 2023

Keywords:

Social media marketing;
brand trust; purchase
intention

ABSTRACT

JD.ID is an e-commerce engaged in online shopping services but from year to year JD.ID has experienced a long-term decline in website visitors, the number of instagram followers is not comparable to competitors, and JD.ID is not included in the 2022 Top Brand Index This shows that social media marketing, brand trust, and purchase intention in JD.ID still have many shortcomings. This research aims at influence of social media marketing and brand trust to purchase intention on e-commerce jd.id. The methodology used is descriptive method and verifikatif with data collection through the distribution of the questionnaire to 100 respondents who follow instagram and ever shopped in e-commerce JD.ID. Analysis of the validity of the data used, reliability test, the classical assumption, multiple linear regression analysis, a correlation coefficient analysis and determination, the research and hypotheses (partial t-test and simultaneous f-test). A program used to analyse data using statistical package for social sciences (SPSS) for windows. Based on the research done obtained the regression equation is $= 5,152 + 0,250 X_1 + 0,569 X_2$. This study found the influence of social media marketing and brand trust on purchase intention of 85.8% and the rest is influenced by other factors not examined in this study. The research results show that social media marketing and brand trust have had a positive impact and significant impact on consumer interest in buying. Data analysis revealed that brand trust has more impact than social media marketing to interest the purchase. Hence, social media marketing and brand trust played an important role in e-commerce interest in buying by directly influence.

How to cite: Hamidah, D. F. N., & Maulani, T. S. (2023). The influence of social media marketing and brand trust to purchase intention. *Marketing Management Studies*, 3 (1), 31-40. DOI: [10.24036/mms.v3i1.359](https://doi.org/10.24036/mms.v3i1.359)



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INTRODUCTION

The development of globalization and technology has triggered changes in the economic culture of Indonesian society. The internet or electronic informatics media has become one of the media used by people in the modernization era in conducting communication and business. Online shops or online buying and selling transactions are now starting to be in great demand by the public as a form of business development in the internet world. Online buying and selling transactions are buying and selling transactions (business) using internet technology with gadgets or smartphones in line with the development of technological devices needed to run a business online.

Today, various aspects of life have been influenced by the rapid development of the internet, and the business world is no exception. The internet is not only used to access information through internet media, but can also be used to carry out trade transactions known as electronic commerce or e-commerce. The e-commerce industry in Indonesia is developing quite well. This is marked by an

increase in the number of internet users in Indonesia every year, from 2017 to 2020 and is expected to continue to increase until 2026 (www.sasanadigital.com, downloaded on 09 October 2022). These conditions can trigger the development of technology companies, especially the e-commerce online shopping market. Since its emergence in Indonesia, e-commerce has shifted shopping habits by visiting stores in person to online shopping with all the conveniences and attractive features. The following is monthly e-commerce visitor data based on databoks.katadata.co.id.

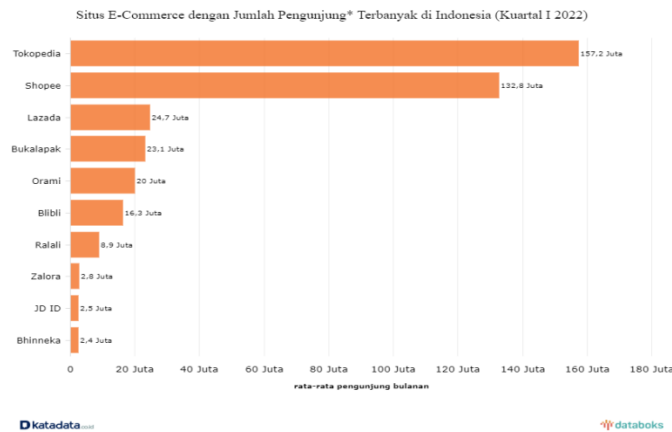


Figure 1. List of 2022 E-commerce Visitors in Indonesia

Source: databoks.katadata.co.id (2022)

JD.ID, which dropped to ninth position in the first quarter of 2022, is an e-commerce originating from China that does not only sell electronic goods, but sells beauty, fashion, sports, household appliances, children's toys, travel, health, and consumer goods products luxury. Today, entrepreneurs in Indonesia are increasingly careful and creative in building their competitive strategies.

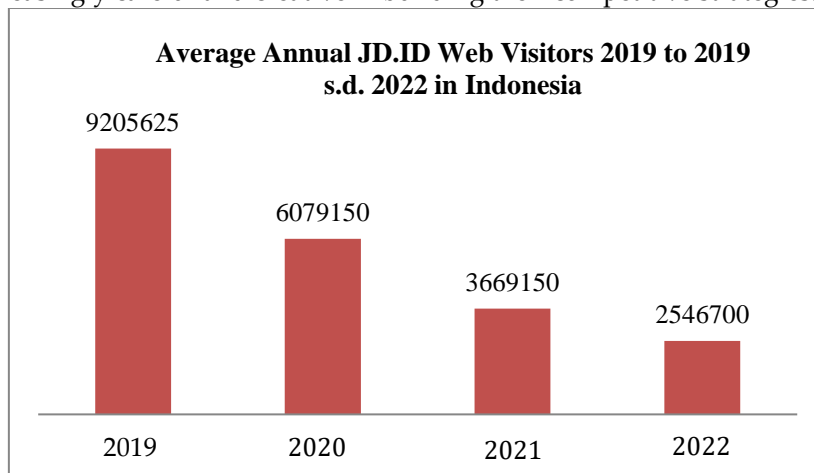


Figure 2. Number of JD.ID Web Visitors Quarterly 2019 s.d. 2022 in Indonesia

Source: iprice.co.id (2022)

From the figure it can be seen that web visitors to JD.ID experienced a significant decrease in the period from the first quarter of 2019 to the first quarter of 2022, namely as much as 72.3%. It can be said that there is a relationship between the decrease in the number of visitors to the JD.ID website and the low purchase intention, assuming that people visiting the JD.ID website need something that is offered by JD.ID.

The JD.ID application rating based on the number of downloads on Playstore and Appstore in the first quarter of 2022 is ranked 6th and 8th respectively (www.iprice.co.id, downloaded on October 16, 2022). While the number of active JD.ID users in 2021 can be seen in the following figure.

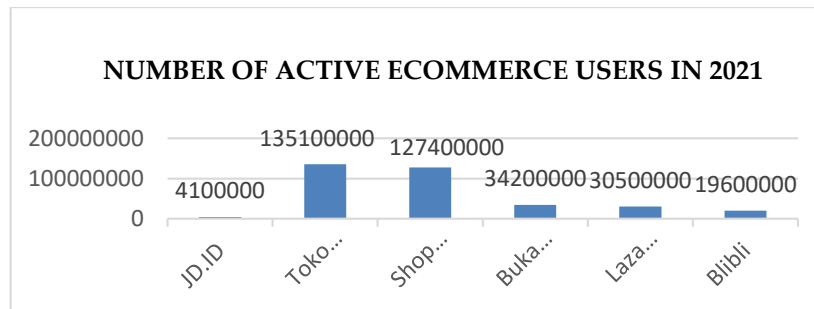


Figure 3. Number of Active E-commerce Application Users in 2021 in Indonesia

Source: *www.ginee.com (2022)*

The number of active users of the JD.ID application in the first quarter of 2021 was the lowest number of application users, namely 4.1 million people, while active users of the Tokopedia application were the highest. This indicates a lack of interest in using the JD.ID application compared to other e-commerce.

LITERATURE REVIEW

Social Media Marketing

Willem et al (2020) argue that social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals. Meanwhile, online and social media marketing according to Kotler and Keller (2016: 582) is defined as online activities and programs to engage customers or prospects and directly or indirectly increase awareness, enhance image, or obtain sales. Based on these definitions, it can be said that social media marketing is a form of online advertising activities and programs that involve customers directly or indirectly to obtain sales, increase awareness and image, or other entities. I use the dimensions from Kim and Ko in (Moslehpour et al, 2022) which describe the five dimensions of social media marketing activities, namely entertainment, customization, interaction, WOM (word of mouth), and trendy.

E-commerce

E-commerce is a website that provides online buying and selling transactions by utilizing internet facilities, especially websites that can provide "get and deliver" services (Nugroho, 2016: 6). E-commerce is an activity of commercial transactions through a network of communication devices in the form of fax, e-mail, telegram, telek, EDI (Electronic Data Interchange), and other electronic means including activities of exchanging information, advertising, marketing, contracts, and banking activities via the internet (Vidyastuti, 2018). It can be understood that in broad terms the notion of e-commerce is a process of buying and selling transactions carried out by sellers and buyers through online networks and electronic devices such as computers, mobile phones, television, radio, and others.

Brand Trust

Brand trust is a feeling of security when interacting with a brand based on the perception that the brand will remain reliable and responsible for satisfying customers (Emeralda & Kurniawati, 2022). Brand trust is considered very important because it can affect other brand components. Forming trust is a way to create and retain consumers because trust is the foundation of business (Fandiyanto & Kurniawan, 2019). Based on the above opinion, it can be concluded that brand trust is a feeling of security when interacting with a reliable and responsible brand as well as a business foundation that has an influence on the sustainability of a brand to create and retain consumers. Mayer et al in Wong (2017) state that there are three factors that form a person's trust, including:

1. Ability

Capability refers to the competence and characteristics of the seller or organization in influencing and authorizing a specific area. In this case, the seller is able to provide, serve, and secure transactions from interference from other parties. It can be interpreted that consumers get guaranteed satisfaction and security from the seller in making transactions. Kim et al (2003a) stated that abilities include competency, experience, institutional endorsements, and knowledgeability.

2. Benevolence

Benevolence is the seller's desire to provide mutually beneficial satisfaction between himself and the consumer. The profit earned by the seller can be maximized in line with consumer satisfaction. According to Kim et al (2003a), benevolence includes concern, empathy, faith, and receptivity.

3. Integrity

Integrity refers to the behavior or habits of the seller in conducting his business. This relates to the appropriateness of the facts of the information provided to consumers and the quality of products that can be trusted. Kim et al (2003a) argued that integrity can be seen from the point of view of fairness, fulfillment, loyalty, honesty, dependability, and reliability.

Purchase intention

Purchase intention is consumer behavior that shows its commitment to make purchases, so building consumer buying interest is important because it can attract consumers to make purchasing decisions for a product which will ultimately bring benefits to the company (Naibaho & Yuliati, 2017). Purchase intention is an individual's interest or desire for an object or product that is seen, arising from within so that there is a series of positive response behaviors to make a purchasing decision (Hartanto & Indriyani, 2022: 10). Based on the statements of experts, it can be concluded that buying interest is an effective response or process of individual interest or desire for a product but has not yet reached the purchasing stage.

Measuring the effectiveness of marketing communications that lead to buying interest can be seen in the AIDA consumer response model (Attention, Interest, Desire, and Action). According to Kotler and Keller (2016: 585), the AIDA model consists of 4 stages of the effectiveness of marketing communications that lead to buying interest, namely.

1. Attention

Attention is the first stage in AIDA's cognitive hierarchy that focuses on attracting and keeping consumers' attention. At this stage, consumer awareness of a product begins to arise before a purchase decision is made. This attention can be created through color, sound, pictures, artists, slogans, or other symbols.

2. Interests

When attention is focused on a product, interest in the product appears. This interest is obtained after the consumer gets something that he thinks is unique.

3. Desire

Desire is the stage of the offer that makes consumers want or desire to buy a product. At this stage, people have the motivation to own the product and marketers have succeeded in creating consumer needs.

4. Action

Action is the final stage where the consumer is marked by taking action to start buying and using the product.

METHOD

The method used in this study is a quantitative method with a descriptive research approach and verification analysis. According to Sugiyono (2019:22), the quantitative method is research based on the philosophy of positivism used to examine a certain sample population, data collection uses research instruments, data analysis is quantitative or statistical with the aim of describing and testing the applied hypotheses. The definition of the descriptive method put forward by Sugiyono (2019: 68) explains that research conducted to determine the existence of independent variables, either only on one or more variables without making comparisons or connecting with other variables or in other words is research that measures the value of one or more variable independently. This study aims to obtain an overview of the independent variable, namely social media marketing (X1), brand trust (X2), and purchase intention (Y). While the verification method aims to determine the causal relationship between variables through a test through a statistical calculation, the results of the verification show that the hypothesis is rejected or accepted. This research is used to test the variable X to Y under study. The population of this study is JD.ID's Instagram followers, which total 647,000 followers. The samples selected in this study were JD.ID Instagram followers and JD.ID consumers who had shopping experience at least once. The sampling technique used in this study is a purposive sampling approach. The data collection technique in this research are literature study, online research, and field study by distributing questionnaires. Testing this research using IBM SPSS 21 software for windows.

RESULT AND DISCUSSION

All statements contained in the social media marketing (X1) variable as many as 11 statements, brand trust (X2) as many as 14 statements, and purchase intention (Y) as many as 12 statements are said to be valid, where $r_{count} > r_{table}$ (0,300). So, that all statements contained in the social media marketing variable (X1), brand trust (X2), and purchase intention (Y) can be used in this study.

Table 3. Reliability Test

Variable	Reliability statistics		Description
	Cronbach's Alpha	N of items	
Social Media Marketing (X1)	0,876	11	Reliable
Brand Trust (X2)	0,966	14	Reliable
Purchase Intention (Y)	0,937	12	Reliable

Source: Author Processed Data (2023)

Based on the results of the table above, shows that the reliability value for each variable is above 0,6. It means that the indicators of each variable of the social media marketing, brand trust, and purchase intention can be said to have good reliability or reliability as a measuring tool.

Table 4. Respondents' Responses to Variable X1

No	Indicator	Score
Entertainment		
1	Consumer pleasure when following a brand's Instagram and listening to its content	243
2	The content displayed on a brand's instagram looks interesting	265
Customization		
3	The ease of finding customized information about products and programs on a brand's Instagram	310

4	The convenience of a brand's Instagram to provide service customization	310
Interaction		
5	Ease of consumers in expressing their opinions through social media	403
6	Instagram of a brand makes it easy for followers to share information with others	408
7	Instagram of a brand makes it easy for followers to exchange opinions or have conversations through social media	404
Word of Mouth		
8	The desire of consumers to convey information about brands, products or services from Instagram of a brand to their friends	285
9	Consumers' desire to reupload content from a brand's Instagram to their personal Instagram	260
Trendiness		
10	The brand's ability to communicate the latest information content on its Instagram	363
11	Following instagram and gaining brand knowledge makes consumers feel more trendy compared to using traditional channels	350
Total		3601
Categories		Enough

Source: Processed Data (2023)

The total score of respondents' answers regarding social media marketing on JD.ID e-commerce obtained a score of 3601 and is in the sufficient category. This means that social media marketing in JD.ID e-commerce still needs to be improved. Referring to the 11 statements, the statement that was rated by both Instagram followers and JD.ID consumers was in statement number 6 with the Instagram indicator of a brand making it easy for followers to share information with others. However, in statement number 1 with the consumer pleasure indicator when following a brand's Instagram and listening to its content, it is dominated by consumers who rate it badly or very badly, because JD.ID has not been able to create enjoyable content for its followers and consumers. Therefore, it is highly recommended to review and optimize social media marketing on Instagram JD.ID to make it even better in the future.

Table 5. Respondents' Responses to Variable X2

No	Indicator	Score
Ability		
1	The ability of the brand increases its competence	306
2	The ability of the brand to provide consumers with a pleasant shopping experience	302
3	Brand capabilities provide trusted brand knowledge for consumers	354
4	Professional service performance on the brand	309
Benevolence		
5	The brand's ability to pay attention to consumers	320
6	Brand friendliness in empathizing and communicating well to consumers	330
7	Brands convince consumers when shopping on an application or website	395

8	Consumer acceptance of the services and products provided by the brand	314
Integrity		
9	The brand's ability to act fairly when dealing with consumer complaints	323
10	The brand's ability to fulfill consumer orders	308
11	The brand's ability to maintain consumer loyalty	284
12	Honesty/accuracy of information facts and product quality of a brand that consumers can trust	339
13	Consumer trust in the service rendered by the brand	324
14	Brand reliability makes consumers trust	280
Total		4488
Categories		Enough

Source: Processed Data (2023)

Based on the recapitulation of the scores of the respondents' answers regarding brand trust, it is known that the total score obtained from all the questions that make up the brand trust variable is 4488 and the ideal score is 7000. The maximum value obtained on the brand trust variable is 395 with the brand indicator having consumer confidence in when shopping on an app or website. While the minimum value is 280 with an indicator of the reliability of JD.ID products and services that make consumers trust.

Table 6. Respondents' Responses to Variable Y

No	Indicator	Score
Attention		
1	The ability of brand creativity to attract consumer buying interest	284
2	The ability of the product to be desired and attract consumer buying interest	365
3	The brand's ability to meet consumer expectations	314
Interest		
4	Consumers' ability to remember JD.ID programs	248
5	The brand's ability to display attractive application/website features	291
6	Consumer interest in buying the product	385
Desire		
7	Ease of creating a positive mental image in consumers towards the brand	331
8	Consumers trust brands when making purchases	372
9	The brand's ability to match programs, services and products to consumer needs and interests	388
Action		
10	The brand's ability to entice consumers to download applications or visit the brand's website	351
11	The consumer's ability to recommend the brand to friends and family	279
12	The brand's ability to persuade consumers to buy products on the brand's application or website	361
Total		3969
Categories		Enough

Source: Processed Data (2023)

Based on the recapitulation of the score of the respondents' answers regarding buying interest, it is known that the total score obtained from all the questions that make up the buying interest variable is 3969 and the ideal score is 6000. The maximum value obtained for the buying interest variable is 388 with an indicator of brand ability to match the program, services, and products with the needs and interests of consumers. While the minimum value is 248 with an indicator of consumers' ability to remember JD.ID programs.

Table 7. Kolmogorov Smirnov

		Unstandardized Residual
N		100
Normal Parameters a,b	Mean	,0000000
	Std. Deviation	3,81422016
	Absolute	,129
Most Extreme Differences	Positive	,084
	Negative	-,129
Kolmogorov-Smirnov Z		1,293
Asymp. Sig. (2-tailed)		,071

Source: Processed Data (2023)

Based on the results of the following figure, the significance level of the variables in this study is normally distributed, this can be seen by looking at Asymp.Sig, which is 0,071 > 0,005. So, it can be said the regression model is feasible to use because it fulfills the assumption of normality or the data is normally distributed.

Table 8. Multicollinearity Test (VIF)

	Tolerance	VIF
X1	,380	2,634
X2	,380	2,634

Source: Processed Data (2023)

Based on the following table, it is known that the tolerance value for all independent variables > 0,1 and VIF value is < 10, which means that it can be said the indicator doesn't occur multicollinearity.

Table 9. Multiple Regression Analysis

Model	Unstandardized	Coefficient	Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
(Constant)	5,152	1,628		3,165	.002
X1	,250	,071	,218	3,515	.001
X2	,569	,047	,745	12,008	.000

Source: Processed Data (2023)

From the results of the above calculations, the following equation is obtained: $Y = 5,152 + 0,250 X1 + 0,569 X2$. From the results of the multiple linear regression equation, each variable can be interpreted as follows:

- The "a" value of 5,152 is a constant or a state when the buying interest variable has not been influenced by other variables. If the independent variable is considered constant (value 0), then the buying interest variable does not change or remains at 5,152.
- The value of social media marketing (X1) has a regression coefficient of 0,250 indicating that every 1 unit increase in the social media marketing variable will affect buying interest by 0,250, assuming that other variables are not examined in this study.
- The brand trust value (X2) has a regression coefficient of 0,569 indicating that every 1 unit increase in the brand trust variable will affect buying interest by 0,569, assuming that other

variables are not examined in this study.

Table 10. Coefficient of Determination Analysis

Variable	R	Rsquare	Adjust Rsquare
X1, X2 -> Y	,926 ^a	,858	,855

Source: Processed Data (2023)

Based on the results of the coefficient of determination in the table above, the R square value is 0,858, which means that the variables of social media marketing and brand trust simultaneously influence purchase intention JD.ID for shopping, namely 85,8%. While the remaining 14,2% is influenced by other factors not included in this study. There is a significant effect on the social media marketing variable on purchase intention in JD.ID by 17,5% and a significant effect on the brand trust variable on purchase intention in JD.ID by 68,3%

CONCLUSSION

Based on the results of the research and discussion that has been described regarding the analysis of social media marketing and brand trust on buying interest in JD.ID e-commerce, the authors can draw the following conclusions:

1. Social media marketing (variable X1) on JD.ID is in the sufficient category. The indicator of ease of sharing information with others through social media in the interaction dimension gets the highest score on the social media marketing variable, meaning that JD.ID's Instagram consumers and followers consider that JD.ID's Instagram is good at providing convenience for sharing information with the public, especially through reposting content on Instagram stories. Meanwhile, the consumer pleasure indicator when following a brand's Instagram and listening to its content in the entertainment dimension gets the lowest score on the social media marketing variable, meaning that JD.ID has not been able to create enjoyable content for its followers and consumers.
2. Brand trust (variable X2) in JD.ID is in the sufficient category. The indicator of consumer confidence when shopping on an application or website gets the highest score on the brand trust variable in the benevolence dimension, meaning that consumers are interested and confident when shopping for the product of their choice on the JD.ID application or website because JD.ID has convinced consumers well, but there are several consumers also said that JD.ID had not been optimal in convincing consumers. Meanwhile, the indicator of brand reliability makes consumers believe in the dimension of integrity, obtaining the lowest score, which means that JD.ID e-commerce is not yet reliable and not trusted as an online shopping platform.
3. Purchase intention (variable Y) in JD.ID is in the sufficient category. Indicators of brand ability to match programs, services, and products with consumer needs and interests obtain the highest value on the purchase interest variable in the desire dimension, meaning that consumers are interested in buying at JD.ID because JD.ID is in accordance with consumer needs and desires, but there are several consumers who also say that JD.ID has not been optimal in adjusting to consumer needs and desires. Meanwhile, the indicator that received the lowest score was an indicator of consumers' ability to remember JD.ID programs on the interest dimension, meaning that JD.ID programs were not able to be remembered by consumers so that purchase intentions were not created.
4. There is a positive and significant influence on social media marketing variables on purchase intention and brand trust on purchase intention in JD.ID e-commerce, respectively 17.5% and 68.3%.

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