



The Influence of Social Media Marketing on Purchase Intentions with Brand Trust and Brand Image as a mediating role in Avoskin Products

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ABSTRACT

This research aims to test and analyze the influence of social media marketing on intention to purchase Avoskin products with brand trust and brand image as mediating roles. The population of this research is Avoskin product users in Generation Z who live in the Special Region of Yogyakarta. This research used a purposive sampling method. Testing in this research used SPSS software, and SEM analysis used the SmartPLS application. The results obtained from testing in this research indicate that brand trust has a positive influence in mediating the relationship between social media marketing and purchase intentions. In addition, brand image has a positive influence in mediating the relationship between social media marketing and purchase intention. However, social media marketing hurts purchase intentions.

INTRODUCTION

Along with the rapid progress of technology and changes in society, internet use can be said to have become commonplace, especially in Indonesia. The internet is the most common choice as an information medium because access is quite easy to use and also the variety of information available. To search for information, internet users can utilize various available platforms such as social media. Social media is not only used as a means of communication but can be used by companies to market their products. Marketing using the internet can be said to be electronic marketing or internet marketing. Electronic marketing activities can be used through social media, which has now developed in line with changing times.

In this advanced era, the use of social media can have a big influence on deciding a consumer's buying interest. Moreover, social media provides information from various sources, both from providers and users of these products and services. Consumer purchase intentions come from positive stimuli regarding objects that produce consumer motivation toward a product (Erkan & Evans, 2016). Therefore, companies must be able to think about how consumers are interested in the products the company has. As technology continues to develop, companies must be able to think about the best strategy so that consumers are interested in purchasing the company's products. By using this technology, companies can market their products through social media. Brand image has a big influence in influencing consumer perceptions about a brand, especially in terms of product quality and the level of consumer satisfaction regarding the brand, therefore brand image is a factor that can encourage consumers to make purchases at high prices (Takaya, 2019).

Herjanto et al., (2020) stated that brand trust is an important basis for the strength of a brand. Consumers can share experiences in using products or services, both positive and negative. Based on this experience, consumers can share recommendations with other consumers. Skincare products are one of the best sellers in e-commerce. This is because consumers are starting to realize the importance of maintaining and caring for facial skin. The high consumer purchasing intention for skincare has resulted in many skincare brands emerging with various formulas and ingredients that have been developed. Avoskin products have become the best-selling local skincare brand for the April-June 2022 period on e-commerce platforms with total sales of IDR 28 billion. Based on the results of a survey conducted by Zap Clinic & MarkPlus Inc. (2020) on beauty industry consumers, it is stated that Generation Z spends almost all their spending on beauty products.

Based on the explanation, the author is interested in researching how social media marketing can influence Generation Z's purchasing intentions for skincare products in the Special Region of Yogyakarta Province which is mediated by brand trust and brand image. Therefore, the author took the research title "The Influence of Social Media Marketing on Purchase Intentions with Brand Trust and Brand Image as a mediating role in Avoskin products".

LITERATURE REVIEW

Stimulus Organism Response (S-O-R)

The S-O-R theory according to Mehrabian & Russell (1974) is that environmental cues (stimuli) can motivate a person's (organism) self-assessment state which can later influence negative or positive behavior (response). A stimulus-response will give rise to action toward a specific stimulus, and then a person's expectations and estimates will arise according to the message and the reaction of the recipient of the message. This research uses the Stimulus-Organism-Response (S-O-R) Theory where the stimulus design is social media marketing. Brand image and brand trust in this research are an organism's design. Meanwhile, the response design for this research is purchase intention.

Social Media Marketing

Through social media marketing, it can make it easier for companies to interact with their customers online. According to Chikandiwa et al., (2013), social media marketing is a platform that allows marketers to interact, associate, and utilize the intelligence of the people involved in it to achieve marketing goals. Marketing carried out through social media is one aspect that can influence the interest process and then interest in making purchasing decisions for consumers (Leviana, 2019).

Brand Trust

Consumer trust in a brand is the most important thing to achieve for a company. This is because brand trust is the survival of a company or the products produced by that company. Therefore, companies need to maintain and build consumer trust to create loyalty for consumers toward the products or services produced by the company. According to Erdem & Swait (2004) with brand trust, a consumer makes it possible to choose the product.

Brand Image

Companies with attitudes that can be in the form of preferences and beliefs towards a brand. Companies with a positive brand image will be more likely for consumers to make purchases. Irawan et al., (2022) stated that brand image is important for companies to provide an overview of the position of a product in a market with various consumer characteristics. Brands can be said to be one of the most important parts of a product or service, this is because it can provide added value.

Purchase Intention

The company markets and creates its products, one of which aims to attract consumer buying interest. This is because purchases made by consumers originate from interest or interest in purchasing a product. According to Kotler & Keller (2009), purchase intention is a consumer behavior that has a desire to buy a product that comes from experience in using and consuming or wanting a product.

Most companies currently do marketing via social media, because it can communicate in two directions which is a link between the company and its consumers, and marketing via social media has relatively low costs (Irfan et al., 2019). Purchase intention towards a product or brand can be increased by seeing how interesting the content on the company's social media is. The results of this research are supported by research from (Nurchayani & Sigit, 2022; Silitonga, 2022).

- **H1: Social Media Marketing has a positive effect on Purchase Intention**

Companies that can provide interesting content and meet consumer expectations by marketing via social media can increase purchase intentions by giving consumers a sense of trust in the brand. This is supported by research (Ellitan et al., 2022) which states that the trust resulting from seeing promotions carried out on social media will increase consumers' purchase intentions towards the brand. Through social media marketing, companies can build a sense of trust with the content presented and testimonials from other consumers. The content presented is expected to create a feeling of security and confidence in the product.

- **H2: Social Media Marketing has a positive effect on Purchase Intention which is mediated by Brand Trust.**

By marketing their products through social media, companies can interact with consumers, thereby creating a good image of the company brand. Brand image plays an important role for consumers in purchasing goods or services. This applies to consumers in Indonesia who buy a product or service based on a well-known brand, a brand that can increase social status if they use it, and of course, a brand that can describe the quality of the product. This is supported by research by Ridwan et al., (2023) which states that social media marketing influences purchase intention which is mediated by brand image.

- **H3: Social Media Marketing has a positive effect on Purchase Intention which is mediated by Brand Image.**

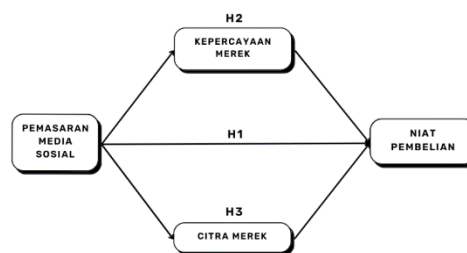


Figure 1. Research model adapted from Salhab et al. (2023)

METHODOLOGY

This study uses a quantitative approach. The data collection technique in this research was carried out by distributing questionnaires online via Google Forms. This study used a vulnerable Generation Z population aged 13-26 years located in the Special Region of Yogyakarta who used Avoskin products. This is due to the large distribution of Generation Z in this area and the price of Avoskin products is quite affordable, so they are considered capable of having purchase intentions. This research will use a sample collection technique using non-probability sampling, namely the purposive sampling method. The purposive sampling method is a sampling technique for certain people who have information or meet the criteria (Sekaran & Bougie, 2013). Testing in this research used SPSS software, and SEM analysis used the SmartPLS application.

RESEARCH RESULT

According to the findings obtained from distributing questionnaires, 162 respondents were identified as meeting the required criteria, namely Generation Z with a vulnerable age of 13-26 years, living in the Special Region of Yogyakarta, and having used Avoskin products. Researchers first distributed questionnaires to test validity and reliability to 50 respondents, but they were not included in the data analysis. This research conducted tests using the SPSS and Smart PLS applications.

Table 1. Respondent Profile

Demographic Variables	N	%
Gender		
Man	28	16,5%
Woman	142	83,5%
Total	170	100%
Age		
< 17 years	16	9,4%
17-20 years	27	15,9%
21-23 years	91	53,5%
24-26 years	36	21,2%
Total	270	100%
Last education		
Elementary School/Equivalent	8	4,7%
Middle School/Equivalent	22	12,9%
High School/Equivalent	63	37,1%
Diploma (D1-D4)	12	7,1%
Bachelor degree)	65	38,2%
Total	170	100%
Domisili		

Kota Yogyakarta	72	42,4%
Kabupaten Bantul	20	11,8%
Kabupaten Gunung kidul	17	10%
Kabupaten Kulon Progo	14	8,2%
Kabupaten Sleman	47	27,6%
Total	170	100%
Income		
< Rp1.000.000		
Rp1.000.000 - 3.000.000	52	29,4%
Rp3.000.001 - 5.000.000	60	35,3%
Rp5.000.001 - 7.000.000	25	14,7%
> Rp7.000.000	10	5,9%
Total	170	100%
Experience using Avoskin products		
Yes	162	95,3%
No	8	4,7%
Total	170	100%

Source: Olah data (2024)

Based on Table 1, the gender category is dominated by women with 142 respondents (83.5%). The age category is dominated by 21-23-year-olds with 91 respondents (53.5%). The final education category is dominated by undergraduate degrees (S1) with 65 respondents (38.2%). The domicile category is dominated by 47 respondents (27.6%) in the Sleman Regency area. In the income section, the average income is IDR 3,000,001-IDR 5,000,000 with 60 respondents (35.3%). A total of 162 respondents (95.3%) answered that they had used Avoskin products.

Convergent Validity Test

Table 2. Convergent Validity Test

Variable	Indicator	Outer Loading	AVE
Social Media Marketing	SMM1	0,750	0,513
	SMM2	0,714	0,513
	SMM3	0,697	0,513
	SMM4	0,748	0,513
	SMM5	0,666	0,513
Brand Trust	BT1	0,621	0,544
	BT2	0,769	0,544
	BT3	0,775	0,544
	BT4	0,773	0,544
Brand Image	BIMG1	0,766	0,538
	BIMG2	0,744	0,538
	BIMG3	0,713	0,538
	BIMG4	0,711	0,538

Purchase Intention	PUINT1	0,705	0,575
	PUINT2	0,774	0,575
	PUINT3	0,678	0,575
	POINT 4	0,863	0,575

Source: Olah data (2024)

Based on the results of Table 2, it shows that there are 4 indicators, namely SMM3, SMM5, BT1, PUINT3, which produce an outer loading value < 0.7. However, Chin (Ghozali & Latan, 2015) state that an Outer Loading value in the range of 0.5 - 0.6 can meet the criteria. Apart from that, the results of testing the Average Variance Extracted (AVE) value for each variable produced a value of >0.5. Therefore, convergent validity testing for each indicator can be said to be valid as a measure of the latent variable.

Discriminant Validity Test

Table 3. Discriminant Validity Test

	BIMG	BT	PUINT	SMM
BIMG	0,734			
BT	0,634	0,737		
PUINT	0,625	0,549	0,758	
SMM	0,510	0,673	0,430	0,716

Source: Olah data (2024)

Based on table 3, shows that the results of each variable have a greater value compared to other variable constructs. Therefore, it can be said that the variables used can be said to be valid.

Reliability Test

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0,716	0,823
Brand Trust	0,717	0,826
Purchase Intention	0,752	0,843
Social Media Marketing	0,763	0,840

Source: Olah data (2024)

Table 4, shows that the value of Cronbach's Alpha and Composite Reliability for each variable has a value > 0.7. This states that each variable is declared reliable.

R-Square (R²)

Table 5. R-square of Dependent Variable

Variable	R-Square	R-Square Adjusted
Brand Image	0,260	0,256
Brand Trust	0,453	0,449
Purchase Intention	0,431	0,420

Source: Olah data (2024)

Based on the table above, shows that the brand image variable produces an R^2 value of 0.260, which means that the social media marketing variable influences the brand image by 26.0%. Furthermore, the brand trust variable produces an R^2 value of 0.453. This means that the social media marketing variable influences brand trust by 45.3%. The purchase intention variable produces an R^2 value of 0.431 so the social media marketing variable influences purchase intention of 43.1%.

Path Coefficient (Hypothesis Test)

Table 6. Path Coefficient

Variable	Original Sample (O)	T-Statistics	P-values	Information
SMM -> PUINT	0,042	0,470	0,639	H1: Not Supported

Table 7. Spesific Indirect Effect

Variable	Original Sample (O)	T-Statistics	P-Values	Information
SMM -> BT -> PUINT	0,233	3,597	0,000	H2: Supported
SMM -> BIMG -> PUINT	0,156	2,125	0,034	H3: Supported

Source: Olah data (2024)

This test uses the bootstrapping method. Based on Tables 6 and 7, social media marketing hurts purchase intentions, where the t-statistic is $>.196$ and the p-value is <0.05 . However, social media marketing has a positive effect on purchase intention mediated by brand trust, and social media marketing has a positive effect on purchase intention mediated by brand image.

DISCUSSION

H1: The Influence of Social Media Marketing on Purchase Intention

Based on table 6, shows that the social media marketing variable on purchase intentions is not supported. This is because the results of the t-statistic are 0.470 and p-values are 0.639. Thus, social media marketing does not influence purchase intentions for Avoskin products. The results of this research were found to be in line with previous research conducted by (Wijaya et al., 2021) which discussed social media marketing analysis of purchase intentions for smartphones. This research suggests that social media marketing does not affect consumer purchasing intentions.

H2: The influence of social media marketing on purchase intention is mediated by brand trust.

Based on table 7, shows that the social media marketing variable on purchase intention which is mediated by brand trust has a hypothesis supported by t-statistic results of 3.587 and p-values of 0.000. This explains that the higher the consumer's trust in the brand, the more it will increase and influence the purchase intention of the product so that companies can carry out marketing on social media optimally. This is in line with previous research which suggests that social media marketing influences purchase intentions through brand trust (Ellitan et al., 2022).

H3: The influence of social media marketing on brand image is mediated by purchase intention

Based on table 7, shows that the social media marketing variable on purchase intentions mediated by brand image has a hypothesis supported by a t-statistic value of 2.125 which means >1.96 , and a p-value of 0.034 which means <0.05 . The results of this research are in line with research conducted by Ridwan et al., (2023) stating that brand image as a mediating variable is a good mediator, this is because it can influence mediating between social media marketing and purchase intentions.

CONCLUSIONS

Based on the results of the research that has been conducted, there are several conclusions, namely the first hypothesis which results social media marketing does not affect purchase intentions, the second hypothesis that brand trust mediates the influence of social media marketing on purchase intentions, and the third hypothesis produces that brand image mediates social media marketing influence on purchase intentions.

ADVANCED RESEARCH

This research has several limitations that can be taken into consideration for further research as input. Some of them in this research are only intended for Generation Z users and are located in the Special Region of Yogyakarta Province, so their reach is less extensive. Therefore, future research is aimed at a wider audience and a more comprehensive area. In this study, two hypotheses were supported, and one hypothesis was not supported. In the future, it is hoped that future research will be able to improve and refine the findings obtained in this study.

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