The Mediating Role Of Trust, Brand Image, And Brand Awareness Of The Effect Of Social Media Marketing On Purchase Intention

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ABSTRACT

This study aims to determine how the influence of social media marketing on the purchase intention of shopeefood service users in Purwokerto with trust, brand image and brand awareness as mediating variables. The analytical tool in this study uses the Partial Least Square (PLS) approach using SmartPLS software. Sampling using purposive sampling technique. The data collection method in this study was using a closed questionnaire via google form to 160 respondents. The results of this study indicate that the variables of social media marketing, trust, and brand image have a positive effect on purchase intention while brand awareness has no effect on purchase intention. The results of this study also found that trust and brand image play a role in mediating the relationship between social media marketing and purchase intention. Meanwhile, the brand awareness variable does not play a role in mediating the relationship between social media marketing and purchase intention.

Keywords: Social Media Marketing, Trust, Brand Image, Brand Awareness, Purchase Intention.

1. Introduction

The rapid development of the internet shows that Indonesia is experiencing an increase in population in internet usage by 1.03% when compared to 2021, this number is equal to 2.1 million new internet users within one year (We are Social, 2022). With the results of the survey, it can be said that 204.7 million Indonesians are internet literate.

Shopee food is one of the online food services that was introduced in Indonesia since April 2020, and is also available in Vietnam, after shopee's parent, Sea Group acquired a food delivery company in Hanoi, Vietnam, namely Foody Corporation in August 2020. Shopee food chose social media marketing as a promotional tool where they first introduced their services through YouTube Shopee Indonesia. In addition, shopee food is also intensifying its promotions through the Instagram, TikTok and Twitter platforms by sharing interesting and informative content. To increase consumer buying interest, shopee food offers various discounts and offers that are quite attractive, such as a 50% discount up to 25 thousand with a minimum purchase of 50 thousand, and a 30% discount up to 20 thousand with a minimum purchase of 40 thousand, a discount on shipping costs of 12 thousand, and so on. Shopee food also cooperates with shops where they offer bundling menus at lower prices than usual.

An important point for a company to be able to win market competition, namely by paying attention to what underlies a consumer in choosing a product, in this case is buying interest from a consumer which always arises after an alternative evaluation process and in the evaluation process that person will make a series of choices regarding products, services or services to be purchased on the basis of brands and interests. There are many factors that encourage consumer purchase intention in online food delivery services, some of which are social media marketing.

With the presence of social media marketing, of course, it plays a very important role in marketing a product and will also have an impact on people's consumption patterns, if previously people bought food offline or came directly to the place where the food was sold, but now people are turning to online food delivery services where people can order food through available applications, without having to come directly to the food store. With the convenience of consumers in ordering food, in this case using online food delivery, then consumer interest in these services will increase. Therefore, this service company needs to increase its marketing on social media because the better the marketing activities carried out via the internet, the higher consumer purchase intention will be. Social media marketing is believed to be able to influence consumer interest, because it is felt that this can contribute as a medium of communication and effective message delivery for consumers (Laksmana, 2018). As in the study conducted by Manzoor, et al (2020), where purchase intention is influenced by social media marketing.

However, the findings put forward by Kristina & Sugiarto (2020) and Savitri, et al (2020) found different results, where the study stated that social media marketing had no effect on consumer purchase intention. From the inconsistency of the research results, it provides room for other factors that cause the findings of previous studies to differ. The researcher adds the variables of trust, brand image, and brand awareness as mediating variables which from the results of this study will later show whether purchase intention really increases after being influenced by social media marketing and these mediating variables, especially for shopeefood consumers.

2. Literature Review

2.1 Purchase Intention

Consumer purchase intention is a person's desire to fulfill the needs and desires hidden in the minds of consumers. According to Kotler & Keller (2016) purchase intention is consumer behavior that appears as an action against certain products that form attitudes about consumers' desires to buy a product.

2.2 Social Media Marketing

According to Karimi & Naghibi (2015) social media marketing is defined as a mechanism that allows anyone to advertise their blog, goods or services online to reach a wider audience that cannot be accessed through traditional channels. Meanwhile, according to Alves, et al (2016) social media marketing is a form of online marketing that applies social networking platforms as a tool to fulfill communication goals.

2.3 Trust

Trust is the willingness of consumers to trust the company in providing services for its products and services (Kristina & Sugiarto, 2020). Trust is one of the most important factors in a seller-

customer relationship, and is an important element of the strength of a business relationship and trust is critical to maintaining a long-term relationship.

2.4 Brand image

Brand image is a picture or impression of a particular brand in the minds of consumers. Brand image can also be considered as part of a brand that can be recognized but not spoken, such as symbols, designs, letters or colors, or consumer perceptions of the products or services it represents (Benhardy, et al, 2020). In the process of making purchasing decisions, brand image plays an important role. Moreover, there is a greater opportunity for consumers to buy well-known brands that have a positive image, because a good brand image will increase the perception of a brand for consumers.

2.5 Brand awareness

According to Khoung & Chau (2017) brand awareness is a picture that shows a potential consumer's ability to associate and remember and recognize a brand as part of a particular product category that they want to buy. Brand awareness plays an important role in purchase intention, the higher the consumer's awareness of a brand, the higher the acceptable purchase intention.

2.6 Hypothesis Development

2.6.1 SMM to Purchase Intention
Kristina & Sugiarto (2020) and Savitri, et al (2021) state that SMM does not affect purchase intention. However, other findings from Manzoor, et al (2020), Laksmana (2018) state that social media marketing has a significant influence on purchase intention. Another study conducted by Harjanti (2021) said that social media marketing has a positive effect on purchase intention.
H1: Social media marketing has an effect on purchase intention

2.6.2 SMM to Trust
Research conducted by Kristina & Sugiarto (2020) states that social media marketing has a significant effect on trust. The results of this study are in line with the findings of Manzoor, et al (2020) who found the influence of SMM on trust.
H2: Social media marketing affects trust

2.6.3 SMM to Brand Image
Research conducted by Anantasiska, Suhud, & Usman (2022) found a positive influence of social media marketing on brand image and research conducted by Savitri (2022) found that social media marketing had an effect on brand image.
H3: Social media marketing has an effect on brand image

2.6.4 SMM to Brand Awareness
Research conducted by Anantasiska, Suhud & Usman (2022) found a positive influence of social media marketing variables on brand awareness. The next relevant research is research conducted by Maria, et al (2019) which states that social media marketing has a positive effect on brand awareness.
H4: Social media marketing has an effect on brand awareness.

2.6.5 Trust to Purchase Intention

Research conducted by Kristina & Sugiarto (2020) states that trust has a positive effect on purchase intention. These results are consistent with research conducted by Manzoor, et al (2020) which states that trust has a positive effect on purchase intention.

H5: Trust has an effect on purchase intention

2.6.6 Brand Image to Purchase Intention

Research conducted by Yaseen & Mazahir (2020) found a positive influence of brand image on purchase intention. These results are consistent with research conducted by Savitri (2022) who found that brand image has a positive effect on purchase intention.

H6: Brand image has an effect on purchase intention

2.6.7 Brand Awareness to Purchase Intention

Research conducted by Susilowati & Sari (2020) found a positive and significant effect of brand awareness on buying interest and research conducted by Shamsudin, et al (2020) found that brand awareness had an effect on purchase intention.

H7: Brand awareness has an effect on purchase intention

2.6.8 SMM with Trust-mediated Purchase Intention

Research conducted by Kristina & Sugiarto (2020) states that social media marketing variables have a positive effect on purchase intention mediated by trust. The same result is also stated by the research of Manzoor, et al (2020) which states that the social media marketing variable has a positive effect on purchase intention mediated by trust.

H8: Trust mediates the effect of social media marketing on purchase intention

2.6.9 SMM with Purchase Intention mediated by Brand Image

Research conducted by Savitri (2022) found that social media marketing variables have a positive effect on purchase intention mediated by brand image.

H9: Brand image mediates the effect of social media marketing on purchase intention

2.6.10 SMM with Purchase Intention mediated by Brand Awareness

Research conducted by Maria, et al. (2019) found that social media marketing has a positive effect on purchase intention mediated by brand awareness.

H10: Brand awareness mediates the effect of social media marketing on purchase intention

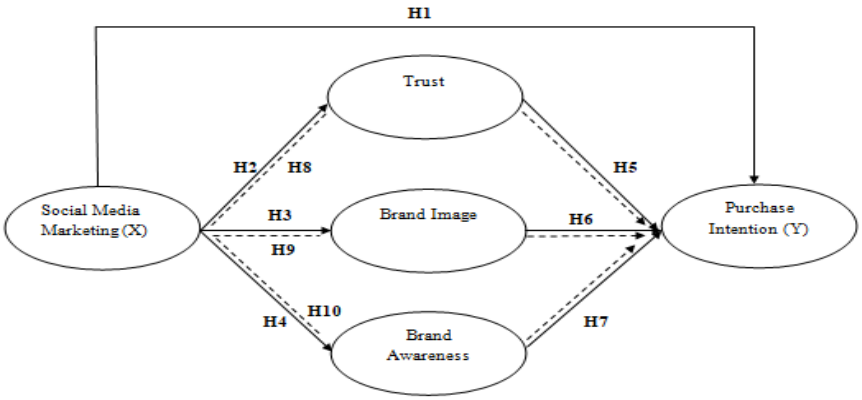

Figure 1. Research Model

3. Research Methodology

3.1 Measurement

Purchase intention is measured using 4 indicators from Cuong (2020). Social media marketing variables were measured using 4 indicators from Ahmed & Zahid (2014). The confidence variable was measured using 4 indicators from Cuong (2020). The brand image variable was measured using 3 indicators from Hani, et al (2021) and the brand awareness variable was measured using 4 indicators from Lutfie, et al, (2020). All variables were measured using a 5 Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree).

3.2 Procedures

The method of data collection in this research is using a closed questionnaire through google form with sampling using purposive sampling technique with the criteria of candidates or shopeefood service users in Purwokerto, in this study obtained as many as 160 respondents. Data collection is done by cross-section or in one time. The analytical tool in this study uses a PLS application that tests structural equations based on variance. The measurement model is used to test the validity, reliability, while the structural model is used to test causality or hypotheses with model predictions.

4. Results

4.1 General Description of Respondents

This research was conducted on 160 respondents who are prospective shopeefood users in the Purwokerto area. Table 1 shows the general description of respondents by gender, age, and occupation.

Table 1. General description of respondents

Gender	**Frequency**	**Percentage**
Male	12	7,5
Female	148	92,5
Total	160	100,00
Age	**Frequency**	**Percentage**
17-26	129	80,63
27-36	23	14,38
37-46	7	4,38
>46	1	0,63
Total	160	100,00
Occupation	**Frequency**	**Percentage**
Student	16	10,00
Undergraduates	72	45,00
Entrepreneurs	15	9,38
PNS	8	5,00
Private employees	39	24,38
Housewife	8	5,00
Teacher	2	1,25
Total	160	100

Based on table 1, most of the respondents are female, with a percentage of 92.5%, and only 7.5% are male. In terms of age, respondents aged 17-26 years dominated this survey, amounting to

80.63%. As for the respondent's occupation, the largest is college students as much as 45% in this study.

4.2 Outer model evaluation

4.2.1 Convergent Validity

Table 2. Convergent Validity Analysis Results

No	Indicator	Loading	Cut of Value	Explanation
1	SMM_1	0.775	0,50	Valid
2	SMM_2	0.812	0,50	Valid
3	SMM_3	0.816	0,50	Valid
4	SMM_4	0.776	0,50	Valid
5	T_1	0.869	0,50	Valid
6	T_2	0.814	0,50	Valid
7	T_3	0.772	0,50	Valid
8	T_4	0.778	0,50	Valid
9	BI_1	0.839	0,50	Valid
10	BI_2	0.821	0,50	Valid
11	BI_3	0.874	0,50	Valid
12	BA_1	0.884	0,50	Valid
13	BA_2	0.78	0,50	Valid
14	BA_3	0.76	0,50	Valid
15	BA_4	0.708	0,50	Valid
16	PI_1	0.864	0,50	Valid
17	PI_2	0.837	0,50	Valid
18	PI_3	0.854	0,50	Valid
19	PI_4	0.755	0,50	Valid

The indicator is declared valid if the loading value is greater than 0.7. However, according to Ghozali (2015) the loading value of 0.5-0.6 is still acceptable. This study refers to Ghozali's opinion, so the cut of value used is 0.5-0.6. Based on table 2, all indicators have been declared valid. The overall value exceeds the minimum limit, the cut of value is 0.50. Thus, it can be processed into the following analysis:

4.2.2 Discriminant validity

Ghozali (2015) states that the model has sufficient discriminant validity if the AVE root of each construct is greater between constructs. The results of the first stage of the discriminant validity analysis are presented in table 3.

Table 3. Result of the discriminant validity analysis

Variable	SMM	Trust	BI	BA	PI
SMM	**0.795**		0.684	0.535	0.649
Trust	0.652	**0.809**	0.703	0.674	0.694
BI			**0.845**	0.657	
BA				**0.785**	
PI					**0.829**

The results of discriminant validity show that the AVE root value for all variables is greater than the correlation value between constructs. Thus it has fulfilled the requirements and can be processed to the next stage.

4.2.3 Composite Reliability and Cronbach's Alpha

A construct is considered reliable if it has composite reliability and Cronbach alpha values greater than 0.70. The results of the analysis of composite reliability and cronbach alpha are presented in table 4.

Table 4. Result Analysis of the Composite Reliability dan Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	Cut of Value	Explanation
SMM	0,806	0,873	0,700	Reliable
TRUST	0,824	0,883	0,700	Reliable
BI	0,799	0,882	0,700	Reliable
BA	0,793	0,865	0,700	Reliable
PI	0,847	0,897	0,700	Reliable

The results of the analysis in table 4 are the data obtained in full with Cronbach's alpha value greater than 0.700 for all variables. Thus, it can be accepted that these variables are declared reliable.

4.3 Inner Model Evaluation

Inner model describes the effect between variables. The evaluation of the inner model is done by looking at the value of R square. The results of the R square analysis can be seen in table 5.

Table 5. The result of the inner model evaluation analysis

Variable	R square	Rule of Thumb	Conclusion
Trust	0,425	>0,67 (strong) 0,33 (moderate) 0,19 (weak) Chin (1998)	Moderate
BI	0,468		Moderate
BA	0,286		Moderate
PI	0,632		Moderate

Based on table 5, the result of R square trust is 0.425. In the variable model, trust is influenced by social media marketing. This shows that the SMM affects the confidence of 42.5% with the value of r square less than 0.67. It was concluded that the model was in the moderate category.

Based on table 5, the result of R square BI is 0.468. In the variable model, brand image is influenced by social media marketing. This shows that SMM affects brand image by 46.8% with r square value less than 0.67. It was concluded that the model was in the moderate category.

Based on table 5, the result of R square BI is 0.286. Brand awareness is influenced by social media marketing. This shows that SMM affects brand awareness by 28.6% with an r-square value less than 0.33. It was concluded that the model was in the moderate category.

Based on table 5, the result of R square BI is 0.632. Purchase intention is influenced by social media marketing. This shows that SMM affects purchase intention by 63.2% with an r-square value less than 0.67. It was concluded that the model was in the moderate category.

4.4 Hypothesis Testing

Hypothesis testing is used to see the significance of the independent variable on the dependent variable. The independent variable is declared influential if the t-statistical value has a value greater than 1.96 and the p-value or significance is below alpha 0.05. The results of the t-test analysis and its significance can be seen in table 6.

Tabel 6. Direct effect hypothesis test

Causality between variable (direct effect)	Coeff	t-value	p-value	Cut of value	Explanation
SMM → PI	0,566	11,535	0,00	0,05	H_1, Accepted
SMM → Trust	0,652	11,203	0,00	0,05	H_2, Accepted
SMM → BI	0,684	15,158	0,00	0,05	H_3, Accepted
SMM → BA	0,535	8,85	0,00	0,05	H_4, Accepted
Trust → PI	0,246	2,054	0,042	0,05	H_5, Accepted
BI → PI	0,402	4,742	0,00	0,05	H_6, Accepted
BA → PI	0,244	1,932	0,055	0,05	H_7, Rejected

Based on table 6, it can be seen that from hypotheses 1 to 6, the t-count value is greater than 1.96, and the results show that hypotheses 1 to 6 are accepted. Meanwhile, for hypothesis 7, namely the BA variable towards PI, the t-count value is 1.932 or less than 1.96, this indicates that the seventh hypothesis is not in line with expectations and is rejected.

4.5 Mediation Effect Hypothesis Testing

Table 7. Indirect influence hypothesis test (mediation)

Causality between variable (indirect effect)	Coeff	t-value	p-value	Cut of value	Explanation
SMM →Trust →PI	0,160	1,971	0,05	0,05	H_8, Accepted
SMM →BI →PI	0,275	4,065	0,00	0,05	H_9, Accepted
SMM →BA →PI	0,131	1,654	0,10	0,05	H_{10}, Rejected

Based on table 7, it is known that the p-value of the influence of SMM on PI through trust is 0.05 or equal to 0.05, so the eighth hypothesis is accepted, trust mediates the relationship between social media marketing and purchase intention. Then the p-value of the influence of SMM on PI through BI is 0.00 or less than 0.05, so the ninth hypothesis is accepted, brand image mediates the relationship between social media marketing and purchase intention. Meanwhile, the p-value of the influence of SMM on PI through BA is 0.10 or greater than 0.05 so that the tenth hypothesis is rejected, brand awareness does not mediate the influence of social media marketing and purchase intention.

5. Discussion

As hypothesized, SMM has a positive effect on purchase intention on shopeefood services. This study is in line with the findings of Manzoor, et al (2020), Laksmana (2018) and Harjanti's research (2021), this proves that SMM plays a role in buying interest in shopeefood services. SMM has a positive effect on trust in shopeefood services, this study is in line with the findings of Kristina & Sugiarto (2020), and research by Manzoor, et al (2020), this proves that SMM plays a role in increasing trust in shopeefood services. SMM has a positive effect on brand image on shopeefood services. This research is in line with the findings of Anantasiska, Suhud & Usman (2022), and

the research of Maria, et al (2019), this proves that SMM plays a role in improving the brand image of shopeefood services. SMM has a positive effect on brand awareness in shopeefood services. This study is in line with the findings of Anantasiska, Suhud, & Usman (2022) and the research of Maria, et al (2019), this proves that SMM plays a role in increasing brand awareness of shopeefood services. Trust has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Kristina & Sugiarto (2020) and the research of Manzoor, et al (2020) which proves that trust plays a role in increasing consumer purchase intention in shopeefood services. Brand image has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Yaseen, & Mazahir (2020) and research by Savitri (2022), this proves that brand image can increase consumer purchase intention in shopeefood services. Brand image has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Yaseen & Mazahir (2020) and Savitri's research (2022), this proves that brand image can increase consumer purchase intention in shopeefood services. Brand image has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Yaseen & Mazahir (2020) and Savitri's research (2022), this proves that brand image can increase consumer purchase intention in shopeefood services. Brand awareness has no effect on purchase intention on shopeefood services. This study is not in line with the findings of Susilowati & Sari (2020) and the research of Shamsudin, et al (2020), in this case proving that brand awareness is not able to increase consumer purchase intention in shopeefood services.

Statistical results also show that there is an indirect relationship between social media marketing and purchase intention through trust. Previous research revealed by Kristina & Sugiarto (2020) and Manzoor, et al (2020) stated that trust mediates the relationship between social media marketing and purchase intention. The results of this study also found an indirect relationship between social media marketing and purchase intention, which is in line with research findings from Savitri (2022) which found that brand image mediates the relationship between social media marketing and purchase intention. However, the statistical results show that there is no mediating relationship between brand awareness and the influence between social media marketing and purchase intention. This study is not in line with the findings of Maria, et al. (2019) which found that social media marketing had a positive effect on purchase intention mediated by brand awareness.

6. Conclusion

Based on the results of the analysis, it can be concluded that the variables of social media marketing, trust, brand image have a positive effect on purchase intention, but the brand awareness variable was found to have no effect on purchase intention. And the results also show an indirect influence on social media marketing and purchase intention through trust, and also an indirect influence on social media marketing and purchase intention through brand image. However, there is no mediating effect of brand awareness on social media marketing and purchase intention.

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