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# SOCIAL MEDIA MARKETING'S EFFECTIVENESS ON PURCHASE INTENTION MEDIATED BY BRAND IMAGE AND TRUST

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***ABSTRACT***

**Background:** Marketing has created a potential industry in the fisheries sector. It has gotten within the realm of digital marketing, among others. Currently, social media is used for advertising fishery products online (Social media marketing).
**Aim:** This study aims to ascertain how social media marketing initiatives affect brand image, consumer trust, and intention purchasing items.
**Method:** Explanatory quantitative research is used in this study. The whole fishery e-commerce customer base that has followed fisheries' Instagram profiles makes up the population of this study. Due to rounding from 398, the samples for this study contained 398 respondents. The major data for this study came from the findings of the questionnaire distribution. The secondary data, however, was gathered through books, the internet, literature, and periodicals.
**Findings:** To improve consumers' intention in purchasing products, businesses must focus on social media marketing initiatives, brand perception, and consumer confidence in Fisheries E-Commerce in Jakarta.

***KEYWORDS***

*social media marketing, purchase intention, brand image, trust*

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## INTRODUCTION

The fisheries sector is a potential field that has been developed by marketing. Among others, it has penetrated the world of digital marketing. Currently, fishery products have been marketed online through social media (Social media marketing). Fishery products include freshwater fish such as tilapia, carp, pomfret, and catfish, seawater fish such as tuna, cob fish, shrimp, and squid, and processed fish products such as sardines, salted fish, fish nuggets, and so on. However, the obstacles faced related to fishery products marketed online are price fluctuations, product availability, and their perishable nature (Medina et al., 2009). This condition results in low interest in purchasing fishery products online. The low purchase intention of consumers in agricultural products, including online fisheries, is a challenge for business actors in the fisheries sector to develop better marketing strategies (Gómez & Maynou, 2021).

Researchers choose fisheries e-commerce, considering that fishery is one of the commodities of Indonesia that has great potential to be developed (Duggan & Kochen, 2016). With fisheries e-commerce, it is hoped that it will help fishermen, farmers, and fish processors make it easier to market their products. Currently, the players who develop e-commerce in the fisheries sector include Silly Fish Indonesia, Aruna Indonesia, and eFishery, which has a reasonably large following.

Fisheries e-commerce businesspeople can take advantage of social media as one of the potential marketing media because of the growth of internet users in Indonesia who tend to experience an increase. Internet penetration impacts the progress of the e-commerce business because to be able to use an e-commerce platform, and users must be connected to an internet connection. The development of e-commerce in Indonesia tends to have an increasing trend. The number of e-commerce users in 2020 was 176.5 million, an increase of 20.2% compared to 2019, with a total of 147.1 million users (Amalina, 2016). The increase in internet and social media users in Indonesia can be used as an alternative to the company's marketing activities, namely by using social media marketing.

Social media marketing is the use of social media in marketing products and services through social media tools such as blogs, Facebook, Twitter, Instagram, Youtube, and others (Alfian & Nilowardono, 2019). Social media marketing is not only a product sales strategy but can build connections between companies and customers, even between customers (Zahay, 2015). Thus, social media marketing is one of the strategies that can be used to influence consumers to make purchases.

Consumers make purchases valuable assets for the company because many benefits will be obtained by the company with consumers who make purchases. Many social media users are a potential market that business actors can use to influence consumers to want to buy the products offered. Social media can be an effective strategy to reach and engage potential consumers and encourage interaction between companies and consumers and between consumers themselves (Tatar & Erdogmus, 2016). Furthermore, social media marketing can increase the effectiveness of marketing activities with a broad reach and build long-term relationships with customers (Poturak & Softic, 2019).

The research results by Mainardes & Cardoso (2019) state that social media marketing positively influences consumer purchase intentions. It is reinforced by the results of research (Khan, 2019) which found that social media marketing significantly affects purchase intention. The better the management of social media marketing, the greater the tendency of consumers to make purchases.

Furthermore, in the results of research by Hermanda et al. (2019), it is known from indirect testing that social media accounts can influence purchasing decisions through brand image. Product information and positive product reviews on social media will affect the perception and brand image in the eyes of consumers so that it can affect consumers' intention to make a purchase (purchase intention). Brand image is the perception of a brand's consumer memory (Lee et al., 2011). The criteria formed in the minds of consumers regarding a brand will affect their perception and behavior, so it also impacts the decision to use products with that brand.

According to research by Mainardes & Cardoso (2019), social media marketing positively affects trust. It is reinforced by research conducted by Hajli (2014), which found that social media can influence and increase consumer confidence, and trust directly influences purchase interest. The importance of trust, especially in influencing the purchase interest of online consumers, is also shown from the results of research by Wulandari et al. (2021) regarding building purchase intentions through trust in Bukalapak.com applications, where trust has a positive effect on purchase intention. Related to brand image, the results of Kwandy's research (2017) found that brand image has a significant influence on purchase intention. Likewise, the research results by Benhardy et al. (2020) found a positive relationship between brand image

and purchase intention. Thus, trust and brand image are two essential factors that must be considered because they are proven to influence purchase intention significantly.

The research studied brand image and trust as mediation variables on the influence of Social Media Marketing on purchase Intention, especially in fishery e-commerce consumers, which, to the researchers' knowledge, has never been researched. This study aims to determine the influence of social media marketing activities on brand image, trust, and purchases intention.

## METHOD

This research is quantitative with the explanatory method aimed at fisheries e-commerce consumers in Indonesia, such as Silly Fish Indonesia, Aruna Indonesia, and E-Fishery. The research was conducted for two months.

The population in this study is all fishery e-commerce consumers who have become followers of fisheries Instagram accounts mentioned in the "background" section. The selection of Instagram social media is because the number of followers is the most compared to other social media followers. Based on the data obtained, it is known that the number of followers of Silly Fish Indonesia, Aruna Indonesia, and eFishery is as follows:

**Table 1.** Number of Followers of Fisheries Instagram Account in Indonesia (June 2022)

| No | Fisheries E-Commerce | Number of Followers |
|---|---|---|
| 1. | Silly Fish Indonesia | 41.600 |
| 2. | Aruna Indonesia | 32.000 |
| 3. | eFishery | 24.500 |
| | **Total** | 98.100 |

*Source: Primary Data Processed (2022)*

The determination of samples in this study used the Slovin formula with an error degree of 5%, as stated by Umar (2013).

$$n = \frac{N}{1 + N.e^2}$$

Information:

n = Population N = Population e = Degree of sampling error

$$n = \frac{N}{1+N.e^2} = \frac{98.100}{1+98.100.0{,}05^2} = \frac{98.100}{246{,}25} = 398{,}37 \approx 398$$

Following the Slovin formula above, samples in this study were obtained are 399 respondents due to rounding from 398.

The primary data in this study was obtained from the results of the distribution of questionnaires to respondents who are fisheries e-commerce consumers in Indonesia regarding marketing activities through social media, brand image, trust, and interest in purchasing.

Meanwhile, the secondary data used was obtained from literature and journals, books, and the internet.

The instrument used in this study used an online questionnaire with the help of Google Form, which was distributed directly to respondents. The questionnaire is divided into three parts: screening, profiling, and questions related to research variables.

The validity test in this study uses a product-moment correlation test. The validity test criterion is that if the value of the correlation coefficient resulting from the analysis results for each item ($r_{xy}$) is greater than the value of the product moment at the level of $\alpha = 0.05$, then the item is declared valid. Meanwhile, the reliability test used in this study was to use SPSS, namely the Cronbach Alpha statistical test, with a Cronbach Alpha coefficient of at least 0.70, indicating that the questionnaire had a good level of reliability.

In addition to validity and reliability tests, researchers conduct other analyses to complete the data analysis process. Researchers perform descriptive, inferential statistical, hypothesis, and mediation tests.

## RESULTS AND DISCUSSION

### Validity Test

The Pearson moment product correlation index with the limit value (n=398, $r_{table} = 0.101$) can determine whether an item is valid. If the calculated value of r obtained exceeds the limit, the item is declared valid, and vice versa. If it is lower than the limit, it is declared invalid.

**Table 2.** Variable Question Instrument Validity Test X (Social Media Marketing)

| Item | r | $r_{table}$ | Information |
|---|---|---|---|
| IN1 | 0.854 | 0.101 | Valid |
| IN2 | 0.901 | 0.101 | Valid |
| IN3 | 0.936 | 0.101 | Valid |
| IN4 | 0.908 | 0.101 | Valid |
| IN5 | 0.790 | 0.101 | Valid |
| IF1 | 0.855 | 0.101 | Valid |
| IF2 | 0.903 | 0.101 | Valid |
| IF3 | 0.801 | 0.101 | Valid |
| PR1 | 0.951 | 0.101 | Valid |
| PR2 | 0.936 | 0.101 | Valid |
| WOM1 | 0.883 | 0.101 | Valid |
| WOM2 | 0.931 | 0.101 | Valid |
| WOM3 | 0.899 | 0.101 | Valid |

Based on the table above, all items of the variable X (Social Media Marketing) are already valid. It can be seen from $r_{count}$ for each valid item greater than 0.101. Therefore, it can be taken 13 items that are already valid and can be used for subsequent tests.

**Table 3.** Z1 Variable Question Instrument Validity Test

| Item | r | $r_{table}$ | Information |
|---|---|---|---|

| | | | |
|---|---|---|---|
| BI1 | 0.823 | 0.101 | Valid |
| BI2 | 0.907 | 0.101 | Valid |
| BI3 | 0.952 | 0.101 | Valid |

Based on the table above, all items of the variable Z1 (Brand image) are already valid. It can be seen from the calculated r value for each valid item greater than 0.101. Therefore, it can be taken three items that are already valid and can be used for subsequent tests.

**Table 4.** Z2 Variable Question Instrument Validity Test

| Item | r | $r_{table}$ | Information |
|---|---|---|---|
| TR1 | 0.877 | 0.101 | Valid |
| TR2 | 0.931 | 0.101 | Valid |
| TR3 | 0.910 | 0.101 | Valid |
| TR4 | 0.875 | 0.101 | Valid |

Based on the table above, all items of the variable Z2 (Trust) are already valid. It can be seen from the calculated r value for each valid item greater than 0.101. Therefore, it can be taken four items that are already valid and can be used for subsequent tests.

**Table 5.** Validity Test of Variable Question Instrument Y

| Item | r | $r_{table}$ | Information |
|---|---|---|---|
| PI1 | 0.937 | 0.101 | Valid |
| PI2 | 0.764 | 0.101 | Valid |
| PI3 | 0.961 | 0.101 | Valid |
| PI4 | 0.910 | 0.101 | Valid |
| PI5 | 0.826 | 0.101 | Valid |
| PI6 | 0.851 | 0.101 | Valid |

Based on the table above, all items of the variable Y (Purchase Intention) are already valid. It can be seen from the calculated r value for each valid item greater than 0.101. Therefore, it can be taken six items that are already valid and can be used for subsequent tests.

**Reliability Test**

The reliability test used is Cronbach's Alpha. Variables can be reliable if they have a reliability coefficient of 0.6 or more. If the value is less than 0.6, they are declared unreliable. The results of the reliability test against all variables are shown in the table below:

**Table 6.** Variable Reliability Test

| Variable | Number | Alpha Coefficient | Information |
|---|---|---|---|
| IN | 5 | 0.924 | Reliable |
| IF | 3 | 0.812 | Reliable |
| PR | 2 | 0.873 | Reliable |
| WOM | 3 | 0.863 | Reliable |

| | | | |
|---|---|---|---|
| Z1 (Brand image) | 3 | 0.862 | Reliable |
| Z2 (Trust) | 4 | 0.911 | Reliable |
| Y (Purchase interest) | 6 | 0.931 | Reliable |

Based on the table above, each variable and indicator used has a Cronbach Alpha coefficient value greater than 0.7, so the variables and indicators in this study are already reliable.

**Hypothesis Test**

This section evaluates coefficients or parameters that indicate the influence of one latent variable on another. An effect is expressed as significant if the p-value is less than 0.05, and the influence is defined as insignificant if the p-value is more significant than 0.05. The calculation results with the help of SmartPLS software obtained the following results.

***Direct Influence Hypothesis***

**Table 7.** Results of Influence with T-Statistics

| Influence | Path Coefficient | T-Statistics | P-Values | Information |
|---|---|---|---|---|
| X Z1→ | 0.976 | 473.543 | 0.000 | Significant |
| X Z2→ | 0.780 | 89.578 | 0.000 | Significant |
| X Y→ | 0.366 | 4.873 | 0.000 | Significant |
| Z1 Y→ | 0.561 | 6.840 | 0.000 | Significant |
| Z2 Y→ | 0.048 | 2.513 | 0.012 | Significant |

Based on table 7, variable X (Social Media Marketing) has a positive and significant influence on variable Z1 (Brand Image), with A T-statistics value more significant than the critical value (473,543 > 1.96) and p-values smaller than α (0,000 < 0.050). A positive coefficient indicates that an increase in variable X (Social Media Marketing) can significantly increase variable Z1 (Brand Image).

Variable X (Social media marketing) has a positive and significant influence on variable Z2 (Trust), with T-statistics values greater than critical values (89,578 > 1.96), and p-values smaller than α (0,000 < 0.050). A positive coefficient indicates that an increase in variable X (Social Media Marketing) can significantly increase the variable Z2 (Trust).

Variable X (Social Media Marketing) has a positive and significant influence on variable Y (Purchase interest), with T-statistics values greater than critical values (4,873 > 1.96) and p-values smaller than α (0,000 < 0.050). A positive coefficient indicates that an increase in variable X (Social Media Marketing) can significantly increase variable Y (Purchase Intention).

Variable Z1 (Brand Image) has a positive and significant influence on variable Y (Purchase Intention), with T-statistics values greater than critical values (6,840 > 1.96) and p-values smaller than α (0.000 < 0.05). A positive coefficient indicates that an increase in the Z1 variable (Brand Image) can significantly increase the variable Y (Purchase Intention).

Variable Z2 (Trust) has a positive and significant influence on variable Y (Purchase Intention), with T-statistics values greater than critical values (2,513 > 1.96), and p-values smaller than α (0.012 < 0.05). A positive coefficient indicates that an increase in the Z2 variable (Trust) can significantly increase the variable Y (Purchase Intention).

### *Indirect Influence Hypothesis*

Overall, the model in this study is divided into five direct and two indirect influences. The following table presents the results of the indirect influence test:

**Table 8.** Hypothesis Testing Results of Indirect Influence

| Endogenous Variables | Intermediate Variables | Exogenous Variables | Coeff. | T Statistics | P-Values | Information |
|---|---|---|---|---|---|---|
| X | Z1 | And | 0.548 | 6.840 | 0.000 | Significant |
| X | Z2 | And | 0.037 | 2.550 | 0.011 | Significant |

The indirect influence between variable X (Social Media Marketing) on variable Y (Purchase Intention) through variable Z1 (Brand Image) is significant, with T-statistics values greater than the critical value (6,840 > 1.96), and p-values smaller than α (0,000 < 0.05). It can be concluded that variable Z1 (Brand Image) becomes a mediating variable for the influence of variable X (Social Media Marketing) on variable Y (Purchase Intention).

The indirect influence between variable X (Utilization of marketing activities through social media) on variable Y (Purchase Intention) through variable Z2 (Trust) is significant, with T-statistics values greater than critical values (2,550 > 1.96) and p-values smaller than α (0.011 < 0.05). It can be concluded that the variable Z2 (Trust) becomes a mediating variable, the influence of variable X (Social Media Marketing) on variable Y (Purchase Intention).

### The Effect of Utilization of Marketing Activities Through Social Media on Brand Image

Based on the Partial Least Square analysis in this study, the significance value of the influence of the Social Media Marketing on Brand Image was 0.000. The significance value is smaller than the absolute level of 5%. Therefore, information was obtained that there is a significant influence between the Social Media Marketing on the brand image. It means that the marketing activities conducted by Fisheries E-commerce in Jakarta significantly influence the Brand Image of Fishery E-commerce.

This study's results align with the results obtained by Silaen (2019) with the title The Influence of Marketing Activities on Social Media on Brand Loyalty and Brand Image as Mediation Variables on the Traveloka Application. The study states that marketing activities on social media affect the brand image positively and significantly. The study aims to determine the influence of marketing activities on social media on brand loyalty and brand image as mediation variables. The population of this study is active social media users interested in seeing Traveloka's marketing activities on social media and using the services of the Traveloka application. In this study, data was collected by distributing questionnaires online through various social media using the purposive sampling method. The data obtained were analyzed using path analysis with the SPSS program. From the results of testing the

coefficient of determination (R2), marketing activities on social media influenced the brand image by 74.6%, the brand image affected brand loyalty by 75.7%, and the rest was influenced by other factors that were not studied in this study. As a result, it is known that marketing activities on social media have a positive effect on brand image and brand image also has a positive impact on brand loyalty.

**The Effect of Social Media Marketing on Trust**

Based on this study's Partial Least Square analysis, the significance value of the influence of the Social Media Marketing on Trust was obtained by 0.000. The significance value is smaller than the absolute level of 5%. Therefore, there is a significant influence on Social Media marketing on trust. It means that the marketing activities conducted by Fisheries E-commerce in Jakarta significantly influence the trust of Fishery E-commerce.

This study's results align with the results of Septiani et al. (2021) with the title "The Influence of Online Marketing Media on Purchasing Decisions through the Element of Trust." The research states that online marketing media has a positive and significant influence on the element of trust. In the use of technology that exists now, the purpose of online business is to cut expenses and streamline work to be more efficient. Because relying on a smooth internet connection can allow people to start an excellent online business because it is supported by an internet network that is targeted. This study aims to determine the use of online marketing media to analyze the influence of purchasing decisions, elements of trust, and online marketing media on purchasing decisions and aspects of trust in the management study program class of 2017 at Tribhuwana Tunggadewi University. The result of this study is that online marketing media positively affects students' trust in the 2017 management study program at Tribhuwana Tunggadewi University Malang. It is because the effective value is greater than the specified effective level. It means that online marketing media has a positive and significant influence on the element of trust. There is an influence of online marketing media on the aspect of trust through purchasing decisions. It is because online marketing media significantly influences buyer decisions, and buyer decisions affect the element of trust. It can be seen that online marketing media influences trust through purchasing decisions.

**The Effect of Social Media Marketing on Purchase Intention**

Based on the Partial Least Square analysis in this study, the significant value of the influence of the Social Media Marketing on Purchase Intention was obtained by 0.000. The significance value is smaller than the absolute level of 5%. Therefore, there is a significant influence between the Social Media Marketing on Purchase Intention. It means that the marketing activities carried out by the Fisheries E-commerce in Jakarta significantly influence the Purchase Intention of the Fishery E-commerce.

This study's results align with the results obtained by Hartawan et al. (2021) with the title The Influence of Advertising on Instagram Social Media on People's Purchase Intention in E-Commerce. The study stated that the influence of promotional factors, images, and information on advertisements on Instagram on the intention of buying through E-Commerce. Promotion on Instagram social media has a significant positive effect on consumers' purchase interest on e-commerce platforms. Among other influential variables, the promotion variable shows the most substantial influence, indicated by a higher value of β than images and information

(β=0.424 > 0.225 and 0.154). The promotion can be in the form of sharing promo codes to attract new consumers, offering discounts, or giving gifts so that consumers are interested in shopping in larger quantities.

**The Effect of Brand Image on Purchase Intention**

Based on the Partial Least Square analysis in this study, the significance value of the influence of Brand Image on Purchase Intention was obtained by 0.000. The significance value is smaller than the absolute level of 5%. Therefore, there is a significant influence between the Brand Image and the Purchase Intention. It means that the brand image of Fisheries E-commerce in Jakarta significantly influences the Purchase Intention of Fisheries E-commerce.

This study's results align with the results obtained by Satria & Sidharta (Satria & Sidharta, 2017) with the title "The Influence of Brand Image and Product Quality on the Purchase Intention of Pork Ball Consumers." The study stated that brand image and product quality variables significantly affected consumers' purchase interest in pork ball products. The results of the study data processing obtained a significance level of 0.027, and H1 was received at a significance level of < 0.05 so that it can be concluded that individual brand image variables have a positive and significant effect on purchase interest. So, the H1 hypothesis: brand image (X1) has a significant effect on Purchase Intention (Y) is acceptable. Brand image has a significant effect on pork ball consumers' Purchase Intention, which means the brand image is an essential factor influencing the Purchase Intention of pork ball products.

**The Effect of Trust on Purchase Intention**

Based on the Partial Least Square analysis in this study, the significance value of the influence of Trust on Purchase Intention was obtained by 0.000. The significance value is less than the absolute level of 5%. Therefore, there is a significant influence between trust and Purchase Intention. It means that the trust in Fisheries E-commerce in Jakarta significantly influences the Purchase Intention in Fisheries E-commerce.

This study's results align with the results obtained by Ujia et al. (2019) with the title The Influence of Trust on Online Purchase Intention. The study stated that Partial confidence variables have a positive and significant effect on purchase interest. The higher trust will undoubtedly be a measure to foster consumers' purchase interest in making witnesses on OLX.co.id site, so the higher the trust, the higher the interest in buying.

**The Effect of Social Media Marketing on Purchase Intention through Brand Image**

Based on the Partial Least Square analysis in this study, the significance value of the influence of the Social Media Marketing on Purchase Intention through Brand Image was obtained by 0.000. The significance value is smaller than the absolute level of 5%. Therefore, there is a significant influence between the Social Media Marketing on Purchase Intention through Brand Image. It means that the brand image of being able to mediate marketing activities carried out by Fisheries E-commerce in Jakarta significantly influences Purchase Intention from the Fishery E-commerce.

The results in this study are in line with the results obtained by Nurdin (2021) with the title The Role of Brand Image Mediation on the Relationship between Electronic Word of Mouth (E-Wom) by Beauty Vlogger and Interest in Buying Cosmetic Products. The study stated that

the brand image could significantly mediate the influence of electronic Word of Mouth (e-WOM) there is Purchase Intention. The analysis results obtained in the calculations using SmartPLS show a positive effect. Then, purchase interest is influenced by the Electronic Word of Mouth (e-WOM) factor through Brand Image as mediation. From the T hypothesis test results, the Electronic Word of Mouth (e-WOM) variable's T value is greater than the tables. It shows that the independent variable has a significant effect on the dependent variable, in other words accepting the hypothesis, namely: ElectronicWord of mouth (e-WOM) there is a positive and significant influence on Purchase Intention mediated by brand image.

**The Effect of Social Media Marketing on Purchase Intention Through Trust**

Based on the Partial Least Square analysis in this study, the significance of the influence of the Social Media Marketing on Purchase Intention through Trust was obtained by 0.000. The significance value is smaller than the absolute level of 5%. Therefore, there is a significant influence between the Social Media Marketing on Purchase Intention through Trust. It means that the trust of being able to mediate marketing activities carried out by Fisheries E-commerce in Jakarta has a significant influence on increasing Purchase Intention from Fisheries E-commerce.

This study's results align with the results obtained by Ramadhani et al. (2021) with the title The Influence of Ratings and Online Consumer Reviews on Purchase interest with Trust as a Mediator on the Shopee Marketplace in the Islamic Economic Effectiveness. The study states that trust mediates the relationship between ratings and online consumer reviews to Purchase Intention. The analysis found that online consumer reviews were significant to buying stakes after controlling confidence with a significance value of $0.000<\alpha = 0.05$ and regression coefficient (b) = 0.397. Furthermore, a direct effect of 0.447 is smaller than c= 0.749. the influence of the independent variable online consumer review on the dependent variable of Purchase Intention was reduced and significantly $0.000 <\alpha =0.05$ after controlling the intervening variable of trust. The model is included in partial mediation or mediation, in which the online consumer review variable can directly influence the variable of Purchase Intention or indirectly by involving the variable of intervening trust. In other words, trust mediates the relationship between online consumer reviews and consumer Purchase Intention.

## CONCLUSION

There is a significant and positive influence on Social Media Marketing on brand image. There is a significant and positive influence on the Social Media Marketing on trust. There is a significant and positive influence between the Social Media Marketing on Purchase Intention. There is a significant and positive influence between brand image and Purchase Intention. There is a significant and positive influence on trust in Purchase Intention. There is a significant and positive influence between the Social Media Marketing on Purchase Intention through brand image. There is a significant and positive influence between the social media marketing on Purchase Intention through trust.

Agencies need to pay attention to marketing activities through social media, brand image, and consumer confidence in Fisheries E-Commerce in Jakarta to increase consumers' Purchase Intention in products. As for the subsequent study, researchers need to look at the factors that

influence Purchase Intention with case studies and other variables to develop the results in this study.

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