



Social Media Marketing Influence on Purchase Intention via Brand Image and Trust

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Abstract

The rapid expansion of social media has transformed how e-commerce platforms engage with consumers. However, empirical evidence regarding the mediating roles of brand image and brand trust in explaining the effect of social media marketing on purchase intention remains limited and inconsistent. This study examines the influence of social media marketing on purchase intention in Shopee by incorporating brand image and brand trust as mediating variables. This research adopts a quantitative approach using a survey method. Data were collected from 300 active Shopee users in Yogyakarta who had been exposed to Shopee social media content. The sample was selected using a non-probability sampling technique with a convenience sampling approach. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that social media marketing influences brand image and brand trust, which subsequently affect purchase intention. Both brand image and brand trust function as mediators in the relationship between social media marketing and purchase intention. These results confirm the Stimulus-Organism-Response (SOR) framework, where social media marketing acts as the stimulus, brand image and brand trust represent the organism, and purchase intention represents the response. This study contributes to the literature by strengthening the application of the SOR model in digital marketing and highlighting the role of psychological mechanisms in consumer behavior. The results suggest that e-commerce platforms should design social media content that is engaging, credible, informative, and aligned with current trends to strengthen consumer perception and trust, thereby enhancing purchase intention.

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INTRODUCTION

Advances in digital technology have transformed consumer interaction patterns and shopping behavior. Marketplaces have become one of the primary channels for searching for information, comparing products, and making purchases. The number of e-commerce users in Indonesia reached 58.63 million

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in 2023 and is projected to rise to 99.1 million by 2029 (Data and Information Systems Center, 2024). This growth has intensified competition among marketplaces, making it necessary for companies to develop digital marketing strategies capable of capturing consumers' attention while building relationships with them.

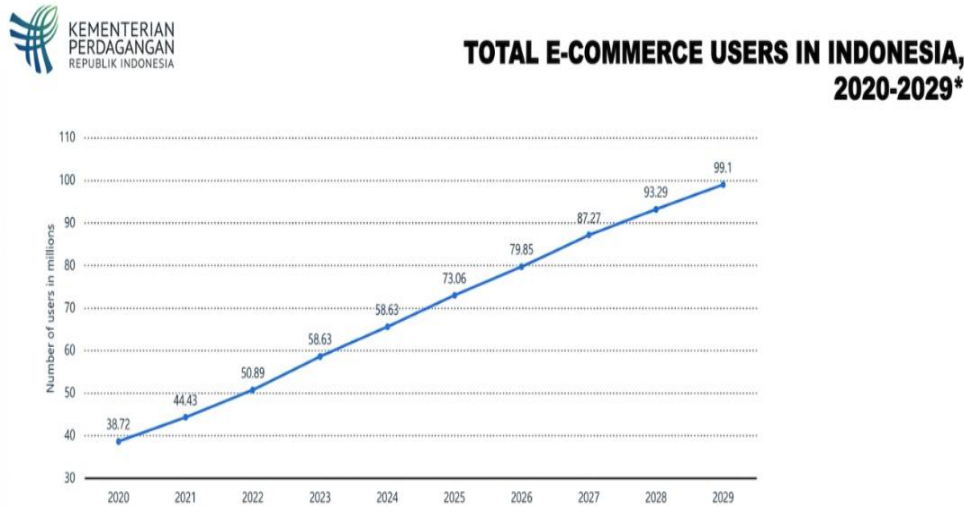


Fig 1. E-Commerce User Data in Indonesia

Shopee is one of the marketplaces that actively uses Instagram, TikTok, YouTube, and Facebook as channels for promotion and communication with consumers. The intensity of Shopee's advertising across various social media platforms can increase public interest in the products offered through those platforms (Mangassa et al., 2024; Gastiady & Hafidz, 2026). Social media marketing enables companies to build brand awareness, recognition, recall, and consumer action through content that is engaging, interactive, timely, and easily shareable (Wayan et al., 2024; Yohandi, 2022).

One of the expected outcomes of these marketing activities is the formation of purchase intent. Purchase intent reflects consumers' interest in and likelihood of purchasing a product or service (Hashim, 2020). However, in digital transactions, purchase intention is determined not only by promotions but also by consumers' perceptions and beliefs regarding the marketplace. Brand image is the collection of perceptions and associations stored in consumers' memories regarding a brand (Agmeka et al., 2019). Meanwhile, brand trust reflects consumers' confidence in a brand's ability, safety, and reliability to meet their expectations and fulfill its commitments (Hung et al., 2023). Thus, effective social media marketing must build brand image and trust to increase consumer purchase intent.

Previous research has yielded inconsistent results. Social media marketing was found to have a positive and significant effect on purchase intention (Faisal & Ekawanto, 2022; Yohandi, 2022), but (Putra & Aristana, 2020) found no significant effect. Brand image was also found to influence purchase intention (Agmeka et al., 2019; Savitri et al., 2021), whereas (Supriyadi & Hadijah, 2023) reported different results. A similar pattern was observed for brand trust, which was reported to have a positive effect on purchase intention by (Armawan et al., 2023; Hung et al., 2023), but was not significant in the study by (Tria & Syah, 2021). These inconsistencies suggest that the influence of social media marketing on purchase intention has not been sufficiently explained through direct relationships, thus necessitating the testing of mediating variables.

This study employs the Stimulus–Organism–Response theory, which posits that external stimuli influence an individual's internal state and subsequently elicit a behavioral response (Mehrabian & Russell, 1974). In this study, social media marketing is positioned as the stimulus, brand image and brand trust as the organism, and purchase intention as the response. This framework explains that social media marketing can increase purchase intention after first shaping consumers' perceptions and trust in Shopee.

The contribution of this study lies in the integration of brand image and brand trust as mediating variables in the relationship between social media marketing and purchase intention on the Shopee marketplace. Theoretically, this study reinforces the application of the S-O-R theory in the context of digital marketing and explains that the effectiveness of social media is determined not only by the appeal of the content but also by its ability to build brand image and trust. Practically, the research findings are expected to serve as a foundation for the marketplace in designing content that is informative, interactive, credible, and aligned with consumer needs. Therefore, this study aims to analyze the influence of social media marketing on consumer purchase intent on the Shopee marketplace, both directly and through brand image and brand trust.

The research framework used in this study was formulated through a process of reviewing and analyzing various literature and previous research findings related to the research topic. Based on the results of this analysis, the researcher adapted the model previously applied in the study by Salhab et al., (2023) as the basis for constructing a research framework consisting of the variables social media marketing, brand trust, brand image, and purchase intention, as follows:

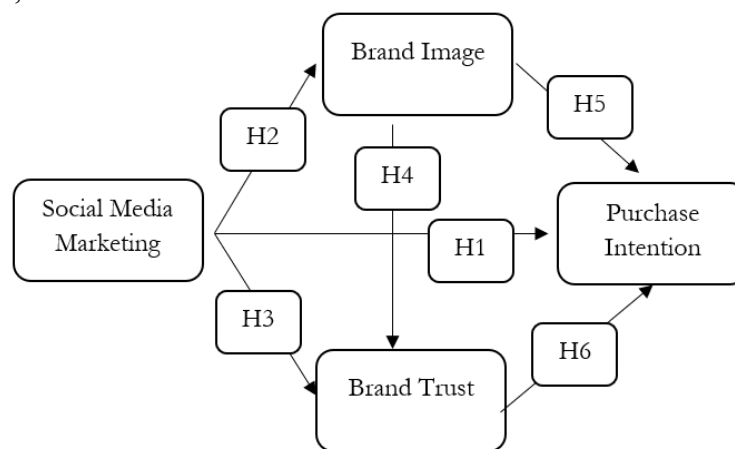


Fig 2. Research Framework

METHODS

This study employs a quantitative method using an explanatory survey to examine the effect of social media marketing on consumer purchase intent, both directly and through brand image and brand trust as mediating variables. The study population consists of all Shopee marketplace users residing in Yogyakarta. Since the exact population size is unknown, sampling was conducted using a nonprobability sampling technique with a convenience sampling approach. Respondents were selected based on the following criteria: i) they are active users of the Shopee marketplace, ii) they reside in Yogyakarta, and iii) they have seen Shopee advertisements or content on Instagram, YouTube, or TikTok. Calculations for the minimum sample size yielded 210 respondents, while the number of data points used in the final analysis reached 300 respondents. The analysis of respondent profiles in this study was based

on several demographic characteristics, including gender, age group, region of residence, and highest level of formal education. A description of each of these respondent characteristics is presented as follows:

Table 1. Demographic Profile of Study Participants

	Frequency	Percentage
Gender		
Female	136	45%
Male	164	55%
Age		
17 – 25	111	37%
26 – 30	117	39%
31 – 35	52	17%
36 – 40	15	5%
41 – 45	5	2%
Domicile		
Yogyakarta	300	100%
Last Formal Education		
Senior High School	76	25%
Diploma	46	15%
Bachelor's Degree	170	57%
Master's Degree (S2)	8	3%

The majority of respondents were male, totaling 164 people or 55%. By age, the largest group of respondents was in the 26–30 age group, comprising 117 people or 39%, followed by the 17–25 age group with 111 people or 37%. By educational level, the majority of respondents held a bachelor's degree as their highest level of education, totaling 170 people or 57%. These characteristics indicate that the study's respondents were predominantly consumers of working age with relatively high educational attainment who are accustomed to using digital services.

The research data consists of primary data collected through an online questionnaire distributed via Google Forms (Bougie & Sekaran, 2020). The research instrument consists of 17 statements that measure four constructs. Each statement was rated on a six-point Likert scale, ranging from 1 (strongly disagree) to 6 (strongly agree) (Chang, 1994).

Table 2. Variable Items

Variable (Questionnaire Source)	Item
Social Media Marketing (Salhab et al., 2023)	1) I like the way Shopee advertises on its social media. 2) It is easy to express my opinion about Shopee on its social media. 3) The content shared on Shopee's social media is up-to-date information. 4) Shopee provides the information I need on its social media. 5) It is possible to share information with others on Shopee's social media.
Brand Image (Khoirunnisa & Albari, 2023; Salhab et al., 2023)	1) The brand (Shopee) is easy to recognize. 2) The brand (Shopee) is easy to remember. 3) The brand (Shopee) is already well-

	known. 4) The products or services provided by Shopee meet consumer needs.
Brand Trust (Salhab et al., 2023)	1) Shopee keeps its customers' information secure. 2) Shopee always fulfills its commitments. 3) Shopee is trusted in providing services. 4) I feel that I can fully trust Shopee.
Purchase Intention (Dabbous & Barakat, 2020; Salhab et al., 2023)	1) Shopee's social media increases my interest in purchasing. 2) I intend to purchase products seen on Shopee's social media. 3) It is very likely that I will purchase products seen on Shopee's social media. 4) I prefer buying from Shopee marketplace rather than other marketplaces.

Prior to the main data collection, a pilot test was conducted on 50 respondents who met the study criteria. The instrument was tested using SPSS software to assess the questionnaire's validity and reliability. Construct validity was assessed using Pearson's correlation, with the criterion that an item was deemed valid if the calculated *r*-value was greater than the table *r*-value at a 5% significance level (Abduldayev et al., 2026; Anidar et al., 2026; Cronbach & Meehl, 1955; Efendi et al., 2026; Engkizar et al., 2026; Rahman et al., 2025; Tran et al., 2022). The reliability of the instrument was assessed using Cronbach's Alpha with a minimum value of 0.60 (Hair et al., 2014). The results of the pilot test showed that all items were deemed valid and all variables had a Cronbach's Alpha value above 0.60, thus the instrument was deemed reliable.

The research data were analyzed using descriptive analysis and Partial Least Squares-Structural Equation Modeling (PLS-SEM). Descriptive analysis was used to describe the respondents' profiles and response patterns for each research variable through frequencies, percentages, and mean values (Arndt et al., 2022). Furthermore, model and hypothesis testing were conducted using SmartPLS 4 software. PLS-SEM was chosen because it is suitable for analyzing predictive models involving multiple latent variables, indicators, and mediating relationships (Hair & Alamer, 2022; Monecke & Leisch, 2012). The PLS-SEM analysis was conducted by evaluating the measurement model (outer model) and the structural model (inner model). The evaluation of the outer model included testing outer loadings, Average Variance Extracted (AVE), Cronbach's Alpha, composite reliability, and the Fornell–Larcker criteria. Convergent validity is considered met if the outer loadings are above 0.70 and the AVE is greater than 0.50. Discriminant validity is assessed using the square root of the AVE (Henseler et al., 2015). The inner model was evaluated using the Variance Inflation Factor (VIF), path coefficients, R-Square, and Q-Square. Direct and mediation hypothesis testing were conducted using the bootstrapping procedure. A hypothesis was accepted if the *t*-statistic was greater than 1.96 and the *p*-value was less than 0.05 at a 5% significance level (Hair & Alamer, 2022).

RESULT AND DISCUSSION

Evaluation of the Measurement Model (Outer Model)

Validity testing of the measurement model was conducted in two stages: by testing the convergent validity and discriminant validity of each construct indicator. The results of the validity tests are presented as follows. The results of the convergent validity test are shown in figure 3.

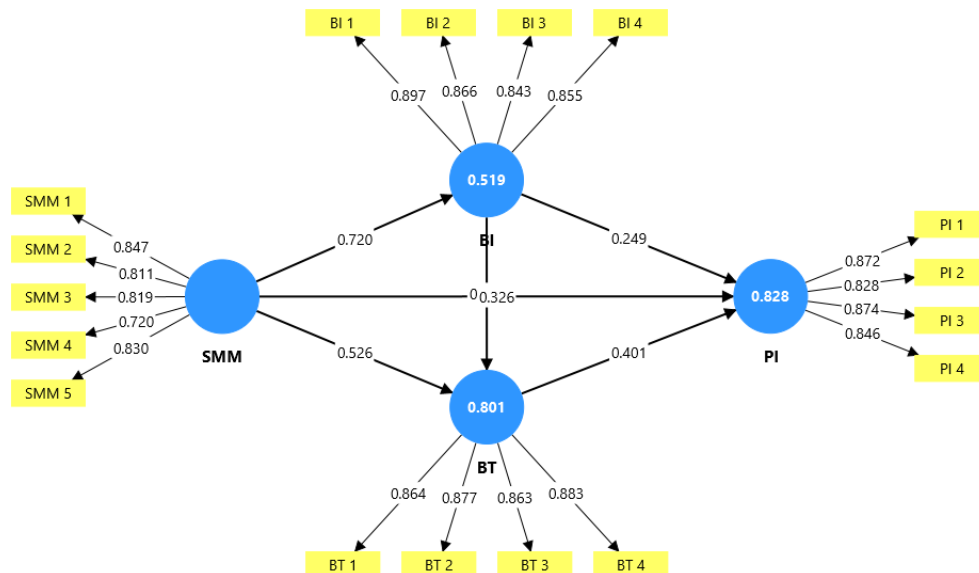


Fig 3. Measurement of the Outer Model

An evaluation of the measurement model was conducted to ensure that the indicators used met the requirements for convergent validity and reliability. The test results showed that all indicators had outer loading values ranging from 0.720 to 0.897, thus exceeding the minimum threshold of 0.70. The Average Variance Extracted (AVE) and outer loading values are shown in table 3.

Table 3. Convergent Validity Results

Variable	Outer Loading Range	AVE	Description
Social Media Marketing	0.720 – 0.847	0.651	Valid and Reliable
Brand Image	0.843 – 0.897	0.749	Valid and Reliable
Brand Trust	0.863 – 0.883	0.760	Valid and Reliable
Purchase Intention	0.828 – 0.874	0.731	Valid and Reliable

The AVE values for all variables were above 0.50, while Cronbach's Alpha and composite reliability were above 0.70. These results indicate that the indicators are capable of explaining the constructs being measured and possess good internal consistency. Thus, the measurement model is deemed suitable for proceeding to structural equation modeling.

Discriminant Validity Test Results

The discriminant validity test was conducted using the Heterotrait-Monotrait Correlation Ratio (HTMT) method, and the results are shown in table 4.

Table 4. HTMT Results

	SMM	BI	BT	PI
SMM				
BI	0.753			

BT	0.778	0.735	
PI	0.781	0.748	0.736

Based on the results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) criterion, all HTMT values across constructs were below the threshold of 0.85. The HTMT values ranged from 0.735 to 0.781. The highest value was found in the relationship between PI and SMM at 0.781, while the lowest value was found in the relationship between BT and BI at 0.735. Referring to the criteria (Henseler et al., 2015), these results indicate that there are no issues with discriminant validity. Thus, each construct in the research model is capable of measuring distinct concepts and can be empirically distinguished.

Reliability Test Results

Reliability testing was conducted to ensure the internal consistency of the research instrument. Reliability was assessed using Cronbach's alpha and composite reliability. A construct is considered reliable if the Cronbach's alpha and composite reliability values are above 0.70. In PLS-SEM, composite reliability is also important because it indicates the actual consistency of each latent construct (Hair & Alamer, 2022). The results of the Cronbach's alpha and composite reliability calculations are shown in table 5 below:

Table 5. Reliability Test

Variable	Cronbach's alpha	Composite reliability	Description
Brand Image	0.889	0.923	Reliable
Brand Trust	0.895	0.927	Reliable
Purchase Intention	0.878	0.916	Reliable
Social Media Marketing	0.869	0.903	Reliable

Based on table 5, all variables have Cronbach's alpha values above 0.70. Brand image has a value of 0.889, brand trust is 0.895, purchase intention is 0.878, and social media marketing is 0.869. The composite reliability values were also above 0.70, ranging from 0.903 to 0.927. These results indicate that the research instrument exhibits good internal consistency. Thus, all constructs are deemed reliable and suitable for structural equation modeling.

Structural Model Evaluation (Inner Model)

This analysis was conducted to examine the relationships among latent variables in the research model. The structural model was evaluated using path coefficient tests, mediation or indirect effect tests, multicollinearity tests, the coefficient of determination (R-squared), and predictive relevance (Q-squared). The bootstrapping results are shown in table 6.

Table 6. Path Coefficient Results

Inter-variable Relationship	Original sample	T-statistics	P-values	Description
Brand Image → Brand Trust	0.438	11.447	0.000	Significant
Brand Image → Purchase Intention	0.249	4.590	0.000	Significant
Brand Trust → Purchase Intention	0.401	4.977	0.000	Significant
Social Media Marketing → Brand Image	0.720	22.140	0.000	Significant
Social Media Marketing → Brand Trust	0.526	14.580	0.000	Significant

Social Media Marketing → Purchase Intention	0.326	4.975	0.000	Significant
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The results of the path coefficient tests in table 6 show that all direct relationships between variables have T-statistics greater than 1.96 and P-values less than 0.05. Thus, all direct hypotheses in this study are deemed significant. Social media marketing has a positive effect on brand image, brand trust, and purchase intention. Brand image also has a positive effect on brand trust and purchase intention. Additionally, brand trust was found to have a positive effect on purchase intention. The strongest relationship was observed in the effect of social media marketing on brand image, with a coefficient value of 0.720. These findings indicate that Shopee's social media marketing activities play a crucial role in shaping brand perception, strengthening consumer trust, and driving purchase intention. These results align with the Stimulus-Organism-Response model, which explains that external stimuli can shape consumers' psychological states before eliciting behavioral responses (Baber & Baber, 2023; Liu et al., 2023; Mehrabian & Russell, 1974). These findings also support previous research indicating that social media marketing, brand image, and brand trust play a significant role in increasing consumer purchase intent (Agmeka et al., 2019; Armawan et al., 2023; Salhab et al., 2023). Next, a mediation analysis was conducted to determine whether the variables of brand image and brand trust act as mediators in the relationships among the study variables. The results of the mediation analysis are presented in the following table.

Table 7. Results of the Specific Indirect Effect

	Original Sample	T-statistics	P-values	Decision
SMM -> BT -> PI	0,211	4,939	0,000	Significant
SMM -> BI -> PI	0,179	4,291	0,000	Significant

Based on table 7, brand image was found to mediate the effect of social media marketing on purchase intention, with a coefficient of 0.179, a t-statistic of 4.291, and a p-value of 0.000. These results indicate that social media marketing can increase purchase intention by fostering a positive brand image. When consumers view Shopee's engaging and relevant social media content, they not only receive promotional information but also develop a positive perception of Shopee as a well-known, active marketplace that meets their needs. These findings support the research by (Ramaditya & Yasa, 2024; Salhab et al., 2023; Savitri et al., 2021), which shows that brand image can act as a mediator in the relationship between social media marketing and purchase intention.

Brand trust also mediates the effect of social media marketing on purchase intention, with a coefficient of 0.211, a t-statistic of 4.939, and a p-value of 0.000. This path has the highest coefficient value compared to the other mediation paths. This means that brand trust serves as a stronger mechanism in explaining how social media marketing drives Shopee consumers' purchase intention. In marketplace transactions, trust is crucial because consumers conduct transactions online and rely on digital information, the platform's reputation, and the interaction experiences they have. These findings are consistent with (Anggraini & Wulandari, 2020; Azhar et al., 2023; Hashim, 2020).

Results of the Collinearity Test

The collinearity test was conducted by examining the Variance Inflation Factor (VIF). The results of the VIF test are presented in table 8.

Table 8. VIF Results

	SMM	BI	BT	PI
SMM		1.000	2.077	3.469
BI			2.077	3.024
BT				3.274
PI				

Based on table 8, all VIF values are below the maximum threshold of 5. The lowest VIF value was found in the relationship between social media marketing and brand image, at 1.000, while the highest value was found in the relationship between social media marketing and purchase intention, at 3.469. These results indicate that the research model does not have serious multicollinearity issues. In PLS-SEM, VIF values are used to ensure that there is no overlap among predictor variables that could interfere with model estimation (Hair et al., 2017; Risher et al., 2019).

Coefficient of Determination/R-Square Results

In PLS-SEM, R-Square is used to assess the model's explanatory power regarding endogenous constructs (Hair & Alamer, 2022). The R-Square results are presented in table 9.

Table 9. R-Square Results

	R-square	R-square Adjusted
Brand Image	0.622	0.661
Brand Trust	0.961	0.960
Purchase Intention	0.986	0.986

Based on table 5, the R-Square value for brand image of 0.622 indicates that social media marketing explains 62.2% of the variation in brand image. The R-Square value for brand trust of 0.961 indicates that social media marketing and brand image together explain 96.1% of the variation in brand trust. Furthermore, the R-Square value for purchase intention of 0.986 indicates that social media marketing, brand image, and brand trust account for 98.6% of the variation in purchase intention. These values indicate that the research model has strong explanatory power, particularly regarding the variables of brand trust and purchase intention. In PLS-SEM, an R-Square value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak (Hair & Alamer, 2022).

Q-Square Test Results

The Q-Square test is used to assess the model's predictive relevance to the endogenous construct. The Q-Square results are presented in table 10.

Table 10. Q-Square Results

	Q² Predict
Brand Image	0.571
Brand Trust	0.707
Purchase Intention	0.708

Based on table 10, all endogenous constructs have a Q² Predict value greater than zero. Brand image has a Q² Predict value of 0.517, brand trust of 0.707, and purchase intention of 0.708. The highest value is found in purchase intention, while the lowest value is found in brand image. These results indicate that the model has good predictive validity. In PLS-SEM, a Q² value greater than zero indicates that the model is capable of adequately predicting the endogenous constructs (Hair et al., 2019; Sarstedt et al., 2020).

Overall, the results of this study show that social media marketing plays a significant role in increasing Shopee consumers' purchase intent, both directly and indirectly. Social media can shape consumers' attention, interaction, perceptions, and beliefs toward a brand. In the context of digital marketing, social media serves as a strategic tool because it combines promotion, two-way

communication, information dissemination, and word-of-mouth into a single channel that is easily accessible to consumers (Romadhoni et al., 2023; Salhab et al., 2023; Yohandi, 2022).

These findings also indicate that the influence of social media marketing on purchase intent becomes stronger when consumers hold a positive brand image and have high trust in Shopee. This means that social media strategies cannot rely solely on short-term promotions such as discounts, vouchers, and free shipping. Shopee also needs to maintain consistency in its brand messaging, the quality of information, transaction security, and service credibility. This is important because brand image and brand trust are psychological factors that can reinforce consumers' decisions to choose a particular marketplace (Agmeka et al., 2019; Armawan et al., 2023; Hung et al., 2023).

The results of this study provide a theoretical contribution by reinforcing the application of the Stimulus-Organism-Response theory in the context of social media marketing on marketplaces. Social media marketing has been shown to act as a stimulus, while brand image and brand trust act as the organism, explaining the psychological processes consumers undergo before the purchase intention emerges as a response. Thus, this study expands our understanding of how digital marketing activities can influence consumer behavior through the mechanisms of brand perception and brand trust (Baber & Baber, 2023; Kumar et al., 2021; Liu et al., 2023; Mehrabian & Russell, 1974).

From a practical standpoint, the results of this study indicate that Shopee needs to develop a social media strategy that is more focused on building brand image and consumer trust. Social media content should be designed to be informative, interactive, consistent, and tailored to consumer needs. Additionally, information regarding transaction security, customer service, delivery commitments, and data protection needs to be reinforced to further build consumer trust in Shopee. This strategy is important because brand trust has been shown to have a greater influence on purchase intent than brand image (Fadhilillah et al., 2023; Haudi & Hapsari, 2021; Nadia et al., 2023).

CONCLUSION

This study shows that social media marketing has a significant influence on Shopee consumers' purchase intentions, both directly and indirectly through brand image and brand trust. The empirical findings confirm that the process of forming purchase intentions in the context of e-commerce is determined not only by the intensity and quality of exposure to social media content but also through psychological mechanisms in consumers, such as their perceptions of the brand and their level of trust in the platform. The results also indicate that brand trust plays a more dominant mediating role than brand image in explaining the relationship between social media marketing and purchase intention, making trust a key factor in digital transactions characterized by risk and uncertainty. The novelty of this study lies in testing the Stimulus-Organism-Response (SOR) model, which simultaneously integrates two mediating variables brand image and brand trust in the context of e-commerce consumer behavior in Indonesia, specifically on Shopee, a platform that has received limited attention in previous research. Theoretically, these findings expand the application of the SOR model in digital marketing by emphasizing the role of consumers' cognitive and affective mechanisms, while practically, this study underscores that e-commerce social media strategies need to focus not only on promotion but also on building trust, credibility, and brand image to enhance consumers' purchase intentions.

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DECLARATIONS

Author contribution

Ryan Cahya Anindito: data curation, writing-original draft preparation and editing, conceptualization, methodology, **Anas Hidayat:** validation, visualization, supervision, software.

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