



## **Influence Social Media Marketing and Electronic Word-of-Mouth to Purchase Intention on Products Erigo Official Shop on Shopee Mediated by Brand Trust to Students Active in Malang City**

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### ARTICLE INFO

*Keywords:* Social Media Marketing, Electronic World of Mouth, Purchase Intention, Brand Trust

*Received :* 23, February

*Revised :* 24, March

*Accepted:* 25, April

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### ABSTRAK

The digital era has revolutionized marketing dynamics and consumer behavior, offering marketers immense opportunities to leverage social media platforms and electronic word-of-mouth (E-WOM) for enhancing marketing strategies. This research investigates the impact of social media marketing and E-WOM on purchase intention, emphasizing the mediating role of brand trust. Targeting active student consumers in Malang City, particularly those transacting at the Erigo Official Shop on Shopee, the study employs a quantitative approach with 385 respondents. Through descriptive analysis and Structural Equation Modeling (SEM-PLS), the research reveals the positive influence of social media marketing and E-WOM on brand trust, subsequently affecting purchase intention. Additionally, mediation testing underscores the indirect effects of social media marketing and E-WOM on purchase intention mediated through brand trust. These findings shed light on the intricate mechanisms shaping consumer decision-making processes in the digital landscape, offering valuable insights for marketers navigating this dynamic terrain.

## **INTRODUCTION**

The burgeoning interest in purchasing goods in the contemporary digital era is propelled by technological advancements and the ubiquitous accessibility of the internet, which have fundamentally reshaped marketing paradigms and consumer behaviors. The Indonesian Digital Report of 2023, authored by Andi Dwi, provides a comprehensive elucidation of the digital landscape within Indonesia. According to this report, among the 276.4 million Indonesian populace, 77.0% are internet users, with 60.4% actively engaging on social media platforms. This extensive user base presents an opportune milieu for marketers to augment their endeavors within the digital realm. Social Media Marketing (SMM) emerges as a pivotal strategy, leveraging diverse social media platforms to engage consumers, promote products or services, and foster relationships with target demographics. As theorized by Tuten and Solomon in Alfian et al. (2017), SMM serves as a complementary facet to both traditional and digital marketing communication methodologies.

Electronic Word of Mouth (eWOM), delineated by Kotler and Keller (2016), harnesses the internet to disseminate word-of-mouth effects in support of marketing objectives, encompassing recommendations, reviews, and consumer communications pertaining to products or brands across online platforms. Both SMM and eWOM harbor substantial potential in shaping consumer behavior and Purchase Intention. However, amid the intricate evolution of the digital marketing landscape, attention extends to factors such as Brand Trust. As articulated by Warusman and Untarini (2016), brand trust embodies the intrinsic value conferred upon a brand through multifaceted dimensions, ultimately engendering consumer satisfaction. This trust assumes a pivotal role in the symbiotic relationship between brands and consumers, wherein consumers seek assurance in the assured quality, integrity, and value of the brand or product.

Drawing upon the research conducted by Chafidon et al. in 2022, which underscores the affirmative impact of SMM and eWOM on Purchase Intention, this study endeavors to delve deeper into the mediating role of Brand Trust in this nexus. It aims to elucidate the intricate mechanisms through which brand trust operates as an intervening variable, shaping consumers' receptivity to marketing messages disseminated via social media platforms and endorsements from peers, thereby influencing their purchasing decisions. Against the backdrop of the dynamic interplay between social media dynamics and consumer behaviors, this research assumes paramount significance, endeavoring to furnish enterprises with insights to adeptly leverage social media platforms in cultivating robust brand trust, thereby propelling purchase intent within an intensely competitive market milieu.

## **LITERATURE REVIEW**

By focusing on the Erigo Official Shop on the Shopee e-commerce platform, selected for its preeminence as the most frequented e-commerce destination, this research seeks to address extant research lacunae and offer novel insights. Discrepancies observed in prior findings, such as those posited

by Putra and Aristana (2020), which hint at the lack of a significant impact of social media marketing on purchase intention, underscore the exigency for further inquiry. Consequently, this study aspires to scrutinize the influence of SMM and eWOM on purchase intention, mediated by brand trust, particularly among the cohort of active students in Malang City, thereby enriching the scholarly discourse on the dynamics of digital marketing.

## **METHODOLOGY**

The methodology employed in this research adheres to a quantitative approach, characterized by a descriptive explanatory design. This study adopts an infinite population framework, where the exact number of potential samples remains indeterminate, thus warranting the utilization of a sample calculation formula. Consequently, the research sample encompasses 385 respondents, meticulously chosen to ensure representativeness and statistical validity. Prior to questionnaire dissemination, the researcher diligently conducted validity and reliability tests to ascertain the robustness and credibility of the data collected. This meticulous approach ensures the integrity and accuracy of the subsequent analyses. Data analysis in this research encompasses a multifaceted approach, incorporating various analytical techniques to comprehensively explore the relationships among the variables under scrutiny. Firstly, descriptive analysis offers a systematic examination and summarization of the collected data, facilitating a nuanced understanding of the dataset's characteristics and distributions. Subsequently, Structural Equation Modeling (SEM) - Partial Least Squares (PLS) emerges as a sophisticated statistical methodology employed to elucidate the complex interdependencies between the variables. This analytical technique facilitates the exploration of both direct and indirect effects, offering insights into the intricate dynamics governing the research constructs.

Furthermore, the mediation test serves as a pivotal analytical tool, enabling the researcher to assess the intervening role of brand trust in the relationships between social media marketing, electronic word-of-mouth, and purchase intention. This mediation analysis enhances the depth of understanding by unraveling the underlying mechanisms through which brand trust influences consumer behaviors in response to digital marketing stimuli. The utilization of SmartPLS 3.2.9 as the primary data processing tool underscores the commitment to employing state-of-the-art methodologies to ensure methodological rigor and analytical precision. In summation, the methodological framework adopted in this research embodies a meticulous and comprehensive approach, designed to yield robust insights into the intricate dynamics of digital marketing phenomena. By integrating diverse analytical techniques and leveraging advanced statistical methodologies, this research endeavors to unravel the complexities underlying consumer behaviors in the digital sphere, thereby contributing to the advancement of scholarly knowledge in the field of marketing research.

**RESEARCH RESULT***Description Characteristics Respondents***Table 1.** Characteristics Respondent

No	Characteristics respondents	Frequency	Percentage
<b>Age</b>			
1	18 years - 22 years	193	50%
2	23 years - 27 years	104	27%
3	28 years - 32 years	88	23%
4	> 33 years old	0	0%
<b>Gender</b>			
1	Man	162	42%
2	Woman	223	58%
<b>Visit to Erigo official shop Shopee</b>			
1	Once	319	83%
2	Never	66	17%
<b>From Campus</b>			
1	Malang State University	89	23%
2	Brawijaya University	42	11%
3	Maulana Malik Ibrahim State Islamic University	171	44%
4	Muhammadiyah University of Malang	11	3%
5	university Of islam	32	8%
6	Other	40	10%
<b>Education</b>			
1	Bachelor	221	57%
2	Master	160	42%
3	Doctoral	4	1%
<b>Total</b>		<b>385</b>	<b>100%</b>

Source: Data processed researcher (2024)

In the tabulated data, it is evident that a substantial portion of respondents falls within the age bracket of 18-22 years, comprising 50% of the total sample size. This age group represents a significant segment of the population under study, indicating a pronounced interest among young adults in the subject matter. Furthermore, upon scrutinizing the gender distribution, it becomes apparent that the female demographic predominates, constituting 223 respondents, which translates to 58% of the total sample. This gender disparity underscores the importance of considering gender-specific preferences and behaviors in the analysis of consumer responses.

Delving deeper into the behavioral patterns of respondents, it is noteworthy that the majority, comprising 319 individuals out of the 385 respondents, have visited the Erigo Official Shop on Shopee at least once. This finding accentuates the relevance and applicability of the research focus within the context of consumer engagement with the designated e-commerce platform. Moreover, when examining the origin of respondents by campus affiliation, a notable concentration emerges from Maulana Malik Ibrahim State Islamic University of Malang, with a total of 171 respondents hailing from this institution. This concentration underscores the potential influence of educational environments on consumer behaviors and preferences.

Additionally, a discernible trend is observed in the educational background of respondents, with a majority holding undergraduate degrees (S1 level). Specifically, 221 respondents, constituting 57% of the total sample, possess educational credentials at the S1 level. This finding underscores the importance of educational attainment in shaping consumer perspectives and decision-making processes. Taken together, these nuanced insights gleaned from the tabulated data offer valuable context and granularity to the understanding of respondent demographics and behavioral patterns within the research domain.

### ***Convergent Validity***

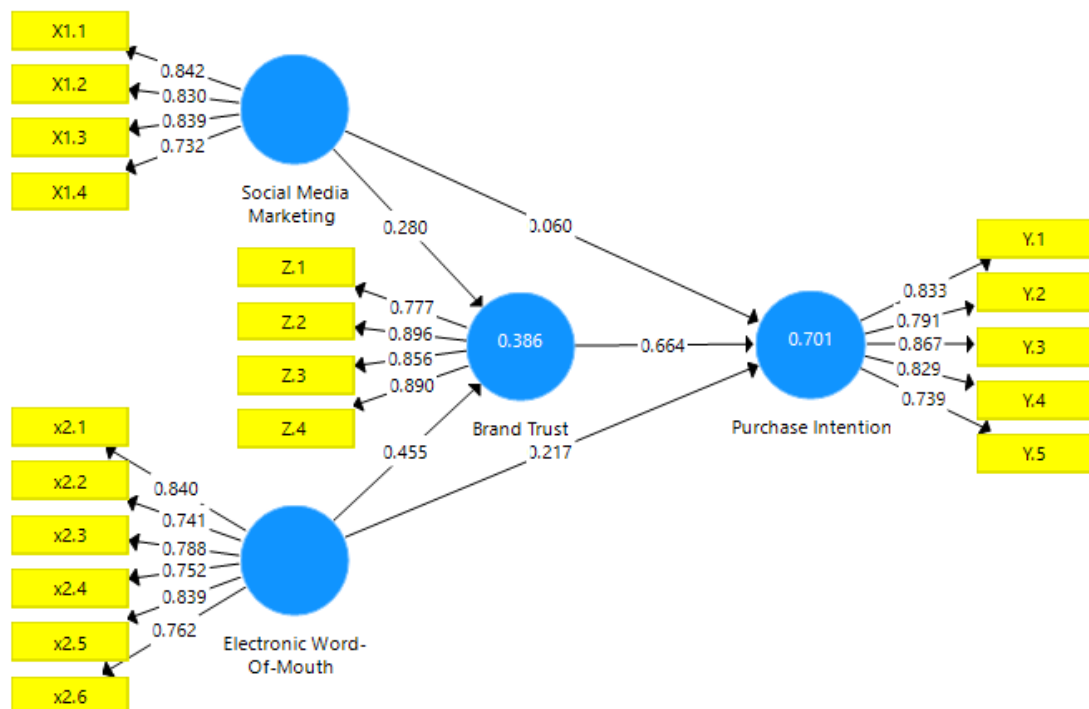
In the stages of data analysis, two critical steps are employed, namely factor loading value determination and the calculation of the average variance inflation factor (AVE). Factor loading values serve as indicators of the strength and significance of the relationship between observed variables and their underlying latent constructs. According to Ghazali and Latan (2015), factor loading values falling within the range of 0.5 to 0.6 are considered adequate, while values reaching 0.70 or higher signify a particularly robust relationship. This step entails scrutinizing the factor loading values obtained through Structural Equation Modeling (SEM) to assess the reliability and validity of the measurement model. By identifying factor loading values that meet or exceed the established thresholds, researchers can ascertain the extent to which observed variables contribute to the measurement of underlying constructs, thereby ensuring the robustness of the model.

Furthermore, the calculation of the average variance inflation factor (AVE) offers valuable insights into the extent of multicollinearity among latent constructs within the model. The AVE represents the average amount of variance captured by the indicators of each latent construct relative to the measurement error. AVE values exceeding 0.5 indicate that a significant proportion of the variance in the indicators is attributed to the underlying construct, suggesting acceptable discriminant validity (Fornell & Larcker, 1981). Researchers typically aim for AVE values of 0.5 or higher to ensure the reliability of the measurement model and minimize the risk of multicollinearity. By meticulously evaluating AVE values across all constructs, researchers can gauge the degree to which each latent construct is adequately represented by its corresponding indicators, thereby enhancing the validity and robustness of the structural model. Thus, through these methodological steps, researchers can effectively assess the reliability, validity, and overall quality of the measurement model, laying a solid foundation for subsequent data analysis and interpretation.

**Table 2.** Loading factors

	Brand Trust	Electronic Word-Of-Mouth	Purchase Intention	Social Media Marketing
X1.1				0.842
X1.2				0.83
X1.3				0.839
X1.4				0.732
Y.1			0.833	
Y.2			0.791	
Y.3			0.867	
Y.4			0.829	
Y.5			0.739	
Z.1	0.777			
Z.2	0.896			
Z.3	0.856			
Z.4	0.890			
X2.1		0.84		
X2.2		0.741		
X2.3		0.788		
X2.4		0.752		
X2.5		0.839		
X2.6		0.762		

Source: PLS (2024)



**Figure 1.** Validity *output* convergent

Based on acquisition the SPSS results, you can is known that whole mark loading factor above or > 0.6. So, the whole item can be said to be valid.

**Discriminant Validity**

Validity discriminant that is compare root square from AVE, where mark the must more big than other items. Additionally, test validity discriminants

also exist calculation *cross loading*. Correlation value every indicator must own more value tall than another latent construct (Tristianet al., (2019).

**Table 3.** Cross loading

	Brand Trust	EWom	Purchase Intention	Social Media Marketing
X1.1	0.423	0.302	0.402	<b>0.842</b>
X1.2	0.356	0.327	0.359	<b>0.83</b>
X1.3	0.391	0.419	0.397	<b>0.839</b>
X1.4	0.313	0.227	0.297	<b>0.732</b>
Y.1	0.873	0.534	<b>0.833</b>	0.466
Y.2	0.702	0.453	<b>0.791</b>	0.378
Y.3	0.601	0.516	<b>0.867</b>	0.34
Y.4	0.54	0.503	<b>0.829</b>	0.339
Y.5	0.482	0.499	<b>0.739</b>	0.261
Z.1	<b>0.777</b>	0.465	0.584	0.381
Z.2	<b>0.896</b>	0.487	0.716	0.421
Z.3	<b>0.856</b>	0.463	0.672	0.337
Z.4	<b>0.89</b>	0.521	0.795	0.431
X2.1	0.427	<b>0.84</b>	0.506	0.304
X2.2	0.484	<b>0.741</b>	0.466	0.349
X2.3	0.498	<b>0.788</b>	0.475	0.348
X2.4	0.428	<b>0.752</b>	0.472	0.292
X2.5	0.425	<b>0.839</b>	0.507	0.306
X2.6	0.407	<b>0.762</b>	0.486	0.271

Source: PLS (2024)

From table they can know that mark correlation every indicator must own more value tall than another latent construct. So, you can conclude that all items are valid.

### **Reliability Tests**

Reliability test done with see calculation from mark *composite reliability* and *Cronbach alpha*  $\geq 0.70$ .

**Table 4.** Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability
Brand Trust	0.877	0.916
Electronic Word-Of-Mouth	0.877	0.907
Purchase Intention	0.873	0.907
Social Media Marketing	0.827	0.885

Source: PLS (2024)

Based on table 4, you can is known that whole variable has been valid because mark *composite reliability* and *Cronbach alpha*  $\geq 0.70$ .

### **Inner Structural Model**

In testing the inner structural model there are several tests, such as; R-Square test, F-Square test, predictive relevance, and value test significance.

**Table 5.** R-square

Variable	R Square
Brand Trust (Z)	0.386
Purchase Intention (Y)	0.701

Source: PLS (2024)

The findings of the R-square test provide valuable insights into the explanatory power of the variables under consideration. According to the results depicted in the table, it is evident that the variable "Brand Trust" exhibits an R-square value of 0.386, equivalent to 38.6%. This signifies that approximately 38.6% of the variance observed in brand trust can be attributed to the combined influence of social media marketing and E-WoM. This suggests a significant impact of these factors on shaping consumer perceptions of brand trust within the studied context. Moreover, the variable "Purchase Intention" yields an R-square value of 0.701, corresponding to 70.1%. This substantial R-square value implies that a considerable proportion, approximately 70.1%, of the variability in purchase intention can be elucidated by the collective influence of social media marketing, E-WoM, and brand trust. Such a high explanatory power underscores the pivotal role played by these variables in shaping consumer intentions to make purchases within the digital sphere.

The implications derived from these results are multifaceted. Firstly, the substantial R-square values underscore the significance of social media marketing, E-WoM, and brand trust in driving consumer behaviors and perceptions within the digital landscape. Furthermore, the delineation of the variance explained by each variable offers valuable insights into the relative importance of these factors in shaping consumer attitudes and intentions. Additionally, the findings highlight the interconnected nature of these variables, indicating that brand trust serves as a critical mediator in the relationship between social media marketing, E-WoM, and purchase intention. This underscores the importance of fostering trustworthiness and credibility in brand communications to positively influence consumer purchasing decisions. In conclusion, the results of the R-square test underscore the multifaceted dynamics at play in shaping consumer behaviors and intentions within the digital realm. By elucidating the explanatory power of key variables, these findings offer valuable insights into the mechanisms underlying consumer decision-making processes, thereby informing the development of effective marketing strategies in the digital age.

**Table 6.** Hypothesis Testing

Hypothesis	P Values
Brand Trust (Z) -> Purchase Intention (Y)	0,000
Electronic Word-Of-Mouth (X2) -> Brand Trust (Z)	0,000
Electronic Word-Of-Mouth (X2) -> Purchase Intention (Y)	0,000
Social Media Marketing (X1) -> Brand Trust (Z)	0,000
Social Media Marketing (X1) -> Purchase Intention (Y)	0.046
Electronic Word-Of-Mouth (X2) -> Brand Trust (Z) -> Purchase Intention (Y)	0,000
Social Media Marketing (X2) -> Brand Trust (Z) -> Purchase Intention (Y)	0,000

Source: PLS (2024)

The significance tests conducted in this study provide compelling evidence of the influential role played by social media marketing (X1), electronic word-of-mouth (X2), and brand trust (Z) in shaping consumer behaviors and intentions. Firstly, the results indicate that both social media marketing and electronic word-of-mouth exert a statistically significant positive influence on brand trust. With p-values of 0.000, which are below the conventional significance threshold of 0.05, and robust t-values of 5.360 and 9.701 respectively, these findings underscore the considerable impact of digital marketing strategies on cultivating consumer trust in brands. This implies that effective utilization of social media platforms and strategic management of electronic word-of-mouth can enhance consumer perceptions of brand trust, thereby laying a strong foundation for fostering loyalty and driving purchase intentions.

Moreover, the significance tests reveal that social media marketing (X1) and electronic word-of-mouth (X2) also exert direct positive effects on purchase intention (Y). With p-values of 0.046 and 0.000 respectively, both variables exhibit statistically significant influences on purchase intention, supported by t-values exceeding the critical threshold of 1.96. This suggests that active engagement on social media platforms and positive electronic word-of-mouth communications contribute significantly to stimulating consumer interest and intent to purchase. Furthermore, the analysis indicates that brand trust (Z) serves as a key mediator in the relationship between digital marketing efforts and purchase intention. The SmartPLS output highlights the mediating role of brand trust, with both social media marketing (X1) and electronic word-of-mouth (X2) demonstrating significant indirect effects on purchase intention through brand trust. These findings underscore the importance of building and maintaining consumer trust as a fundamental driver of purchase decisions within the digital marketing landscape. Thus, the collective evidence gleaned from the significance tests underscores the intertwined relationships between social media marketing, electronic word-of-mouth, brand trust, and purchase intention, emphasizing the critical role of trust-building strategies in shaping consumer behaviors and driving business success in the digital age.

## DISCUSSION

### *Social Media Marketing Influences Brand Trust*

Based on the research findings, it is evident that social media marketing plays a significant and positive role in fostering brand trust among students in Malang City. These outcomes imply a discernible linkage between social media marketing efforts and the establishment of brand trust. Social media marketing, recognized as an effective mechanism for cultivating customer relationships, is instrumental in fostering interactions that culminate in trust-building and alleviation of uncertainties that may impede consumer engagement and online transactions. Consequently, social media platforms are perceived by consumers as credible sources of information, thereby serving as integral components of marketing practices (Haudi et al., 2022). These findings align with prior research,

such as that conducted by Prayitno et al. (2021), which also underscores the significant positive impact of social media marketing on brand trust. This relationship is attributed to the capacity of social media marketing to function as a strategic tool for fostering continuous engagement and interaction with customers, thereby engendering brand trust, particularly in the context of marketplace providers like Erigo and Shopee.

Furthermore, consumer perceptions gleaned from the questionnaire underscore the trustworthiness of the Erigo brand, as evidenced by a mean rating of 4.01. This sentiment is corroborated by favorable reviews and ratings of the Erigo official shop on Shopee, which garnered an impressive score of 4.8 out of 5.0. Hence, it becomes apparent that consumer trust in the brand positively influences their inclination towards making purchases. Leveraging social media channels becomes imperative in augmenting brand trust, given its potential to reach a vast pool of prospective consumers. Additionally, consumer feedback underscores the pivotal role of social media promotions conducted by Erigo in shaping consumer perceptions of the brand's products. This underscores the importance of strategic social media marketing initiatives in bolstering brand trust and fostering consumer confidence in making purchase decisions.

### ***Electronic Word-of-Mouth Influential to Brand Trust***

The research outcomes unveiled a substantial and noteworthy influence of Electronic Word-of-Mouth (E-Wom) on brand perceptions within the student consumer demographic residing in Malang City. This revelation signifies a robust and positive association between the E-Wom variable and the cultivation of brand trust among consumers. These empirical findings echo and reinforce the assertions put forth in previous scholarly investigations, such as the study conducted by Susanti and Wulandari (2021), which similarly underscored the profound and statistically significant impact of E-Wom on brand trust. This symbiotic relationship between E-Wom and brand trust is underpinned by the persuasive efficacy inherent in word-of-mouth communication, amplified by its inherent credibility and authenticity. It is a common consumer behavior paradigm that prior to committing to a purchase, individuals seek insights and recommendations from peers who have firsthand experience with the product or service. Moreover, the ubiquitous presence and accessibility of online platforms facilitate the dissemination and accessibility of product reviews and recommendations, thereby solidifying the pivotal role played by E-Wom in shaping brand perceptions and fostering trust among consumers. Notably, testimonials and affirmatory content circulated through electronic word-of-mouth channels are particularly influential in nurturing and fortifying brand trust, as highlighted by the research findings elucidated by Trigani and Tobing (2022).

In practical application, online marketplaces like Shopee exemplify the seamless integration of E-Wom mechanisms, providing a dedicated comments section where previous consumers can candidly share their firsthand experiences and appraisals of purchased products. These user-generated reviews serve as invaluable testimonials, offering prospective consumers profound insights and guidance regarding the quality, utility, and overall satisfaction associated with

the products they intend to purchase. The dichotomy between positive endorsements and constructive criticism within these reviews underscores their pivotal role as influential determinants shaping consumer perceptions and steering purchasing decisions. Consequently, it becomes increasingly apparent that leveraging E-Wom mechanisms, such as product reviews and recommendations, is not only conducive to enhancing brand visibility and credibility but also serves as a potent catalyst in nurturing enduring relationships and engendering consumer trust in the digital marketplace. Thus, the research findings underscore the imperative for businesses to actively harness and cultivate E-Wom channels as integral components of their marketing strategies, aimed at fortifying brand trust and fostering sustained consumer engagement in the evolving digital landscape.

### ***Social Media Marketing influential to Purchase Intention***

The research findings demonstrate a notable and statistically significant positive effect of social media marketing on the purchase intention of students in Malang City, particularly at the Erigo Official Shop on Shopee. This indicates a favorable relationship between social media marketing activities and consumer purchase intention, highlighting the considerable influence of social media marketing efforts in stimulating consumer interest and propensity to make purchases. These findings align with prior research conducted by Chafidon et al. (2022), which similarly underscores the significant impact of social media marketing on purchase intention. Such results underscore a robust positive correlation between the two variables, suggesting that the increasing utilization of social media platforms as marketing tools tends to augment consumer inclination towards purchasing.

Consumer purchasing behavior is often subject to various external stimuli, including marketing initiatives and environmental factors, which are internally processed to inform purchasing decisions. The complexity of these stimuli processing mechanisms is further compounded by individual consumer motivations to buy. Social media marketing endeavors primarily target consumer motivations by serving as a conduit for disseminating information that aids consumers in their decision-making processes regarding goods or services. This aligns with the assertions posited by Chafidon et al. (2022), emphasizing social media marketing's role in addressing consumer needs and providing informative content that guides consumer purchasing behaviors. Furthermore, the research findings corroborate the assertions of Hartanto et al. (2022), which posit that social media marketing enhances consumer brand knowledge compared to traditional marketing approaches. By leveraging social media platforms, brands can establish meaningful connections with potential customers, thereby fostering brand awareness and understanding. Erigo's proactive marketing efforts via social media channels, including Instagram and the official Erigo website, exemplify this strategic approach aimed at engaging consumers and promoting brand visibility. Thus, the research outcomes underscore the pivotal role of social media marketing in not only shaping consumer perceptions and purchase

intentions but also in strengthening brand-consumer relationships and driving business success in the contemporary digital landscape.

### ***Electronic Word-of-Mouth influential to Purchase Intention***

The research findings indicate a significant and positive impact of Electronic Word-of-Mouth (E-WoM) on purchase intention among students in Malang City, specifically at the Erigo Official Shop on Shopee. This underscores a discernible association between E-WoM and purchase intention, where heightened consumer interest in purchasing is influenced by the prevalence of E-WoM. These outcomes align with the findings of prior research conducted by Sosanuy et al. (2021), which similarly established the substantial influence of E-WoM on purchase intention. This association is attributed to the profound impact of Electronic Word of Mouth (e-WoM) on information-seeking behavior and trust formation, both in relation to the product and its proprietor. Consumers exhibit a preference for sharing their experiences through various e-service platforms, including uploading content, commenting, referencing, and providing reviews.

Additionally, it was observed that consumers of the Erigo Official Shop on Shopee received a plethora of positive reviews regarding the products offered. The prevalence of such affirmative statements, coupled with the ease of information accessibility, diverse pricing options, quality and safety assurances, and peer recommendations, collectively contribute to influencing consumer interest in making purchases. The dissemination of informative content through E-WoM channels serves to encourage prospective consumers to explore the brand or seller further and potentially engage in transactions. This phenomenon underscores the influential role played by user-generated content and peer recommendations in shaping consumer attitudes and behaviors in the digital marketplace. Consequently, these findings underscore the significance of leveraging E-WoM strategies as integral components of marketing initiatives aimed at fostering consumer engagement and driving purchase intentions in the contemporary digital commerce landscape.

### ***Brand Trust influential to Purchase Intention***

The research outcomes elucidate a compelling narrative surrounding the positive and statistically significant relationship between brand trust and purchase intention. This nuanced interplay suggests that the extent to which consumers place their trust in a brand directly influences their inclination to engage in purchasing behaviors. These findings resonate with the empirical evidence presented by Husain et al. (2022), who similarly underscore the substantial and positive impact of brand trust on purchase intention. At the crux of this relationship lies consumers' perceptions and experiences with products, which serve as the bedrock for forming impressions that shape subsequent purchasing decisions. Thus, the linkage between brand trust and purchase intention emerges as a fundamental facet of consumer behavior dynamics within the marketplace landscape.

Moreover, the insights gleaned from student responses in Malang City regarding the Erigo Official Shop on Shopee provide contextual reinforcement to these research findings. Students emphasize the pivotal role played by trust, reliability, honesty, and security in influencing their purchasing decisions. Sellers

who embody these principles effectively instill confidence and trust among potential consumers of the Erigo Official Shop on Shopee. Consequently, when the Erigo Official Shop demonstrates steadfastness in upholding the trust placed upon it, consumer trust in the Erigo brand is perpetuated, serving as a significant determinant of consumer interest in purchasing Erigo products. This underscores the multifaceted nature of brand trust, which extends beyond mere product quality to encompass broader considerations such as integrity, reliability, and ethical conduct, all of which resonate deeply with contemporary consumers.

Furthermore, it is imperative to recognize the enduring impact of sustained brand trust on fostering brand loyalty and advocacy among consumers. As consumers continue to engage with a trusted brand over time, their loyalty solidifies, leading to repeat purchases and positive word-of-mouth endorsements within their social circles. This cyclical process reinforces the brand's reputation and credibility, further enhancing its appeal and market competitiveness. Hence, the cultivation and preservation of brand trust emerge as strategic imperatives for businesses seeking to establish enduring relationships with consumers and achieve sustainable growth in the dynamic marketplace environment. These insights underscore the intricate interplay between brand trust and purchase intention, emphasizing the paramount importance of trust-building strategies in driving consumer engagement and fostering brand resilience amidst evolving market dynamics.

### ***Social Media Marketing influential to Purchase Intention Through Brand Trust***

The research findings underscore a notable indirect and statistically significant influence of the social media marketing variable on purchase intention, mediated through the brand trust variable. This observation aligns with prior scholarly investigations, such as the study by Kusherawati et al. (2023), which assert that brand trust plays a pivotal role in moderating the relationship between social media marketing efforts and purchase intention. This phenomenon is rooted in the fundamental premise that consumers' propensity to engage in purchasing behaviors is intricately linked to their level of trust in the brand. Consequently, strategies aimed at enhancing consumer brand trust become instrumental in leveraging the impact of social media marketing initiatives on driving purchase intentions.

Respondent feedback from active students in Malang City further illuminates this dynamic, highlighting Erigo's commendable brand credibility in the realm of social media marketing. The perception of Erigo as a trustworthy brand is underpinned by its consistent and effective engagement with consumers across various social media platforms. Notably, the high level of interactivity between Erigo and consumers, evident in both the marketing content disseminated on social media channels and the responsiveness to messages at the Erigo Official Shop on Shopee, reinforces consumers' confidence in the brand. Of particular significance is the noteworthy statistic indicating a 100% response rate to consumer inquiries and messages by Erigo on the Shopee platform. This empirical evidence underscores Erigo's adeptness in executing social media marketing strategies, which, in turn, exerts a discernible influence on brand trust dynamics. Consequently, the establishment of robust brand trust serves as a

pivotal determinant of consumer interest and inclination towards purchasing Erigo products. These findings accentuate the intricate interplay between social media marketing, brand trust, and consumer behavior, underscoring the strategic imperative of fostering consumer trust through effective marketing endeavors in the digital sphere.

### ***Electronic Word-of-Mouth influential to Purchase Intention Through Brand Trust***

The findings of the research underscore the pivotal role of brand trust as a mediating mechanism in the intricate relationship between Electronic Word-of-Mouth (e-WOM) and purchase intention. These insights align with previous scholarly investigations conducted by Ezzat & El Salam (2022) and Kamalaseena & Sirisena (2021), which also demonstrated the significant and positive influence of e-WOM on both purchase intention and brand trust. Moreover, the research outcomes suggest that brand trust operates as a conduit through which the impact of e-WOM on purchase intention is transmitted, underscoring the multifaceted nature of consumer decision-making processes and the interdependence of these variables within the digital marketing landscape.

In elucidating the role of trust, it becomes apparent that it serves as a critical determinant shaping purchase intention and operates as a significant mediator in various relational dynamics. Notably, trust emerges as a key factor influencing online repurchase intentions, as evidenced by insights from Putri & Hasib (2022). When consumers perceive a brand as trustworthy, they experience a heightened sense of comfort and security, fostering a conducive environment for transactional interactions. This phenomenon is particularly pronounced in the context of the e-WOM variable, where consumer-generated reviews and recommendations wield considerable influence in shaping perceptions of electronic trust. The abundance of reviews provided by fellow consumers assumes a central role in guiding consumer purchasing behaviors, as they serve as influential predictors that inform consumer decision-making processes.

Furthermore, the intricate interplay between e-WOM, brand trust, and purchase intention underscores the nuanced dynamics inherent in consumer behavior within the digital marketplace. By recognizing the pivotal role of trust as a foundational element in driving consumer perceptions and behaviors, businesses can strategically leverage e-WOM initiatives to cultivate and strengthen brand trust, thereby enhancing consumer purchase intentions and fostering long-term brand loyalty. Thus, the research findings not only contribute to the academic discourse on consumer behavior but also offer actionable insights for marketers seeking to navigate the evolving digital landscape and effectively engage with consumers in a digitally-driven marketplace.

### **CONCLUSION AND RECOMMENDATION**

Based on the findings of the research concerning the impact of social media marketing and electronic word-of-mouth on purchase intention, mediated by brand trust, as observed through a case study involving active students in Malang City conducting transactions at the Erigo Official Shop on Shopee,

several key conclusions can be drawn. Firstly, the research revealed a statistically significant and positive relationship between social media marketing and brand trust. This suggests that the efficacy of Erigo's social media marketing endeavors directly correlates with the level of trust consumers place in the brand. Similarly, the study identified a significant positive association between electronic word-of-mouth (E-WOM) and brand trust, indicating that favorable E-WOM from other users or consumers contributes to bolstering brand trust for the Erigo Official Shop.

Moreover, the research findings indicate that both social media marketing and E-WOM exert a significant positive influence on purchase intention. This implies that effective social media marketing strategies and positive E-WOM contribute to heightened consumer interest in purchasing from the Erigo Official Shop. Additionally, the study underscores the pivotal role of brand trust in shaping purchase intention, with higher levels of consumer trust in the Erigo brand correlating with increased buying interest. Notably, the research also highlights the mediating role of brand trust in the relationship between social media marketing/E-WOM and purchase intention. Specifically, brand trust serves as a conduit through which the impact of social media marketing and E-WOM on purchase intention is channeled, elucidating the nuanced interplay between these variables within the consumer decision-making process. These findings provide valuable insights into the mechanisms through which social media marketing and E-WOM influence consumer behavior and purchasing intentions in the digital marketplace.

#### **ADVANCED RESEARCH**

Future research in this area could focus on longitudinal studies to track changes in consumer behavior over time, cross-cultural comparisons to explore cultural nuances, assessments of the effectiveness of different social media platforms, investigations into the impact of various types of electronic word-of-mouth, and examinations of potential moderating factors such as product type or consumer demographics. By delving into these avenues, researchers can deepen our understanding of how social media marketing, E-WOM, brand trust, and purchase intention interact in the digital marketplace, providing valuable insights for marketers aiming to optimize their strategies and engage effectively with diverse consumer segments.

#### **ACKNOWLEDGMENT**

We would like to thank all the parties involved in this research.

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