



The Effect of Social Media Marketing, E-WoM on Purchase Intention Mediated by Brand Image and Brand Trust: Halal Product FnB MSMEs in Malang City

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ABSTRACT

The aim of this research is to evaluate the most popular internet activity among Indonesian internet users, namely social networking. Social media that is currently popular among people is Instagram, Tiktok, Twitter, Facebook, etc. This research uses quantitative methods with an explanatory research approach. The analysis technique for this research is purposive sampling. The research population is all Halal FnB MSMEs in the city of Malang and the research sample is 380 Instagram followers. Data analysis using SEM-PLS with SmartPLS 3.0. The research results show that hypotheses 1 to hypothesis 12 are that social media marketing and E-WoM have a positive and significant effect on purchasing decisions mediated by brand trust and brand image.

INTRODUCTION

Interconnected Network is a global communications system that connects computers and computer networks throughout the world (source: Kominfo.go.id, 2015). Currently, people live in an era where the Internet seems to be an essential need because it serves almost all areas of life. From the simplest things to quite complex things, everything can be controlled and implemented with the help of the Internet (source: Kominfo, 2015). The Internet as a system has many advantages, especially as a means of connection and communication. access to information, knowledge and education, addresses and maps, convenience of commercial and entertainment facilities. The current populace of Indonesia is 274.9 million individuals. This implies that the Web infiltration rate in Indonesia at the starting of 2021 come to 73.7%. Web clients in Indonesia spend an normal of 8 hours 52 minutes surfing the Web. This implies that Indonesian individuals spend more than 1/3 of their every day time utilizing the Web. The foremost prevalent web movement among Indonesian web clients is social networking. Social media that's as of now prevalent among individuals is Instagram, Tiktok, Twittwer, Facebook, etc. There are numerous diverse reasons why somebody makes a social arrange account, counting to remain in touch with family and companions, get data and news through news bolsters given by the social network, and express one's possess presence. The foremost prevalent internet activity among Indonesian web clients is social organizing. Social media that's as of now prevalent among individuals is Instagram, Tiktok, Twittwer, Facebook, etc. There are numerous distinctive reasons why somebody makes a social arrange account, counting to remain in touch with family and companions, get data and news through news bolsters given by the social organize, and express one's possess presence. The foremost well known web action among Indonesian web clients is social organizing. Social media that's right now prevalent among individuals is Instagram, Tiktok, Twittwer, Facebook, etc. There are numerous distinctive reasons why somebody makes a social arrange account, counting to remain in touch with family and companions, get data and news through news bolsters given by the social organize, and express one's possess existence.(Kang 2018). In previous inquire about, it was found that there was a positive relationship between social systems and people's ways of life. A person's way of life isn't as it were decided by the person but moreover by the environment around him. People's eagerness for utilizing social media has given rise to a unused wonder that has made social media a way of life for everyone(Eze, 2021).

Indonesia, as the country with the largest population in the world, makes halal products a sensitive issue for its population(Ali 2016). Therefore, the government has full responsibility to the community for the products circulated and marketed. Apart from that, business entrepreneurs are also required to be responsible for the products they distribute legally, ethically and morally. Likewise, Muslim consumers want the products they consume to be guaranteed to be halal. However, there are still many products circulating that are not clearly halal, causing anxiety among the public.

Implementation in a business that contains morality must be used as a guide for business people in society (Setiaji 2018). This means that the main goal of business people is to seek blessings from Allah SWT. Not just to seek maximum profit. Guarantees for a halal product can be created by issuing a halal certificate (Syafitri, Salsabila, and Latifah 2022). Every product circulated or circulated must include a halal label on the packaging. In this way, consumers can differentiate between halal and non-halal products, so that they do not harm Muslims.

Given that innovation plays a part in each angle of human life and every day exercises, social media is developing quickly. The social media utilized by its clients can be utilized to supply comfort for other clients when shared communication occurs (Singh 2021). The utilize of social media has ended up the center of society in communicating and investing time seeing accessible data. Social media incorporates online communication and collaboration related to online films (Wulandari 2020). Today's society cannot be isolated from the imperative part of social media which has been utilized as a device to run commerce and carry out exchanges in a economical way. The part of social media is to supply data almost a item and proceed with the utilize of e-wallet innovation to prepare payments (Ajismanto 2020). The development of the world of innovation, particularly computerized innovation, is progressively fast, particularly the utilize of the web.

Social media marketing can be considered as a modern component in publicizing methods for bunches that advance items, administrations, occasions and considerations through online social media (Dora 2021). This creates applicable and useful content for consumers, allowing businesses to have higher expectations of customer purchasing behavior (Winarso 2023). Increased recognition of branded publications (Islamic, 2021) and customers (Febrianty 2019). Marketing via social media is widely used by MSMEs in Indonesia, including FnB in the city of Malang. Many culinary businesses in Malang City utilize social media marketing as a form of increasing brand value and brand trust to achieve customer purchase intentions (PI), as well as supporting Halal support which is now the public's top priority in making purchasing decisions because the majority of the consumer population is Muslim. Analysts uncover that appropriate utilize of social media showcasing (SMM) can increment customer BI (brand picture) and obtaining preferences (Fasha, Robi, and Windasari 2022). Right now, commerce individuals are attempting to move forward their brand picture through different media, centering on making a predominant brand image and seen esteem to extend the purposeful to buy goods. (Cici and Mardikaningsih 2022). By expanding client esteem, shopper believe and buy deliberate play a part in a company's image (Vu and Tran 2022), so building believe is critical for the affect of behavior on buy intentions (Prastiwi 2018) which reinforces the truth that SMM actualized to extend client and brand buy eagerly can be a interceding variable in this inquire about. Sudirjo et al. (2023) appears that social media in showcasing and shopper relations. Buy intention provides esteem to clients in making acquiring choices. Common commerce exercises within the administration work are gathered into showcasing, human assets, monetary and operational exercises as well as halal certification back as an exertion to draw in clients to extend the target advertise.

Apart from social media marketing, consumer opinions about products on social media also play an important role. Positive or negative statements conveyed by potential customers, current customers and former customers about a product or company via the Internet, also known as electronic word of mouth (e-WOM), are something that companies must be wary of, because consumers very liberal. for reviews on the Internet. Furthermore, e-WOM not only influences consumer purchasing preferences but also greatly influences the brand image that is created. A brand is a guide that consumers will use to evaluate a product when they do not have sufficient knowledge about the product. Armawan (2023) consumers tend to choose well-known products through experience using the product or based on information obtained from various sources. Therefore, considering this gap, further research is needed regarding the impact of SSM and E-WoM on the development of brand image and brand trust on marketing purchasing decisions. So it can be concluded that the hypothesis of this research is:

H1: social media marketing has a positive and significant effect on purchasing decisions

H2: E-WoM has a positive and significant effect on purchasing decisions

H3: Social media marketing has a positive and significant effect on brand image

H4: Social media marketing has a positive and significant effect on brand trust

H5: E-WoM has a positive and significant effect on brand image

H6: E-WoM has a positive and significant effect on brand trust

H7: Brand image has a positive and significant effect on purchasing decisions

H8: Brand trust has a positive and significant effect on purchasing decisions

H9: Social media marketing has a positive and significant effect on purchasing decisions mediated by brand image

H10: Social media marketing has a positive and significant effect on purchasing decisions mediated by brand trust

H11: E-WoM has a positive and significant effect on purchasing decisions mediated by brand image

H12: E-WoM has a positive and significant effect on purchasing decisions mediated by brand trust

THEORETICAL REVIEW

Social Media Marketing

Social Media Marketing is a marketing method that uses social media to promote certain products or services. Appearance Good content can entice website users to buy online products or services that they are interested in (Novila, 2018). Social media marketing is a type of internet advertising that takes advantage of the cultural environment of the user. Social communities include social networks, virtual worlds, social news sites, and social opinion sharing sites (Fauzi, 2018). Nowadays, business executives must experiment and change market conditions by adopting social media marketing methods to attain firm goals, according to Rangkuti (2002). Drury (2008) defines social media marketing as a method that enables individuals and businesses to promote their websites, products, or services online and through social networks to engage with a far bigger population than is possible through

traditional advertising channels. According to numerous experts, social media marketing is a type of marketing that employs promotions via websites via online social media to develop awareness, recognition, recall, and action for your brand, product, business, other people, or things. According to (Kusuma et al., 2019), there are four Cs in social media use: a) context; b) communication; c) collaboration; and d) connection: indications for Social Media. Marketing Gunelius (2011) lists four (four) social indices for marketing media: 1) Content Creation 2) Content Exchange 3) Networking; and 4) Community Development. The usage of social media may help businesses observe different points of view and analyze trends in client sentiments. This can give insight into how organizations might protect themselves in the face of market and brand image shifts (Ratana, 2018).

E-WoM

According to (Zanjabila et al., n.d.) electronic word of mouth is a good or negative comment or action made by consumers, future or past customers, regarding a product or company that is meant for many people or institutions over the internet. According to (Putra & Gupron, 2020) electronic word-of-mouth (current) differs from conventional word-of-mouth (before). These distinctions can be noticed in: First, in traditional word-of-mouth communication, information is exchanged directly (face-to-face). However, in the case of electronic-word-of-mouth (e-WOM), the natural exchange of information takes place electronically (no face-to-face connection). Second, in traditional word-of-mouth, the information provider delivers information to receivers who are aware of the information you want and are interested in it (in nature solicited). However, with electronic word-of-mouth (e-WOM), the information provider is frequently unsolicited, which means that they convey or send information to receivers who are not searching for it and do not have to pay attention to it (Seo, 2020);(Innayah et al., 2022).

Brand Image

Brand image is important in the development of a brand because it concerns the brand's reputation and credibility, which then becomes a "guideline" for the consumer audience to try or use a product or service so that it gives rise to a certain experience (brand experience), which will determine whether the consumer will become a brand loyalist or simply an opportunist (easy to switch to another brand). Brand image is a depiction of a brand's overall perception that is produced from facts and knowledge about that brand. Brand image is linked to attitudes about a brand in the form of beliefs and preferences. Consumers with a good view of a brand are more inclined to buy (Chang, 2021). (Purwanto, 2022) defines brand image as "a set of brand associations formed in the minds of consumers." Brand image refers to a brand's memory system, which includes customer interpretations of the product/brand's traits, benefits, purposes, circumstances, users, marketing characteristics, and/or manufacturer characteristics. When customers hear or see the name of a brand, they think and feel about it. In other words, brand

image is a specific form or image of a trace of meaning left in the minds of the consumer audience (Siregar et al., 2021), which then guides the consumer audience's behavior towards the brand, whether they will try and then be loyal to it, just try and then leave, or don't want to try at all because the image is bad or not relevant to the consumer audience's needs. A brand image is a collection of connections that people have with a brand that are generally grouped into a meaning. A brand relationship will be stronger if it is built on experience and receives a lot of information. Images or connections represent impressions that may or may not reflect actual reality. The image established as a result of this association serves as the foundation for consumer purchase choices and even brand loyalty. Consumers are more likely to purchase items from well-known brands because they are more comfortable with familiar things; there is a belief that well-known brands are more dependable, always available and simple to find, and have undeniable quality, therefore better-known brands are purchased more frequently. Consumers choose brands that do (Bilgin, 2018) Brand image encompasses knowledge and ideas about brand qualities (cognitive elements), the repercussions of utilizing the brand, and proper use settings, as well as assessments, sentiments, and emotions linked with the brand. (Affective aspect). Consumer opinions and preferences for a brand are represented in the different brand connections that exist in consumer memory. Although brand connections can take many forms, they can be categorized into two types: performance associations and image associations based on brand qualities and benefits (Peter & Olson, 2002).

Brand Trust

According to (Irawan & Hadisumarto, 2020), trust is a positive anticipation that others will not act opportunistically. Trust, according to these definitions, is a common hope held by an individual whose communication from one party to another may be trusted. Trust is the most critical factor in developing long-term partnerships between two people. According to Costabile and (Primananda, 2023), trust or confidence is defined as a consumer's judgment of dependability based on experience, or more specifically on a sequence of transactions or interactions characterized by the fulfillment of product performance expectations. The essential feature of trust is a good perception acquired through experience. (Anggara & Oktafani, 2021) discovered that brand trust had a beneficial effect on loyalty. According to (Faizin et al., n.d.) research, brand trust has a favorable and significant effect on purchase intention.

Purchase Intention

According to (Sepac, 2022) buy intention is a behavioral component of consumers' consuming attitudes, which is the respondent's willingness to act before making a true purchase choice. In addition, (Akar & Dalgic, 2018) defines intention buying as "a behavior that appears as a response to an object or also constitutes demonstrated purchase interest customer desires to do purchase." Aside from that, Assael argues that buy intention is a step at the conclusion of a complex purchasing decision process. This process begins with the

establishment of a need for a product or brand and ends with consumers digesting information (customers information processing). Furthermore, consumers will assess the product or brand. The findings of this evaluation are now available. It will eventually give birth to intents or intentions to buy before the end customer makes a purchase.

METHODOLOGY

The research is quantitative in this research with an explanatory approach. This research provides a survey targeting the number of social media consumers of FnB Halal products in Malang City who have followed Instagram. The measuring tool for this research uses a questionnaire. This questionnaire uses a Likert scale of 1 to 5. Questionnaire validity analysis includes item validity to measure the accuracy of a questionnaire item and whether the item is correct in measuring what is happening. To decide whether a thing is fitting or not, a critical relationship coefficient of 0.05 must be tried. A thing is considered substantial in case it connects altogether with the overall score. Unwavering quality testing is utilized to find out how solid our information may. A commonly utilized unwavering quality strategy is Cronbach's alpha (0.60).

Table 1. Number of Population and Sample of Halal FnB Malang City

| No | Name | Instagram Population | Number of Samples |
|--------|------------------------------|----------------------|----------------------------------|
| 1. | Taman Indie River View Resto | 8772 | $8772/34.653 \times 380 = 96$ |
| 3. | Javanine Resto | 10,600 | $10,600/34,653 \times 380 = 116$ |
| 4. | Bakso Cak Man | 10,500 | $10,500/34,653 \times 380 = 115$ |
| 5. | Java Dancer Coffee Roaster | 3875 | $3875/34.653 \times 380 = 43$ |
| 6. | Bakso Bakar Pahlawan Trip | 906 | $906/34.653 \times 380 = 10$ |
| Amount | | 34,653 | 380 |

(Source: processed by researchers)

This research uses a purposive sampling technique. This research targets the number of social media consumers of Halal FnB products in Malang City who follow Instagram and use the product at least 3 times. The population taken looked at the number of Instagram followers from the last 3 months and obtained 34,653 respondents. The questionnaire distributed as a Google Form and with a sample of 380 respondents can be used for research.

RESULTS

Based on the results of the analysis using SmartPLS 3.0, the research provides the following results.

Outer Loading Factor

Based on the outer loading between variables, it can be seen in table 2 below. If the analysis test results are > 0.6 then the variable is said to be a construct, and vice versa if the analysis results are < 0.6 , then the indicators can be corrected or deleted in the research(Hair and Brunsveld 2019).

Table 2. Analysis test results based on outer loading factor

| Variable | Indicator | Outer loading value |
|------------|-----------|---------------------|
| SMM (X1) | X1.1 | 0.939 |
| | X1.2 | 0.912 |
| | X1.3 | 0.922 |
| | X1.4 | 0.923 |
| E-WoM (X2) | X2.1 | 0.768 |
| | X2.2 | 0.839 |
| | X2.3 | 0.842 |
| BI (Z1) | Z1.1 | 0.899 |
| | Z1.2 | 0.946 |
| | Z1.3 | 0.935 |
| BT (Z2) | Z2.1 | 0.929 |
| | Z2.2 | 0.945 |
| | Z2.3 | 0.908 |
| PI (Y) | Y1 | 0.891 |
| | Y2 | 0.895 |
| | Y3 | 0.913 |
| | Y4 | 0.880 |

(Source: processed by researchers, 2023)

From table 2. above, it states that all SSM variables (X1), E-WoM (X2), Brand Image (Z1), Brand Trust (Z2), Purcgase Intention (Y) have a value of more than 0.6, therefore the variable is declared valid and has a normal distribution.

Discriminant Validity

Based on discriminant validity between variables, it can be seen in table 2 below. When tested, discriminant validity shows whether all the variables adopted are truly different and unique from each other or not by looking at the value of the analysis test results.(Amoah et al. 2021)

Table 3. Discriminant Validity

| Variable | Brand Image (Z1) | Brand Trust (X2) | E-WoM (X2) | Purchase Intention (Y) | Social Media Marketing (X1) |
|------------|------------------|------------------|------------|------------------------|-----------------------------|
| BI (Z1) | 0.927 | | | | |
| BT (Z2) | 0.882 | 0.927 | | | |
| E-WoM (X2) | 0.663 | 0.584 | 0.817 | | |
| PI (Y) | 0.188 | 0.221 | 0.445 | 0.895 | |
| SMM(X1) | 0.350 | 0.264 | 0.747 | 0.518 | 0.924 |

(Source: Processed by Researchers, 2023)

Convergent Validity

Convergent Validity is the third external model test with the criteria used for each construct with an average variance extracted (AVE) value of 0.5 or more, looking at Cronbach's alpha more than 0.6 and looking at composite reliability above 0.6. This principle is to determine the size of a construct that must have a relatively high correlation(Haryono Siswoyo 2017). The comes about of the examination of each build can be seen in Table 4 underneath.

Table 4. Results of convergent validity analysis

| Variable | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|------------|------------------|-------|-----------------------|----------------------------------|
| BI(Z1) | 0.918 | 0.925 | 0.948 | 0.859 |
| BT (Z2) | 0.919 | 0.927 | 0.948 | 0.860 |
| E-WoM (X2) | 0.768 | 0.830 | 0.857 | 0.667 |
| PI (Y) | 0.917 | 0.918 | 0.941 | 0.801 |
| SMM (X1) | 0.943 | 0.944 | 0.959 | 0.854 |

(Source: processed by researchers, 2023)

Based on the results of the analysis in Table 4. above, it shows that the AVE value is > 0.5, Cronbach's alpha is more than 0.6 and looking at composite reliability is above 0.6, so it can be stated that all statements on the items of each construct can be said to be valid.

Hypothesis Testing Results

The next analysis test of this research is a hypothesis with path coefficients, where the path coefficients of exogenous variables on endogenous variables with direct or indirect influence (mediation). Hypothesis testing criteria look at the p-value, if ≤ 0.05 then the hypothesis is accepted and otherwise the hypothesis will be rejected. The results of the SmartPLS analysis can be seen in figure 1 below.

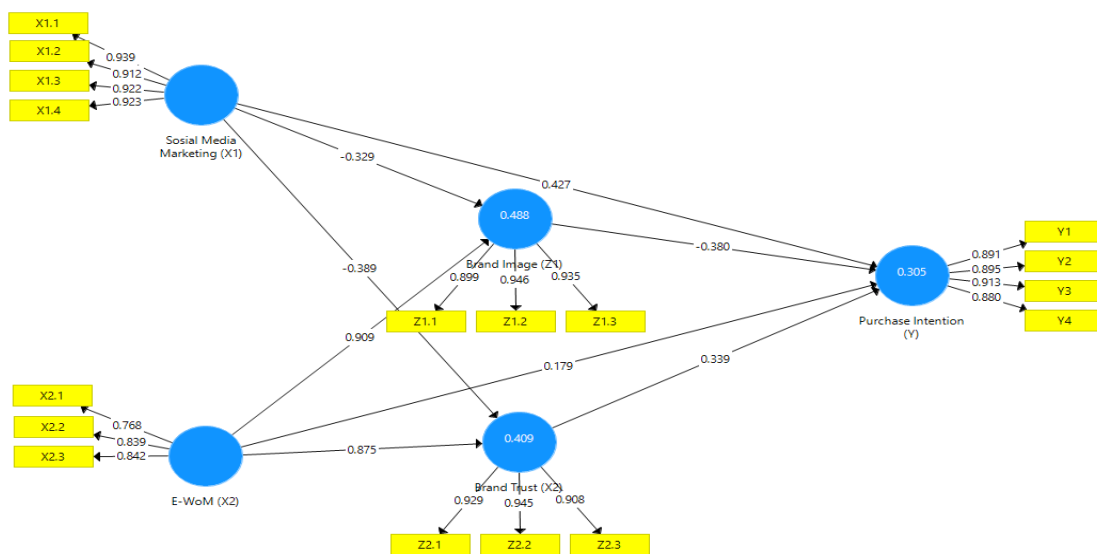


Figure 1. SmartPLS hypothesis test results

Based on Figure 1. above, the results of this research hypothesis test can be described in table 5. below, to see the significance values between variables.

Table 5. Hypothesis test results between direct and indirect variables

| Variable | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Hypothesis |
|---------------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|--------------------|
| Direct Effects | | | | | | |
| BI (Z1) -> PI (Y) | -0.380 | -0.374 | 0.106 | 3,594 | 0,000 | Ha-accepted |
| BT (Z2) -> PI (Y) | 0.339 | 0.343 | 0.115 | 2,957 | 0.003 | Ha-accepted |
| E-WoM (X2) -> BI (Z1) | 0.909 | 0.903 | 0.067 | 13,601 | 0,000 | Ha-accepted |
| E-WoM (X2) -> BT (Z2) | 0.875 | 0.869 | 0.066 | 13,185 | 0,000 | Ha-accepted |
| E-WoM (X2) -> PI (Y) | 0.179 | 0.177 | 0.090 | 1,982 | 0.048 | Ha-accepted |
| SMM (X1) -> BI (Z1) | -0.329 | -0.316 | 0.083 | 3,938 | 0,000 | Ha-accepted |
| SMM (X1) -> BT (Z2) | -0.389 | -0.380 | 0.076 | 5,151 | 0,000 | Ha-accepted |
| SMM (X1) -> PI (Y) | 0.427 | 0.421 | 0.096 | 4,442 | 0,000 | Ha-accepted |
| Indirect Effect | | | | | | |
| E-WoM (X2) -> BI (Z1) -> PI (Y) | -0.345 | -0.339 | 0.101 | 3,410 | 0.001 | Ha-accepted |
| SMM (X1) -> BI (Z1) -> PI (Y) | 0.125 | 0.119 | 0.048 | 2,590 | 0.010 | Ha-accepted |
| E-WoM (X2) -> BT (Z2) -> PI (Y) | 0.297 | 0.298 | 0.101 | 2,931 | 0.004 | Ha-accepted |
| SMM (X1) -> BT (Z2) -> PI (Y) | -0.132 | -0.131 | 0.051 | 2,585 | 0.010 | Ha-accepted |

(Source: processed by researchers, 2023)

DISCUSSION

From the results of the hypothesis test above, it can be seen that all hypotheses H1 to H12 in this study were stated to have a positive and significant effect. It can be seen from H1 with a t value of 4,442 The p value is $0.000 < 0.05$, which states that the social media marketing variable has a positive and significant effect on purchasing decisions. Supported by previous research which states that social media marketing has a direct, positive and significant effect on purchasing decisions (Alimudin et al., 2022); (Nisa et al., 2023); (Syalsabila & Hermina, 2023)

The second hypothesis states that E-WoM has a positive and significant effect on purchasing decisions with a t-value of 1.982 and a p-value of $0.048 < 0.05$, so it can be concluded that H2 is accepted. This research is also in accordance with the previous one which explained that the influence of E-WoM has a positive and significant effect on purchasing decisions (Faizin, Nilowardono, and SI, nd, 2019); (Seo, 2020); (Ridwan & Haryanti, 2022); (Llorente-Barroso, 2023)

The third hypothesis states that social media marketing has a positive and significant effect on brand image with a t-value of 3.938 and a p-value of $0.000 < 0.05$, so it can be concluded that H3 is accepted. This research is the same as previous research which explains the positive and significant influence of social media marketing on brand image (Permatasari & Dwita, 2020); (Fahmi et al., 2020); (Srnita, 2023)

The fourth hypothesis is that social media marketing has a positive and significant effect on brand trust with a t-value of 5.151 and a p-value of $0.000 < 0.05$, which means that H4 is accepted. This research is not in accordance with previous research which stated that there is a positive and significant influence of social media marketing on brand trust (Irawan & Hadisumarto, 2020); (Haryanto & Wulandari, 2022); (Winarso, 2023)

The fifth hypothesis regarding E-WoM has a positive and significant effect on brand image by obtaining a t-value of 13.601 and a p-value of $0.000 < 0.05$, which can be interpreted as H5 being accepted. This research is the same as previous research which described the existence of E-WoM as having a positive and significant effect on brand image (Nuseir, 2019); (Putra & Gupron, 2020); (Faisal & Ekawanto, 2021)

The sixth hypothesis is that E-WoM has a positive and significant influence on brand trust with a t-value of 13.185 and a p-value of $0.041 < 0.05$, so it can be said that H6 is accepted. This research is the same as previous research in that there is a direct influence between E-WoM on brand trust (Siregar et al., 2021); (Mou & Benyoucef, 2021); (Zanjabila et al., nd, 2023)

The seventh hypothesis regarding brand image has a positive and significant effect on purchasing decisions with a t-value of 3.594 and a p-value of $0.000 < 0.05$, so it can be interpreted that H7 is accepted. This research is in accordance with previous research which stated that there is a positive and significant influence of brand image on purchasing decisions (Sanny, 2020); (Faisal & Ekawanto, 2021); (Fataya and... 2023)

The eighth hypothesis regarding brand trust has a positive and significant effect on purchasing decisions with a t-value of 2.957 and a p-value of $0.003 < 0.05$, so it can be interpreted that H7 is accepted. This research is in accordance with previous research which stated that there is a positive and significant influence of brand trust on purchasing decisions (Pandjaitan & Faila, 2019); (Hidayati, 2022); (Subiyakto et al., 2023)

The ninth hypothesis is that social media marketing has a positive and significant influence on purchasing decisions mediated by brand image with a t-value of 2.590 and a p-value of $0.010 < 0.05$, so it can be said that H9 is accepted. This research is the same as previous research in that the indirect influence of social media marketing on purchasing decisions is mediated by brand image (Farzin & Fattahi, 2018); (Evgeniy et al., 2019); (Irdasyah et al., 2022)

The tenth hypothesis regarding social media marketing has a positive and significant effect on purchasing decisions mediated by brand trust with a t-value of 2.931 and a p-value of $0.004 < 0.05$, so it can be interpreted that H10 is accepted. This research is in accordance with previous research which states that there is a positive and significant influence of social media marketing on

purchasing decisions mediated by brand trust(Ariyanti, nd, 2023);(Armawan, 2023);(Nisa et al., 2023)

The eleventh hypothesis is that E-WoM has a positive and significant influence on purchasing decisions mediated by brand image with a t-value of 3.410 and a p-value of $0.001 < 0.05$, so it can be said that H11 is accepted. This research is the same as previous research if the indirect influence of E-WoM on purchasing decisions is mediated by brand image(Papastathopoulos et al., 2020);(Ellitan et al., 2022);(Slamet et al., 2022)

The twelfth hypothesis regarding E-WoM has a positive and significant effect on purchasing decisions mediated by brand trust with a t-value of 2.931 and a p-value of $0.004 < 0.05$, so it can be interpreted that H12 is accepted. This research is in accordance with previous research which states that there is a positive and significant influence of E-WoM on purchasing decisions mediated by brand trust(Nuseir, 2019);(Troizi & Tsourvakas, 2020);(Nurittamont, 2021);(Nyoman Rusmiati and Purnami, nd, 2022);(Winarno & Indrawati, 2022);(Jibril & Adzovie, 2022)

CONCLUSIONS AND RECOMMENDATIONS

Based on this inquire about, all theories are acknowledged since social media marketing, E-WoM is found to have a positive and critical impact on obtaining choices through brand believe and brand picture. This can be upheld by Muslims' mindfulness of the critical require for halal FnB consumption, especially in Malang City, which may be a understudy city and family traveler goal. Generally, the items advertised give peace of intellect, believe and a positive picture to shoppers, as well as ensuring the halal and quality of crude materials. The presence of social media promoting and E-WoM gives believe within the frame of brand believe and brand picture affecting obtaining choices. Halal certification from MUI makes a solid brand picture and increments acquiring choices. Other than that, Brand believe in clients not as it were increments the esteem related with offering halal nourishment and drinks, but too sets up the quality of future connections. The impediment of this investigate is its center on the Malang urban region. It is trusted that advance investigate can be created by including other factors such as Relationship Quality, Experiential Marketing, Supports and halal information, Brand Value.

FURTHER STUDY

For further research, it provides hope in developing this research by adding various research objects and variables such as Service Quality, Market Orientation, Sustainability, Digital Marketing, brand equity, satisfaction, relationship quality and so on in order to get more classification value in research and development in other areas.

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