

# The Role of Trust in Shopping Online in Mediating The Influence of Social Media Marketing on Purchase Intention

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# The Role of Trust in Shopping Online in Mediating The Influence of Social Media Marketing on Purchase Intention

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**Abstract.** Abstract. Social media are one of the activities the general public frequently engages in, including in Indonesia. In recent years, social media have been used not only for social contact but also for corporate management. Furthermore, with the entire world confronting the 19 pandemic and most governments making decisions to close some physical sites utilized to conduct enterprises, entrepreneurs are attempting to optimize digital media and social media as a marketing plan. The purpose of this research is to determine the function of social media marketing in developing trust in online shopping and purchase intention, as well as the role of trust in online shopping as a mediating variable. The Structural Equation Modeling (SEM) method is used in this study, which included 117 respondents who have been active social media users in Indonesia for at least two years and have purchased products advertised on social media. According to the findings, social media marketing efforts favorably increase trust in online purchases. Furthermore, trust in online buying has a good effect on mitigating the impact of social media marketing efforts on purchase intention.

**Keywords:** Purchase intention, social media marketing, trust in online shopping.

## 1 Introduction

Internet technology is no longer a luxury item but rather a communal requirement. With technical advancements, the internet may now be accessed quickly and simply via a cell phone. Social media are one of the activities the general public frequently engages in, including in Indonesia[1]. According to 2020 figures, there are 175.4 million internet users in Indonesia or 64% of the whole population, and 160 million individuals actively use social media, or 59% of the total population[2].

In recent years, social media have been utilized not just for social contact but also for economic transactions. Especially at this time, when the globe is dealing with the COVID-19 epidemic, most nations are taking steps to close or limit various physical locations utilized to do business. Entrepreneurs are attempting to optimize digital media and social media as a marketing approach. Social media are seen as a more cost-effective route for

reaching customers than conventional media such as print, television, and radio[3].

Many studies explain the impact of social media marketing (social media marketing) on consumer desire to buy (purchase intention). However, the results of literature studies from various previous studies show that the relationship between marketing through social media and consumer buying interest (purchase intention) is inconsistent. Several studies describe a positive and significant direct relationship [4, 5, 6,7,8]. Directly is not significant [9]. So, some researchers propose to develop mediating variables in this relationship [10,11, 12 ].

This study attempts to include the role of trust in online shopping as a mediating variable. One reason to add trust as a mediating variable is that trust has been identified as an essential mediating variable in several studies [13, 14, 15, 16]. Trust develops a cooperative environment between various parties involved in a relationship and helps consumers make wise decisions [17]. The existence of trust can improve the relationship between social media marketing activities and consumers' desire to buy.

## 2 Literature Review

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### 2.1 Social Media Marketing

Social media refers to programs, platforms, web tools, or internet technology systems that allow community members to cooperate and share material 18. YouTube, Facebook, Instagram, LinkedIn, WhatsApp, and Twitter are examples of social media platforms 19. Social media marketing activities are a practical marketing communication approach that captures customers' impressions and comprehension of social media marketing activities across five dimensions: entertainment, interaction, trendy, customization, and word of mouth.

Following several previous studies conducted by [20, 21, 22, and 23], Social Media Marketing has five dimensions: entertainment, customization, interaction, EWOM, and trendiness. With social media, customers demand direct access to branded information and often take advantage of the information available on social media to make purchasing decisions [24]. The investigated purchase intention highly depends on brand recommendations and values other consumers share on social media [25].

### 2.2 Trust in online shopping

Trust in online shopping is the willingness of consumers to accept possible losses during the online shopping process. It is based on the expectation that online vendors will fulfill their promises [26].

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From the perspective of e-commerce, trust is an essential factor that will determine the success or failure of many companies because a lack of trust will be an obstacle that prevents consumers from shopping online [26].

### 2.3 Purchase Intention

The purchase intention combines their interest in the product and the potential to purchase it. [27]. Consumers' purchase intention is an attitude variable that predicts how likely they will purchase the product. Because anticipating future consumer behavior is a significant business issue, it should be forecasted more precisely. [28].

Purchase intention is a significant variable that assesses prospective customer actions.

[29]. Understanding consumers' purchasing intentions can help businesses understand the market and adapt the items or services offered to enhance sales and profitability. [29]. Furthermore, understanding consumer purchasing intentions helps predict client retention for specific brands. [30].

2.4 Hypothesis Development

Many studies explain the impact of social media marketing (social media marketing) on consumer desire to buy (purchase intention). However, the results of literature studies from various previous studies show that the relationship between marketing through social media and consumer buying interest (purchase intention) is inconsistent. Several studies describe a positive and significant direct relationship [4, 5, 6, 7, and 8]. Directly is not significant [9]. So, some researchers propose to develop mediating variables in this relationship [10–12].

In several studies, trust is an important mediating variable that links between variables [15 and 16]. Trust can develop a cooperative environment between various parties involved in a relationship and assist consumers in making wise decisions [17]. E-trust can mediate the relationship between hotel website quality and consumers' online booking intentions [16]. Trust can increase the emotional bond between consumers and sellers and affect the relationship between different variables [17]. Consumers' trust in the information received online differs from their trust if the information is submitted offline [15]. In the online environment, trust can act as a substitute for experiential cues, such as seeing the product physically and information directly obtained from salespeople [31]. Trust is important in reducing feelings of uncertainty to enable actual purchases because it is an essential driving force of consumers' online purchase intentions [16]. Based on this description, the hypotheses to be tested in this study are:

- H1: There is a positive influence of social media marketing on purchase intention
- H2: There is a positive influence of social media marketing on trust in online shopping
- H3: There is a positive influence of trust in online shopping on purchase intention
- H4: There is a positive influence of social media marketing on purchase intention through the mediation of trust in online shopping



Fig. 1. Conceptual Framework

24 3 Methods

3.1 Research Design

The research design was carried out by hypothesis testing. The study was conducted to



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determine and examine the influence of social media marketing variables on purchase intention directly or indirectly through the mediating role of trust in online shopping variables.

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**3.2 Data collection**

This study used a sample of respondents. Sampling was done by non-probability sampling technique with the purposive sampling method. The unit of analysis that will be given a questionnaire is those who often bought products or used services marketed through social media for the last two years. While the technique used for data collection in this research is the questionnaire technique, research data is collected through an online survey process using Google Forms. The sample size in this study refers to the suggestion of [32]. It states that a sample size of ten times the number of parameters or indicators employed is required. Based on these parameters, the suggested sample size for this study is 110 respondents; however, to account for dropouts, the number of respondents set is 150. 33 of the 150 respondents were unable to be used because they needed to match the requirements. As a result, in the data processing, only 117 surveys were processed. The following characteristics reveal respondent profiles:

**Table 1.** Respondent characteristics.

	Frekuensi	Persentase
<b>Gender</b>		
Man	44	37,607
Woman	73	62,393
<b>Age</b>		
15 - 25 Years	92	78,632
26 - 41 Years	18	15,385
42 - 57 Years	7	5,983
<b>Education</b>		
Senior High School	30	25,641
Diploma	27	23,077
Bachelor	49	41,880
Postgraduate	11	7,692
		1,709
<b>Monthly Income/Earning</b>		
< IDR 2,000,000	71	60,684
IDR 2,000,000 – IDR 4,999,999	25	21,368
IDR 5.000.000 – IDR 9.999.9999	10	8,547
IDR 10,000,000 – IDR 19,999,999	6	5,128
IDR 20,000,000 – IDR 29,999,999	2	1,709
≥ IDR 30,000,000	3	2,564
<b>Top Choice Social Media</b>		
Facebook	4	3,419
Instagram	52	44,444
Youtube	7	5,983
Twitter	1	0,855

WhatsApp	34	29,060
Tiktok	19	16,239

3.3 Measurement

3 (three) variables are used in this study: social media marketing, trust in online shopping, and purchase intention. The measurement uses a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Social media marketing variables were measured using five items, which were adapted from Kim and Ko [33]. The trust in online shopping variable was measured using three items adapted [34]. The Purchase Intention variable is measured using three items adapted [35].

Testing of research instruments is done by testing their validity and reliability. The method used to test the validity of this study is to use Confirmatory Factor Analysis (CFA). The sample used in this study was 117 respondents, so the Standard Loading Factor used was 0.50, referring to [32]. Based on Table II, the factor loading value of all statement items is  $\geq 0.50$ , so the statement items are declared valid. In this study, reliability testing was carried out by assessing Cronbach Alpha [36], a reliable indicator if it has a Cronbach Alpha value greater than 0.60. Based on Table II, the Cronbach Alpha value of all variables is  $\geq 0.60$ , which makes the statement items declared reliable, meaning that all statements used are consistent and stable in measuring each variable.

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Table 2. Validity and reliability test results.

Variables and Indicators	Loading Factor	Cronbach's Alpha	Decision
<b>Social Media Marketing</b>		0,785	<b>Reliable</b>
Collecting information about products through social media owned by the store/brand is fun	0,626		Valid
The social media of a store/brand provides customized information and services	0,702		Valid
I can have conversations or exchange opinions with other people through social media owned by the shop/brand	0,669		Valid
The content displayed on social media owned by the store/brand is the latest information.	0,627		Valid
I want to share information about the brand, product, or service obtained from the social media owned by the shop/brand with my friends	0,658		Valid
<b>Trust in Online Shopping</b>		0,720	<b>Reliable</b>
I feel safe with the payment system in the online shop	0,611		Valid
I generally trust when I shop online	0,899		Valid
Whenever I shop online, I don't think my personal data is at risk	0,544		Valid
<b>Purchase Intention</b>		0,851	<b>Reliable</b>
Seeing the brand on social media increases my interest in buying it	0,756		Valid

I intend to buy a product brand that I have seen on social media	0,860	Valid
I am very likely to buy product brands I have seen on social media	0,829	Valid

3.4 Analysis Method

In this work, the data is analyzed using the Structural Equation Model (SEM) and JASP software version 0.14.1. Before testing the hypothesis, the model's appropriateness (Goodness-of-Fit) is evaluated. The goodness-of-fit test determined how well the data and models fitted the SEM assumptions. According to the Goodness of Fit test in this study, numerous measurements match the criteria of several model appropriateness indicators, including GFI 0.994, RMSEA 0.076, and CFI 0.947. As a result, hypothesis testing can be carried out utilizing the Structural Equation Model (SEM). The following is a description of the SEM output of this study:

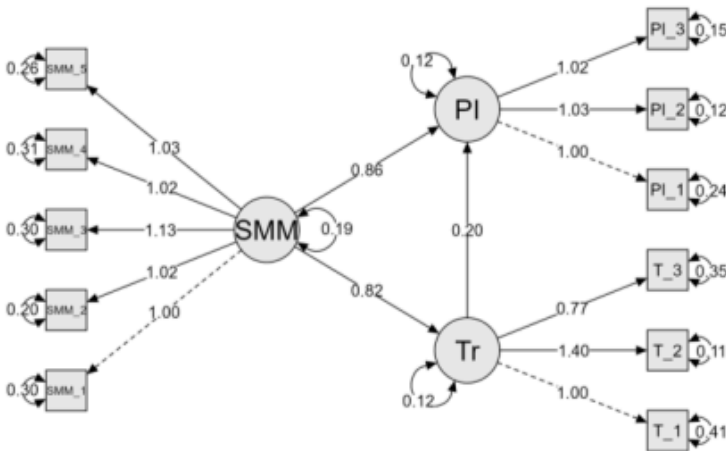


Fig. 2. Output Structural Equation Model (SEM).

4 Results and Discussion

4.1 Results

Hypothesis testing is performed by comparing the p-value to the significance level, with the p-value of 0.05 rejecting Ho and supporting the study hypothesis. If the p-value is more than 0.05, Ho is accepted, and the research hypothesis is not supported. [32 & 36]. This study used the bootstrapping approach for hypothesis testing with a mediating role. [37] by looking at the confidence interval based on the bootstrap results on 1000 samples. It will function if the indirect impact outcomes' BootLLCI and BootULCI ranges do not contain a zero value (0). The estimation can then be significant. If the BootLLCI and BootULCI vary from the indirect effect result, including a value of zero (0), there is a mediating effect. The estimation is then deemed insignificant, and there is no mediation

effect.

Table 3. Hypothesis test results.

Hypothesis	Coefficient	p-value	Decision
H1: There is a positive influence of social media marketing on purchase intention	0,858	0,000	Supported
H2: There is a positive influence of social media marketing on trust in online shopping	0,816	0,000	Supported
H3: There is a positive effect of trust in online shopping on purchase intention	0,205	0,021	Supported
Mediation Hypothesis	BootLLCI	BootULCI	Decision
H4: There is a positive influence of social media marketing on purchase intention through the mediation of trust in online shopping	0,011	0,082	Supported

The findings of data processing reveal that social media marketing has a positive and substantial effect on purchase intention, as evidenced by the p-value of  $0.000 \leq 0.05$  when evaluating the first hypothesis. This supports the proposed hypothesis (H1). The findings of data processing reveal that social media marketing has a positive and substantial effect on purchase intention, as evidenced by the p-value of  $0.000 \leq 0.05$  when evaluating the second hypothesis. This supports the proposed hypothesis (H2). The data processing results reveal that trust in online buying favorably and significantly affects purchase intention, as evidenced by the p-value  $0.000 \leq 0.05$ . This demonstrates that the hypothesized hypothesis (H3) is supported. The fourth hypothesis is that trust in online purchasing mediates the influence of social media marketing on purchase intention. In evaluating the third hypothesis, the data processing findings demonstrate that the estimation is an essential and mediating function because the BootLLCI and BootULCI values are 0.013 and 0.082, respectively, and do not include zero (0).

4.2 Discussion

According to H1, social media marketing has a strong positive effect on purchase intention. It implies engaging in amusing social media marketing, fostering consumer connections with other social media users, developing trend-following material, allowing customers to execute customizable services, and allowing consumers to re-post/share content with others. Others (WOM) can assist online business owners in increasing consumer desire to purchase the products or services provided. The findings of this study back up previous research from [4 & 5].

The findings of H2 reveal that social media marketing has a strong beneficial effect on trust in online commerce. It involves engaging in amusing social media marketing, developing consumer relationships with other social media users, creating trend-following ma-



terial, allowing customers to conduct services that may be personalized, and allowing consumers to re-post/share content with others. Other people (WOM) can help online business owners boost consumer confidence in online transactions. This study's findings support earlier research. [27].

The findings of H3 reveal that trust in online buying has a strong beneficial effect on purchase intention. It indicates that by strengthening payment system security and properly storing consumer data, online store operators can enhance consumer desire to purchase the products or services supplied. This study's findings support earlier research. [13].

H4 results suggest that social media marketing has a favorable effect on purchase intention, mediated through trust in online buying. It means that if business owners boost amusing social media marketing, build consumer contact with other social media users, generate trend-following material, allow consumers to conduct services that can be personalized, and allow consumers to re-post/share content with other users, they will be able to grow their customer base. Other people (WOM) can assist online store owners in building consumer confidence to shop online, which will enhance consumer willingness to acquire products or services supplied.

## 5 Conclusions

To increase consumers' desire for online purchases (purchase intention), online store owners or managers can increase their marketing activities through social media (social media marketing) by creating entertaining content offers. They also provide facilities on their social media accounts where consumers can interact with other social media users. Then, they can find out what consumers need and know the response from consumers to the products or services offered, then create content that follows trends, allows consumers to perform services that can be customized, and allows consumers to re-post/share content with others (WOM). In addition to increasing marketing activities on social media, managers are also asked to increase trust in online shopping. It could be done by providing guarantees and a trusted system and using third parties who get permission and supervision from the government so that consumers feel confident about their transaction activities and the system can maintain the security of consumer personal data.

This study has limitations because it only examines the effect of social media marketing and trust in online shopping, which will affect the increase in purchase intention. Therefore, it is recommended for future research to add other variables that can increase purchase intention, such as the brand equity variable [38], because, in this study, brand equity is an essential factor for consumers before deciding to make a purchase.

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