

The Influence of Social Media Marketing on Purchase Decisions Mediated by Brand Equity and Brand Trust

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This research investigates the influence of social media marketing (SMM) on purchase decisions mediated by brand equity and brand trust. In this digital era, SMM has emerged as a critical strategy for businesses to engage consumers, specifically in the competitive fashion footwear market, such as PT Buccheri Indonesia. Using a quantitative approach, data were collected from 280 respondents domiciled in Jakarta, who had interacted with Buccheri's Instagram account. The analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM) with WarpPLS software. The results reveal that: (1) SMM positively and significantly influenced brand equity, (2) SMM positively and significantly influenced brand trust, (3) SMM positively and significantly influenced purchase decision, (4) brand equity positively and significantly influenced purchase decision, (5) brand trust positively and significantly influenced purchase decision. Strengthening brand equity through brand awareness, perceived value, and brand loyalty, alongside building trust through consistent service, privacy protection, and fulfilling promises significantly impacts purchase decisions. This research highlights the role of SMM and provides actionable insights for Buccheri to optimize its SMM strategy by enhancing Instagram marketing content, reinforcing brand positioning, and converting digital interactions into tangible sales on Shopee.

Keywords: Brand Equity; Brand Trust; E-Commerce; Instagram; Purchase Decision; Social Media Marketing

INTRODUCTION

In today's digital landscape, social media has fundamentally transformed business-to-consumer (B2C) interactions in the digital marketplace, making it a vital component of marketing strategies. With billions of users worldwide, so many platforms like Instagram, Facebook, and TikTok offer unprecedented opportunities for brands to engage with their audience. However, despite the widespread adoption of social media marketing, many companies, including Bucerri, struggle to effectively convert online engagement into actual purchase decisions. This raises an important question how does social media influence consumer behavior, particularly in the context of consumer purchase decisions on e-commerce? Therefore, the objective of this article is to investigate the influence of social media marketing on purchase decisions, specifically examining the mediating roles of brand equity and brand trust, with a focus on PT Bucerri Indonesia's Shopee.

Current research demonstrates the significance of brand equity as well as brand trust as critical factors that mediate the relationship between social media marketing and purchase decisions. Brand equity refers to the value that a brand adds to a product, while brand trust reflects the confidence consumers have in a brand's reliability and integrity. While existing studies have explored these concepts individually, there is a lack of comprehensive understanding of how they interact within the framework of social media marketing. This gap in knowledge where Tj (2020) demonstrates that social media marketing significantly mediates other factor variables towards purchase decisions while Majid et al. (2023) demonstrates that social media marketing has a non-significant influence on purchase decisions in the retail sector. This was particularly relevant for businesses like Bucerri, which operates in the competitive fashion retail sector and seeks to optimize its marketing strategies in an increasingly crowded online marketplace.

Research has demonstrated that effective social media marketing strategies play a critical role in the digital marketplace, especially in shaping consumer behavior. Social media marketing serves as a powerful tool for enhancing brand equity by creating meaningful touchpoints between brand and consumers, which ultimately drives purchase decisions (Shakuntala & Ramantoko, 2023). The dynamic nature of social media platforms allows brands to build and reinforce their equity through consistent engagement, content sharing, and community building. This also alongside enhancing brand trust through social media marketing leads to purchase decisions and loyalty in the long term. When brands effectively leverage social media platforms to demonstrate reliability and consistency, they create a foundation of trust that not only influences immediate purchase decisions but also fosters long-term loyalty (Hutapea et al., 2024). By addressing these relationships, this research aims to investigate the impact of social media marketing on purchase decisions that are mediated by brand equity and brand trust, specifically Bucerri's Instagram marketing on Shopee.

Recognizing these intricate relationships, this research aims to investigate the complex interplay between social media marketing and purchase decisions, with particular attention to the mediating roles of brand equity and brand trust. By focusing specifically on Bucerri's Instagram marketing strategies and their impact on purchase decisions through Shopee, this study seeks to provide insights into how fashion retailers can effectively leverage social media platforms to drive e-commerce success. This focus is particularly relevant given the increasing integration between social media and e-commerce platforms in the fashion retail sector.

LITERATURE REVIEW

Social Media Marketing

Social media marketing has become a crucial component of modern marketing strategies, allowing brands to engage directly with consumers through platforms such as Facebook, Instagram, and Twitter. Social media marketing involves the strategic use of social media to promote products, build brand awareness, and foster consumer engagement by leveraging platform-specific features such as interactive content, targeted advertisements, and dynamic communication channels (Ansari et al., 2019; Heidari et al., 2023; Okadiani & Mitariani, 2019; Salhab et al., 2023). Social media marketing can significantly enhance brand visibility and consumer engagement, leading to increased brand awareness and customer loyalty (Ahmed et al., 2023; Anwar et al., 2023). It plays a pivotal role in shaping consumer attitudes and behaviors by offering real-time interactions, personalized messaging, and relevant advertising tailored to consumer needs and preferences (Shakuntala & Ramantoko, 2023).

Brand Equity

Brand equity refers to the added value from a brand to its product, which can influence consumer preferences and purchasing behavior. It encompasses various dimensions, including brand awareness, perceived quality, brand associations, and brand loyalty (Caldito et al., 2022). It is a multifaceted construct encompassing dimensions such as brand awareness, perceived quality, brand associations, and brand loyalty (Caldito et al., 2022; Shakuntala & Ramantoko, 2023). Brand awareness acts as the foundation, allowing consumers to recognize and recall a brand, while brand associations shape consumer perceptions through attributes, benefits, and quality linked to the brand. Perceived quality represents the consumer's judgment of a product's overall quality compared to competitors, and brand loyalty reflects a commitment that drives repeat purchases and consistent preference for the brand (Haudi et al., 2022; Hong et al., 2023). Research has demonstrated that strong brand equity can lead to higher customer loyalty, increased market share, and the ability to charge premium prices (Hanaysha, 2022). Furthermore, brand equity is often seen as a mediator in the relationship between marketing activities and consumer behavior (Heidari et al., 2023).

Brand Trust

Brand trust is defined as the confidence consumers have in a brand's reliability and integrity. It plays a crucial role in consumer decision-making, as higher levels of trust can lead to increased customer loyalty and repeat purchases (Rahmawati & Hidayati, 2023). Brand trust encompasses multiple dimensions, including the consumer's sense of security, reliability of the product, trustworthiness of the brand, the company's ability to keep promises, consistent commitment to delivering quality, and prioritization of customer interests (Raniya et al., 2023). Trust is built when a brand consistently meets or exceeds consumer expectations, offers reliable products and services, and communicates transparently (Sumarto & Anggarawati, 2024).

Purchase Decision

The purchase decision process involves several stages, including problem recognition, information search, evaluation of alternatives, and the final purchase (Tecoalu et al., 2021). It is influenced by various factors, including consumer preferences, product features, prices, promotions, and brand perception (Majid et al., 2023; Wolok, 2019). Trust, security, service quality, and perceived risk also play pivotal roles, as consumers prioritize reliable brands, secure transactions, excellent service, and minimize risks (Kusuma, 2019). Marketing communications, brand equity, and brand trust, can also

significantly influence purchase decisions by shaping consumer attitudes and confidence in a brand (Sumarto & Anggarawati, 2024).

For Expansion

The evolution of social media marketing in the fashion retail industry has undergone significant transformation over the past decade. While traditional marketing focused primarily on product features and pricing, social media marketing has shifted towards creating immersive brand experiences and emotional connections. In the context of fashion footwear retail, this shift is particularly notable as consumers increasingly seek both functional value and emotional resonance with brands they choose to support. Recent studies have highlighted the growing importance of omnichannel presence in fashion retail. The integration between social media platforms and e-commerce has become crucial for success, with Instagram serving as a primary discovery platform while e-commerce platforms like Shopee facilitate the actual purchase process. This dynamic interplay between platforms requires careful consideration of content strategy, timing, and message consistency to maintain brand integrity across channels.

Brand equity measurement frameworks have also evolved to accommodate the digital landscape. Traditional models focusing on awareness, associations, and loyalty have been augmented to include digital touchpoints and social media engagement metrics. Recent research suggests that social media interactions contribute significantly to brand equity building, particularly through user-generated content and community engagement. This evolution in measurement frameworks reflects the changing nature of consumer-brand relationships in the digital age.

The role of brand trust in e-commerce has become increasingly complex, particularly in markets where multiple platforms compete for consumer attention. Trust-building mechanisms have evolved beyond traditional quality assurance to include elements such as social proof, transparency in communication, and consistent cross-platform presence. Studies indicate that consumers in Southeast Asian markets, in particular, place significant emphasis on brand trust when making purchase decisions through e-commerce platforms.

Social Media Marketing Towards Brand Equity, Brand Trust, and Purchase Decisions

Social media marketing plays a crucial role in building brand equity by allowing businesses to interact with audiences and allowing them to engage with content created by other users and help companies increase brand awareness of their products or brand (Widodo & Prasetyo, 2022). Content that shows positive experiences, reviews, and recommendations about products tends to encourage consumers to purchase the products (Shakuntala & Ramantoko, 2023). Good content will reach more audiences and gain more exposure which leads to brand awareness. With strong brand awareness, companies may more easily develop other components of brand equity, such as brand associations, perceived value, and brand loyalty.

Effective social media campaigns can influence consumer perceptions and behaviors, ultimately driving purchase intentions. Social media marketing has been shown to impact consumers' purchase decisions by providing information, facilitating comparisons, and enhancing brand engagement (Shakuntala & Ramantoko, 2023). However, the specific pathways through which social media marketing affects purchase decisions, particularly the mediating roles of brand equity and brand trust, are not well understood. This gap research was found when Michelle and Susilo (2021) stated that social media marketing in the beauty supplements market has significantly influenced purchase decisions while Majid et al. (2023) stated that in the retail market like convenience stores social media

marketing has not significantly influenced the purchase decision. Therefore, this highlights the need for further research to elucidate how these elements interact to influence consumer behavior in the e-commerce context.

A study has shown that brand trust can be influenced by various factors, including brand reputation, customer experiences, and marketing communications (Haudi et al., 2022). The study also states that social media marketing influences brand trust by creating strong connections between companies and consumers, shaping positive perceptions of the brand as trustworthy and lovable. In the context of social media, brand trust can be significantly affected by user-generated content and interactions on these platforms (Heidari et al., 2023). This happened because social media marketing serves as a communication tool to engage consumers and provide essential brand-related information (Rahmawati & Hidayati, 2023).

H1: Social media marketing has a significant effect on brand equity.

H2: Social media marketing has a significant effect on purchase decisions.

H3: Social media marketing has a significant effect on brand trust.

Brand Equity and Brand Trust Towards Purchase Decisions

Brand equity plays a critical role in influencing purchase decisions as it represents the added value consumers associate with a brand. Strong brand equity accelerates purchase decisions by reducing the time consumers spend evaluating alternatives, as they are already familiar with the brand. Studies by Kusuma & Setyabudi (2019) and Shakuntala & Ramantoko (2023) demonstrate that positive perceptions of a brand enhance consumer intent and decision-making, especially in competitive markets. Companies that successfully build strong brand equity through positive consumer experiences are better positioned to retain customers and stand out among competitors (Caldito et al., 2022).

Similarly, brand trust is essential in shaping purchase decisions, particularly in the online and social media environment. Trust, encompassing integrity, competence, and security, reassures consumers about a brand's ability to meet their expectations, ultimately influencing their purchase choices (Hutapea et al., 2024). Trustworthy brands foster confidence, encouraging consumers to act decisively while also supporting long-term relationships and loyalty (Hanaysha, 2022). Research has shown that consumers are more inclined to choose brands they perceive as reliable, even in simple purchasing scenarios like selecting beverages (Raniya et al., 2023).

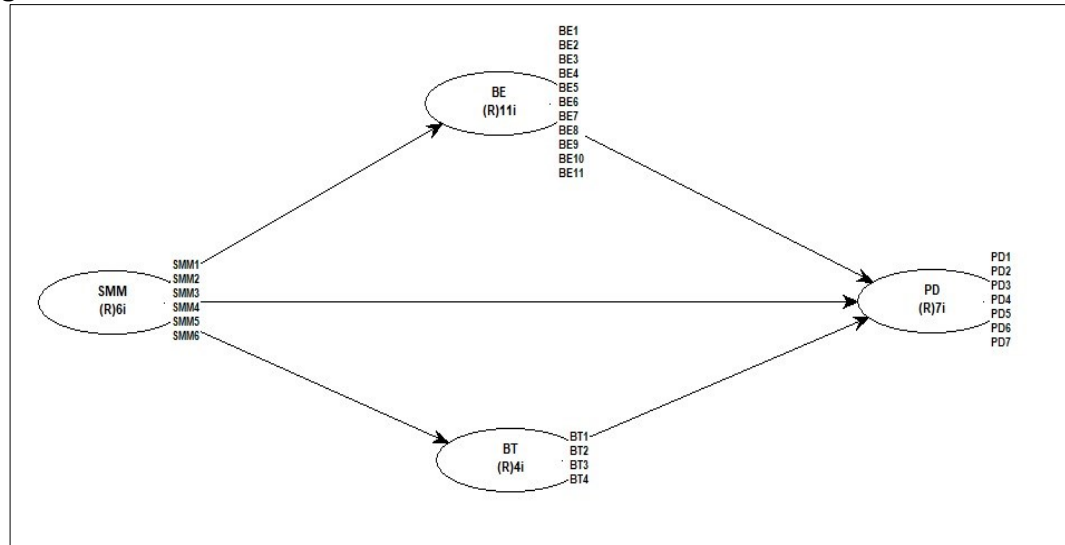
Together, brand equity and brand trust serve as critical mediators that strengthen the relationship between marketing efforts and consumer purchase decisions. While brand equity establishes positive associations and familiarity, brand trust ensures reliability and confidence, making these two factors indispensable for driving consumer decisions. Both elements enhance the effectiveness of social media marketing and other promotional activities by creating a favorable brand perception that ultimately motivates purchases.

H4: Brand equity has a significant effect on purchase decisions.

H5: Brand trust has a significant effect on purchase decisions.

Based on the theoretical review above, the research framework can be drawn as follows in Figure 1.

Figure 1. Research Model



RESEARCH METHOD

This study utilized the purposive sample strategy to collect data, by distributing physical questionnaires among Instagram users who had interacted with Buccheri's Instagram account and were domiciled in Jakarta region. The sample consisted of 280 respondents. Data analysis was conducted using WarpPLS software and partial least square structural equation modeling (PLS-SEM). The analysis process included testing both the inner and outer models before concluding through hypothesis testing.

Table 1 shows the details of the measurement instrument.

Table 1. Construct Measurement

Latent Variable	Statement	Source
Social Media Marketing	Instagram Buccheri provides accurate information about Buccheri products.	Widodo & Prasetyo (2022)
	Instagram Buccheri provides comprehensive information about Buccheri products.	
	Instagram Buccheri makes it easy to access information about Buccheri products.	
	The content on Instagram Buccheri is updated with current trends.	
	I would recommend my friends/relatives to visit Instagram Buccheri.	
	I would encourage my friends/relatives to purchase Buccheri products.	
Brand Equity	In my opinion, Buccheri is a well-known brand compared to its competitors.	Stojanovic et al. (2018) and Rahmawati & Hidayati (2023)
	I have seen Buccheri advertisements on Instagram, which influenced me to visit Buccheri on Shopee.	
	Buccheri is the first brand that comes to my mind when discussing local brands selling shoes and fashion accessories (bags, wallets, belts).	
	I know a lot about Buccheri products, such as price ranges, product types, and product advantages.	
	In my opinion, Buccheri has a good reputation.	

	Buccheri is my primary brand of choice when purchasing shoes and fashion accessories (bags, wallets, belts).	
	I would buy Buccheri products again.	
	In my opinion, Buccheri has the most unique brand image compared to competitors.	
	In my opinion, Buccheri has the most attractive product designs.	
	In my opinion, Buccheri products are of very high quality.	
	In my opinion, Buccheri products are value for money (quality matches the price).	
Brand Trust	In my opinion, Buccheri is capable of safeguarding and maintaining the confidentiality of my personal information as a Buccheri customer.	Salhab et al. (2023)
	In my opinion, Buccheri always fulfills its promises regarding my orders.	
	In my opinion, Buccheri's Shopee staff can be trusted and provide good-quality service.	
	I trust the Buccheri brand.	
Purchase Decision	I will buy Buccheri products on Shopee within the next year.	Sirus (2023)
	I will repurchase Buccheri products on Shopee within the next year.	
	I buy Buccheri products on Shopee because I am already familiar with and understand Buccheri products based on the product information and promotions I obtained from Instagram Buccheri.	
	I decided to buy Buccheri products on Shopee quickly/without much thought because of the attractive promotions I see on Instagram Buccheri.	
	I purchase Buccheri products because Instagram Buccheri explains the usefulness of Buccheri products.	
	I buy Buccheri products because the product designs are attractive as seen in their Instagram advertisements.	
	I feel satisfied with the Buccheri brand.	

RESULTS

Respondents Demographic

Table 2. Respondents Demographic

Information	Item	Frequency	Percentage
Gender	Male	113	40%
	Female	167	60%
Age	< 21 years	62	22%
	21 – 29 years	142	51%
	30 – 39 years	42	15%
	40 – 49 years	22	8%
	> 49 years	12	4%
Frequency of Online Shopping in One Month	0 – 5 transactions	182	65%
	6 – 10 transactions	68	24%
	11 – 15 transactions	16	6%
	15 – 20 transactions	6	2%
	> 20 transactions	8	3%

Table 2 shows the demographic of the participants in this research. The demographic findings of this study reveal important insights about the changing nature of fashion retail consumption. The predominance of younger consumers (73% under 30 years old) among respondents suggests a significant shift towards digital-first shopping behaviors. This demographic distribution aligns with broader industry trends but also highlights the need for brands to develop age-specific marketing strategies that resonate with different consumer segments. Of 280 participants, 60% were female with a total of 167 respondents while 40% were male with a total of 113 respondents. The majority of respondents were aged 21-29 years old (about 51%), followed by aged 21 years old (about 22%), then 30-39 years old (about 15%), aged 40-49 years old (about 8%), and over 49 years old (about 4%).

Regarding the frequency of online shopping in a month, 65% of respondents made 0-5 transactions, 24% made 6-10 transactions, 6% made 11-15 transactions, 2% made 15-20 transactions, and 3% made more than 20 transactions. The frequency of online shopping behavior observed in the study (65% making 0-5 transactions monthly) indicates a moderate level of e-commerce adoption among consumers. This pattern suggests potential opportunities for increasing purchase frequency through targeted marketing initiatives and improved cross-platform integration. The relatively low percentage of high-frequency shoppers (only 5% making more than 15 transactions monthly) indicates room for growth in consumer engagement and purchase frequency. This table shows data of predominantly younger audience with moderate online shopping activity.

Validity and Reliability Testing

Validity and reliability testing were conducted as part of the outer model evaluation. This phase aims to validate the relationships between latent variables and their respective indicators, ensuring that the constructs used are both accurate and consistent in measuring the intended dimensions.

Table 3. Latent Variable Validity and Reliability

Latent Variable	Cronbach's Alpha	Composite Reliability	AVE
Social Media Marketing (X)	0.869	0.902	0.604
Brand Equity (Z1)	0.923	0.935	0.566
Brand Trust (Z2)	0.864	0.907	0.710
Purchase Decision (Y)	0.932	0.932	0.662

The results of the analysis in Table 3 indicate that all latent variables – Social Media Marketing, Brand Equity, Brand Trust, and Purchase Decision – achieve Cronbach's Alpha values exceeding the threshold of 0.70. With social media marketing reaching 0.869, brand equity reaching 0.923, brand trust reaching 0.864, and purchase decisions reaching 0.932 at Cronbach's Alpha. This explains strong internal consistency for all constructs.

The composite reliability values for all constructs are above 0.70 confirming the reliability of the measurement model. As social media marketing reached 0.902, brand equity reached 0.935, brand trust reached 0.907, and purchase decision reached 0.932. These findings confirmed the reliability of each variable in this study.

The validity of the model is shown by the Average Variance Extracted (AVE) with a minimum score of 0.50, which translates to the measurement model having sufficient convergent validity. For instance, social media marketing achieves an AVE of 0.604, meaning that over 60% of the variance in its indicators is explained by the latent variable. The same thing goes for the constructs of other variables, which supports their validity.

As for brand equity reached 0.566 of AVE, meaning over 50% of the variances in its indicators is explained by the latent variable. Brand trust reached an AVE of 0.710 which equals 71% and purchase decision reached an AVE of 0.662 which equals 66%. These results confirm that the constructs are trustworthy and accurate, providing a solid foundation for the next steps in the analysis.

Hypothesis Testing

Table 4. Hypothesis Test Results

	Hypothesis	Coef.	P-Value	Conclusion
H1	SMM → BE	0.761	<0.001	Supported
H2	SMM → PD	0.123	0.019	Supported
H3	SMM → BT	0.717	<0.001	Supported
H4	BE → PD	0.546	<0.001	Supported
H5	BT → PD	0.260	<0.001	Supported

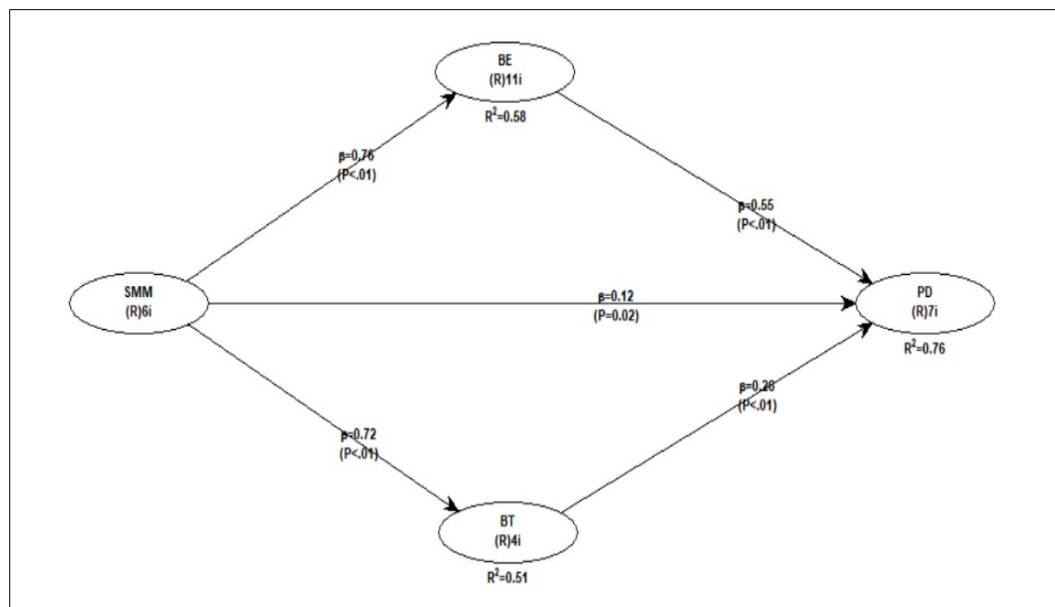
Based on Table 4, the overall relationships between the variables are significant, demonstrating the critical role of social media marketing in influencing brand equity, brand trust, and purchase decisions. The relationship between social media marketing and brand equity is particularly strong, with a path coefficient of 0.761 and a p-value of less than 0.001, indicating that social media marketing is a powerful driver of brand equity. Similarly, the relationship between social media marketing and brand trust is also highly significant, with a path coefficient of 0.717 and a p-value of less than 0.001, emphasizing the role of social media in fostering consumer trust.

The influence of brand equity and brand trust on purchase decisions is also notable. Brand equity has a moderate but significant effect on purchase decisions, with a path coefficient of 0.546 and a p-value of less than 0.001, suggesting that a strong brand presence enhances consumers' likelihood of making a purchase. Likewise, brand trust positively impacts purchase decisions, albeit with a slightly weaker path coefficient of 0.260 and a p-value of less than 0.001, reinforcing the idea that trust is a key factor in consumer decision-making.

Although the direct relationship between social media marketing and purchase decisions is relatively weak, with a path coefficient of 0.123 and a p-value of 0.019, it remains significant. This suggests that while social media marketing does influence purchase decisions, its effect is more indirect and relies heavily on the mediating roles of brand equity and brand trust. These findings highlight the necessity of strengthening brand equity and trust to maximize the effectiveness of social media marketing in driving consumer purchase behavior. By ensuring that social media strategies are designed to enhance these mediating factors, businesses can create a more substantial and lasting impact on consumer decision-making.

When comparing these findings with similar studies in the region, several distinctive patterns emerge. While previous research by Shakuntala and Ramantoko (2023) found similar positive correlations between social media marketing and purchase decisions in the food and beverage sector, our study reveals stronger mediating effects of brand trust in the fashion retail context. This difference suggests that trust-building mechanisms may be more crucial in categories where product quality assessment is more complex and purchase decisions involve higher financial commitment. The practical implications for businesses are significant. The strong correlation between social media marketing and brand equity ($\beta = 0.761$) suggests that businesses should prioritize content quality and engagement strategies on platforms like Instagram. However, the relatively weaker direct effect on purchase decisions ($\beta = 0.123$) indicates that marketing efforts should focus on building long-term brand value rather than pursuing immediate sales conversion.

Figure 2. Overview Result



DISCUSSION

Social Media Marketing on Brand Equity

Figure 2 confirms that social media marketing significantly influences brand equity, with a p-value of 0.001, which is well below the 0.05 threshold, leading to the acceptance of H1. This finding demonstrates that Buccheri's Instagram marketing efforts play a crucial role in strengthening brand equity among its consumers, particularly within Buccheri's e-commerce platform. By engaging consumers through targeted content, interactive promotions, and visually appealing brand storytelling, Buccheri effectively enhances brand recognition, loyalty, and perceived value. This highlights the strategic importance of social media marketing in shaping consumer perceptions and reinforcing brand positioning in the competitive online retail landscape.

Social Media Marketing on Purchase Decisions

Figure 2 demonstrates that social media marketing has a significant impact on purchase decisions, as indicated by a p-value of 0.019, which is below the 0.05 threshold, confirming the acceptance of H2. This suggests that Buccheri's Instagram marketing efforts play a vital role in shaping consumer purchasing behavior, particularly on the Shopee e-commerce platform. Through compelling content, strategic promotions, and interactive engagement, social media marketing captures consumer interest and encourages purchase actions. These findings highlight the effectiveness of social media as a key driver in influencing consumer decisions and enhancing sales performance in the digital marketplace.

Social Media Marketing on Brand Trust

Figure 2 indicates that social media marketing has a significant effect on brand trust, with a p-value of 0.001, which is well below the 0.05 threshold, leading to the acceptance of H3. This finding highlights the role of Buccheri's Instagram marketing in strengthening consumer trust, particularly within its e-commerce platform. By consistently delivering engaging content, transparent communication, and interactive customer experiences, social media marketing fosters a sense of reliability and credibility among consumers. This underscores the importance of social media as a tool for building trust and enhancing brand relationships in the digital marketplace.

Brand Equity on Purchase Decisions

Figure 2 indicates a significant relationship between brand equity and purchase decisions, as shown by a p-value of 0.001, which is below the 0.05 threshold, leading to the acceptance of H4. This finding suggests that strong brand equity positively influences consumer purchasing behavior, particularly on Buccheri's Shopee e-commerce platform. When consumers perceive a brand as reputable and valuable, they are more likely to make purchase decisions with confidence. This highlights the importance of maintaining and enhancing brand equity to encourage consumer loyalty and drive sales in the competitive online marketplace.

Brand Trust on Purchase Decisions

Based on Figure 2, brand trust has a significant influence on purchase decisions, as indicated by a p-value of 0.001, which is below the 0.05 threshold, confirming the acceptance of H5. This finding suggests that Buccheri's strong brand trust plays a crucial role in shaping consumer purchasing behavior, particularly on its Shopee e-commerce platform. When consumers perceive a brand as reliable and credible, they are more likely to feel confident in their purchase decisions. This underscores the importance of building and maintaining trust through consistent product quality, transparent communication, and positive customer experiences to enhance consumer loyalty and drive sales in the competitive digital marketplace.

CONCLUSION

Based on the analysis and discussion of this study regarding the influence of social media marketing on Buccheri's Instagram towards brand equity, brand trust, and purchase decisions among consumers of Buccheri's Shopee e-commerce, the results indicate significant relationships among these variables. Social media marketing has been found to have a significant influence on brand equity, brand trust, and purchase decisions. Additionally, brand equity and brand trust both play a crucial role in shaping consumer purchase decisions. These findings confirm and extend previous research by reinforcing the impact of social media marketing in driving consumer behavior, particularly within the context of Instagram as a key digital marketing platform.

This study addresses a research gap by providing further empirical evidence on how consumer interactions with Buccheri's Instagram contribute to brand development and purchasing behavior. The results highlight that Buccheri's Instagram presence is effective in strengthening brand equity and trust among consumers on the Shopee e-commerce platform, ultimately influencing their purchasing decisions. This underscores Buccheri's role in reflecting the evolving landscape of the fashion retail industry, particularly in footwear and accessories, where social media marketing plays a pivotal role in consumer engagement and conversion.

From a practical standpoint, these insights offer valuable guidance for fashion retailers operating in the digital marketplace. Businesses can enhance their performance by developing integrated marketing strategies that align social media content with e-commerce objectives. Establishing strong brand equity through consistent and engaging social media presence is essential, as is prioritizing trust-building mechanisms within digital marketing efforts. Maintaining consistency in brand messaging across different digital platforms further reinforces consumer confidence and brand recognition. Additionally, leveraging platform-specific features while ensuring a cohesive brand experience can enhance engagement and drive conversions. These strategic approaches can help fashion retailers maximize the effectiveness of social media marketing in influencing consumer behavior and strengthening brand loyalty.

The study's findings are particularly relevant for the Indonesian fashion retail market, where social media plays an increasingly crucial role in shaping consumer behavior. Buccheri's experience demonstrates how traditional fashion retailers can successfully leverage social media marketing to drive e-commerce sales, providing a model for other businesses in similar markets.

While this research provides valuable insights, it also suggests several directions for future research. Studies could explore the long-term effects of social media marketing on brand loyalty, investigate the role of different social media platforms in building brand equity, or examine how various demographic factors moderate the relationship between social media marketing and purchase decisions. Additionally, comparative studies across different retail sectors could help establish the generalizability of these findings. In conclusion, this study contributes to both the theoretical understanding and practical application of social media marketing in the fashion retail industry. By demonstrating the crucial mediating roles of brand equity and brand trust, it provides a framework for businesses to develop more effective digital marketing strategies that drive tangible business results.

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