

The Influence of Social Media Marketing on Purchase Decision Through Brand Trust as an Intervening Variable

Fernidella Intania Salman¹, Adhi Prasetyo²

^{1,2} Master's Program in Management Faculty of Economics and Business
Telkom University, Bandung, West Java, Indonesia
aali@ltu.edu; dreimer@ltu.edu

Received: 19 February 2025 Revised: 15 March 2025 Accepted: 10 April 2025

DOI: <https://doi.org/10.54099/hbr.v5i1.1276>

Abstract

This study aims to analyze the influence of Wardah's social media marketing efforts, specifically on Instagram, on purchase decisions, with brand trust as an intervening variable. This research employs a quantitative approach with a descriptive and causal design. Data were collected through surveys using structured questionnaires distributed to 416 Wardah consumers actively engaging with the brand's social media. The analysis was conducted using Structural Equation Modeling (SEM) to examine the relationships between social media marketing, brand trust, and purchase decisions. The results indicate that social media marketing significantly influences purchase decisions, both directly and indirectly through brand trust. Among the dimensions studied, informativeness and interactivity play a stronger role in enhancing brand trust compared to perceived relevance. This study contributes to digital marketing literature by emphasizing the role of brand trust in strengthening the impact of social media marketing on purchase decisions. The findings provide valuable insights for businesses to optimize their digital marketing strategies through engaging and informative content.

Keywords: Social Media Marketing, Brand Trust, Purchase Decision.

INTRODUCTION

The rapid advancement of digital technology has significantly influenced marketing strategies across industries, with social media becoming a key platform for brand communication. In the cosmetics industry, social media marketing plays a crucial role in enhancing brand awareness, engaging consumers, and influencing purchasing behavior. Instagram, known for its highly visual and interactive features, has emerged as a dominant platform for beauty brands. Wardah, a leading halal cosmetic brand in Indonesia, actively leverages Instagram to promote its products and build relationships with consumers. However, despite the widespread use of social media marketing, its direct impact on consumer purchase decisions remains uncertain, particularly concerning the role of brand trust as a mediating factor.

Previous research has extensively examined the effectiveness of social media marketing in shaping consumer behavior. Studies suggest that interactivity, informativeness, and perceived relevance are key dimensions influencing purchase decisions. Research has shown that interactivity, through real-time engagement between brands and consumers, fosters trust and brand loyalty, ultimately leading to higher purchase intentions. Informativeness, referring to the clarity and quality of product-related information, enhances consumer confidence in a brand. Meanwhile, perceived relevance determines how well marketing content aligns with consumer needs and preferences, affecting their likelihood of making a purchase. Studies in the fast-food (Hanaysha, 2022), e-commerce (Sohail et al., 2019), and hospitality (Ibrahim & Aljarah, 2018) industries confirm that social media marketing positively affects brand trust and purchase decisions. However, research focusing on the cosmetics industry, particularly in the halal market segment, remains limited. Additionally, existing studies tend to analyze these dimensions separately rather than investigating their combined impact on brand trust and purchase behavior.

¹ Corresponding Author: aali@ltu.edu

To address these gaps, this study aims to analyze the influence of social media marketing on consumer purchase decisions, with brand trust as an intervening variable. By integrating multiple dimensions of social media marketing, this research provides a more comprehensive understanding of how different elements contribute to brand trust and purchasing behavior. Furthermore, it applies Structural Equation Modeling (SEM) to offer a robust analytical framework for examining these relationships.

This study contributes to the literature by providing empirical evidence on the mediating role of brand trust in social media marketing effectiveness, particularly in the halal cosmetics sector. Unlike previous studies that have examined general brand engagement, this research specifically investigates how interactivity, informativeness, and perceived relevance interact to influence consumer trust and decision-making. The findings offer practical insights for beauty brands to refine their digital marketing strategies, emphasizing the importance of engaging and informative content in building consumer trust.

By addressing the limitations of previous research, this study advances the scientific understanding of digital marketing strategies in the beauty industry. The insights gained will help brands like Wardah optimize their social media presence, enhance consumer engagement, and drive purchase decisions in an increasingly competitive market.

LITERATURE REVIEW

Digital Marketing

Digital marketing refers to the use of digital channels, such as social media, websites, search engines, and email, to promote products and services. Compared to traditional marketing, digital marketing allows for more personalized, data-driven, and cost-effective strategies to reach target audiences (Chaffey & Ellis-Chadwick, 2019). The rise of digital marketing has been accelerated by increased internet penetration and advancements in mobile technology, enabling consumers to interact with brands anytime and anywhere. Key components of digital marketing include content marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing (Kotler et al., 2021). Among these, social media marketing has gained significant attention due to its ability to facilitate two-way communication between brands and consumers.

Social Media Marketing

Social media marketing involves the strategic use of social media platforms such as Instagram, Facebook, TikTok, and Twitter to engage with consumers, increase brand awareness, and drive sales (Kim & Ko, 2012). It is characterized by interactivity, user-generated content, and viral marketing, making it a powerful tool for consumer engagement (Stephen, 2016). Several studies have identified three key dimensions that determine the effectiveness of social media marketing: interactivity, informativeness, and perceived relevance (Zhu & Chang, 2016). Interactivity allows consumers to engage with brands through likes, comments, and direct messaging, leading to stronger emotional connections (Hanaysha, 2022). Informativeness ensures that consumers receive clear and accurate product information, reducing uncertainty and increasing trust (Hasan & Sohail, 2020). Perceived relevance refers to how well the marketing content aligns with consumer interests and needs, influencing their level of engagement and purchase intent (Ebrahim, 2020). While social media marketing has been widely studied in various industries, research on its effectiveness in the halal cosmetics industry remains limited.

Brand Trust

Brand trust is a consumer's willingness to rely on a brand based on its perceived reliability, integrity, and ability to meet expectations (Morgan & Hunt, 1994). It is a crucial factor in building long-term customer relationships and loyalty, as consumers are more likely to purchase from brands they trust (Ebrahim, 2020). Social media marketing plays a significant role in fostering brand trust by providing transparent communication, customer reviews, and real-time interactions (Sohail et al., 2019). Studies indicate that informativeness and interactivity in social media marketing positively influence brand trust, whereas perceived relevance has a lesser impact (Faradhilla et al., 2024). Additionally, brand trust mediates the relationship between social media marketing and purchase decisions, highlighting its importance in digital consumer behavior (Ibrahim & Aljarah, 2018). However, research on brand trust within the halal cosmetics

industry remains scarce, despite its significance in ensuring product authenticity and ethical compliance (Kusuma Febriyani & Indriani, 2023).

Consumer Behavior

Consumer behavior refers to the psychological, social, and economic factors that influence individuals' purchasing decisions. It involves how consumers search for, evaluate, and select products based on their needs, preferences, and external influences (Schiffman & Wisenblit, 2019). Digitalization has significantly changed consumer behavior, with social media platforms playing a central role in shaping purchasing patterns. Consumers today rely on online reviews, influencer recommendations, and social media interactions to make informed buying decisions (Kotler et al., 2021). Brand trust also plays a crucial role in consumer behavior, as consumers are more likely to engage with and purchase from brands they perceive as credible and trustworthy (Ebrahim, 2020).

Purchase Decision

A purchase decision is the final stage of the consumer buying process, where the consumer decides whether to buy a product or service. It is influenced by various factors, including marketing efforts, product quality, price, personal preferences, and brand trust. In the context of digital marketing, social media platforms influence purchase decisions by providing consumers with information, reviews, and direct interactions with brands (Sohail et al., 2019). Research indicates that social media marketing directly affects purchase decisions, with brand trust acting as a mediating factor (Hanaysha, 2022). Informativeness and interactivity are identified as the most influential factors, as they provide consumers with the necessary information and engagement to make purchasing decisions (Faradhilla et al., 2024).

The purchase decision process consists of several stages that consumers go through before making a final buying decision (Kotler & Keller, 2016). These stages include:

1. Problem Recognition – The consumer identifies a need or problem that requires a solution.
2. Information Search – The consumer gathers information from various sources, including online reviews, social media, and brand websites.
3. Evaluation of Alternatives – The consumer compares different brands or products based on features, price, and credibility.
4. Purchase Decision – The consumer makes a final decision to purchase a specific product based on gathered information and brand trust.
5. Post-Purchase Behavior – The consumer evaluates their satisfaction with the purchase, influencing repeat purchases and brand loyalty.

Understanding these stages is essential for marketers to develop strategies that effectively guide consumers through the decision-making process. In social media marketing, content that enhances informativeness and interactivity plays a crucial role in influencing each stage, particularly in building brand trust and increasing purchase likelihood (Sohail et al., 2019).

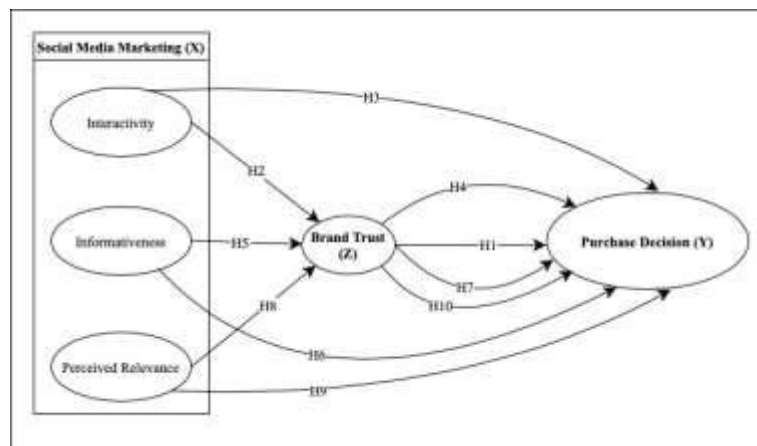


Figure 1. Theoretical Thinking Framework

Hypothesis

H1: Brand trust has a significant positive influence on purchase decision at Wardah Cosmetics.

H2: Interactivity has a significant positive influence on brand trust at Wardah Cosmetics.

H3: Interactivity has a significant positive influence on purchase decision at Wardah Cosmetics.

H4: Brand trust mediates the relationship between interactivity and purchase decision at Wardah Cosmetics.

H5: Informativeness has a significant positive influence on brand trust at Wardah Cosmetics.

H6: Informativeness has a significant positive influence on purchase decision at Wardah Cosmetics.

H7: Brand trust mediates the relationship between informativeness and purchase decision at Wardah Cosmetics.

H8: Perceived relevance has a significant positive influence on brand trust at Wardah Cosmetics.

H9: Perceived relevance has a significant positive influence on purchase decision at Wardah Cosmetics.

H10: Brand trust mediates the relationship between perceived relevance and purchase decision at Wardah Cosmetics.

METHOD

Research Design

This study employs a quantitative research design with a descriptive and causal approach to analyze the relationship between social media marketing, brand trust, and purchase decisions. The descriptive approach is used to describe consumer perceptions of Wardah's social media marketing strategies, while the causal approach examines the direct and indirect effects of social media marketing on purchase decisions, mediated by brand trust. The research framework is based on previous studies that have explored the influence of interactivity, informativeness, and perceived relevance on brand trust and purchase decisions (Hanaysha, 2022; Sohail et al., 2019).

Population and Sample

The population in this study consists of consumers who actively follow and engage with Wardah's official Instagram account. These consumers are targeted because they are directly exposed to Wardah's social media marketing strategies and have the potential to make purchase decisions based on their interactions with the brand.

This study utilizes a purposive sampling technique, selecting respondents based on specific inclusion criteria:

1. Consumers who have followed Wardah's Instagram account for at least three months.
2. Consumers who have interacted with Wardah's content (e.g., liked, commented, or shared posts).
3. Consumers who have purchased or considered purchasing Wardah products after engaging with its social media marketing.

A total of 416 respondents participated in the survey. The sample size exceeds the minimum requirement for Structural Equation Modeling (SEM), which recommends at least 10 times the number of observed variables (Hair et al., 2010). The large sample size ensures higher statistical power and generalizability of the findings.

The targeted respondents in this study are followers of Wardah's official Instagram account, which has approximately 3 million followers. Since Wardah actively engages with its consumers through Instagram, this platform serves as an effective medium to reach respondents who are directly exposed to its social media marketing strategies.

The minimum required sample size was determined using the Slovin formula, which is calculated as follows:

$$n = \frac{3000000}{1 + 3000000(0,05)^2}$$

$$n = \frac{3000000}{1 + 7500} = 399,95$$

Thus, the calculated minimum sample size is 400 respondents. Since 416 respondents participated in the survey, this study successfully meets and exceeds the required sample size, ensuring reliable and statistically valid results.

Techniques of Data Collection

Primary data was collected through an online questionnaire distributed via social media platforms. The questionnaire used a Likert scale (1 = strongly disagree, 5 = strongly agree) to measure respondents' perceptions of social media marketing, brand trust, and purchase decisions. The questionnaire consisted of four main sections:

1. Demographic Information – Includes age, gender, frequency of social media usage, and past purchase behavior.
2. Social Media Marketing – Measured through three dimensions: interactivity, informativeness, and perceived relevance (Zhu & Chang, 2016).
3. Brand Trust – Measured based on consumer perceptions of reliability, credibility, and consistency (Ebrahim, 2020).
4. Purchase Decision – Measured using indicators such as purchase intention, actual buying behavior, and willingness to recommend Wardah products (Sohail et al., 2019).

Techniques of Data Analysis

The collected data was analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0, following these steps:

1. Descriptive Statistics – Used to summarize respondent characteristics and overall trends in the data.
2. Validity and Reliability Testing – Conducted using Confirmatory Factor Analysis (CFA) to ensure measurement accuracy. Composite reliability (CR) and Average Variance Extracted (AVE) were assessed to meet the recommended thresholds (Hair et al., 2010).
3. Hypothesis Testing – Path coefficients and p-values were analyzed to determine the direct and indirect effects of social media marketing on purchase decisions, mediated by brand trust.
4. Model Fit Evaluation – Assessed using Goodness-of-Fit Indices such as RMSEA and SRMR to ensure the model's suitability.

By applying SEM, this study provides a robust and comprehensive analysis of how different aspects of social media marketing influence consumer behavior in the halal cosmetics industry, offering valuable insights for digital marketing strategies.

RESULT AND DISCUSSION

Characteristics of Respondents

Below are the characteristics of respondents based on gender, age group, domicile and monthly income, as follows:

Table 1. Respondents Characteristics

Description	Amount	Percentage
Female	340	81,7 %
Male	76	18,3 %
	Age	
<15 Years	2	0,5 %
15 - 24 Years	122	29,3 %
25 - 34 Years	193	46,4 %
35 - 44 Years	60	14,4 %

45 - 54 Years	21	5,0 %
> 54 Years	18	4,3 %
Domicile		
Java	156	37,5 %
Sumatera	140	33,7 %
Kalimantan	46	11,06 %
Bali, Nusa Tenggara, and Surrounding Areas	33	7,9 %
Sulawesi	36	8,7 %
Papua and surrounding Areas	5	1,2 %
Monthly Income		
< Rp 1 Million	75	18 %
Rp 1 Million - Rp 3 Million	72	17,3 %
Rp 3 Million - Rp 5 Million	142	34,1 %
Rp 5 Million - Rp 7 Million	85	20,4 %
> Rp 7 Million	42	10,1 %

Structural Equation Model (SEM)

Outer Model

The Outer Model Analysis, also known as the Measurement Model, is used to evaluate the reliability and validity of latent constructs in Partial Least Squares Structural Equation Modeling (PLS-SEM). This process involves testing convergent validity, discriminant validity, and reliability to ensure that the observed indicators accurately measure their respective latent variables.

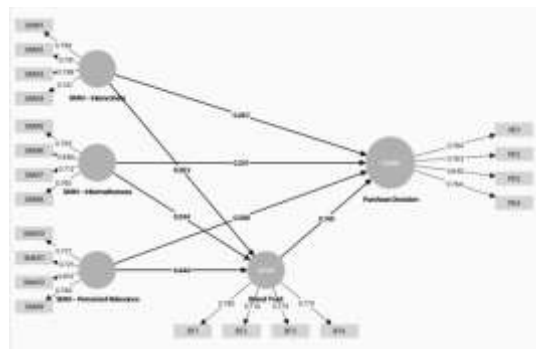


Figure 2. Loading Factor Value

Table 2. Construct Validity and Reliability Values

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Trust	0.757	0.760	0.846	0.579
Purchase Decision	0.723	0.732	0.828	0.548

Husnayain Business Review

Vol.5 No.1, (2025)

SMM - Informativeness	0.725	0.728	0.829	0.549
SMM - Interactivity	0.766	0.769	0.850	0.587
SMM - Perceived Relevance	0.741	0.745	0.838	0.564

Table 3. Convergent Validity Result

	SMM - Interactivity	SMM - Informativeness	SMM - Perceived Relevance	Brand Purchase Trust Decision
SMM1	0.794			
SMM2	0.741			
SMM3	0.788			
SMM4	0.741			
SMM5		0.793		
SMM6		0.694		
SMM7		0.712		
SMM8		0.760		
SMM9			0.746	
SMM10			0.721	
SMM11			0.721	
SMM12			0.812	
BT1				0.780
BT2				0.714
BT3				0.774
BT4				0.774
PD1				0.784
PD2				0.763
PD3				0.640
PD4				0.764

Table 4. Divergent Validity Result

	Brand Trust	Purchase Decision	SMM - Informativeness	SMM - Interactivity	SMM - Perceived Relevance
Brand Trust	0.761				
Purchase Decision	0.737	0.740			
SMM - Informativeness	0.726	0.716	0.741		

Husnayain Business Review

Vol.5 No.1, (2025)

SMM - Interactivity	0.720	0.717	0.632	0.766	
SMM - Perceived Relevance	0.797	0.754	0.711	0.684	0.751

Convergent Validity

Convergent validity assesses whether indicators that measure the same construct are highly correlated. This is evaluated using Loading Factors, Average Variance Extracted (AVE), and Composite Reliability (CR).

- Loading Factors:
 - All indicators have loading factor values above 0.60, with most exceeding 0.70, indicating strong correlations between indicators and their respective constructs.
 - The highest loading was observed in Perceived Relevance (0.797), indicating that this construct strongly represents consumer perception.
 - Average Variance Extracted (AVE): All AVE values are above 0.50, indicating that more than 50% of the variance in each construct is explained by its indicators.
 - The AVE values range from 0.546 to 0.587, confirming the adequate explanatory power of the indicators.
 - Composite Reliability (CR): CR values range between 0.828 and 0.850, exceeding the minimum threshold of 0.70 required for internal consistency.
 - This confirms that the measurement model has good internal reliability, ensuring that the indicators consistently measure their respective latent variables.

Discriminant Validity

Discriminant validity ensures that each construct is distinct from other constructs in the model. It was tested using the Fornell-Larcker Criterion and Cross-Loadings Analysis.

- The square root of each AVE is greater than the correlation between constructs, confirming that each construct is empirically distinct.
- The cross-loading values show that each indicator loads more strongly on its assigned construct than on any other construct, reinforcing discriminant validity.

Reliability Testing

Reliability testing was conducted using Cronbach's Alpha and Composite Reliability (CR).

- Cronbach's Alpha values range from 0.723 to 0.766, exceeding the minimum threshold of 0.70, indicating that the measurement model has high internal consistency.
- Composite Reliability (CR) values are higher than 0.70, confirming the overall reliability of the constructs.

The results of the outer model analysis confirm that all constructs in the study exhibit strong validity and reliability. The indicators used in this research are suitable for measuring social media marketing dimensions (interactivity, informativeness, and perceived relevance), brand trust, and purchase decision. These findings provide a solid foundation for proceeding with the Inner Model (Structural Model) Analysis, which evaluates the relationships between latent constructs

Inner Model

The Inner Model Analysis evaluates the structural relationships between latent variables in PLS-SEM (Partial Least Squares Structural Equation Modeling). This analysis includes R-Square (R^2), Effect Size (F^2), Predictive Relevance (Q^2), and Path Coefficients to determine the strength and significance of relationships in the model.

R-Square (R^2) – Model Strength Evaluation

The R-Square (R^2) value indicates the proportion of variance in the dependent variable explained by independent variables.

Table 5. R-Square

	R-square	R-square adjusted
Brand Trust	0.720	0.718
Purchase Decision	0.684	0.681

- Brand Trust: $R^2=0.720$ ($\text{Adjusted } R^2=0.718$) → Strong predictive power
- Purchase Decision: $R^2=0.684$ ($\text{Adjusted } R^2=0.681$) → Moderate to strong predictive power

These values suggest that the independent variables significantly contribute to explaining Brand Trust and Purchase Decision, confirming the model's reliability.

Effect Size (F^2) – Impact of Independent Variables

Effect Size (F^2) measures the substantive impact of an exogenous variable on an endogenous variable.

Table 6. Effect Size (F^2)

	Brand Trust	Purchase Decision
Brand Trust		0.017
Purchase Decision		
SMM - Informativeness	0.097	0.076
SMM - Interactivity	0.120	0.098
SMM - Perceived Relevance	0.283	0.082

- SMM - Perceived Relevance → Largest effect on Brand Trust ($F^2=0.283$), indicating a strong influence.
- SMM - Interactivity → Moderate effect on Brand Trust ($F^2=0.120$) and Purchase Decision ($F^2=0.098$).
- SMM - Informativeness → Smallest effect on Brand Trust ($F^2=0.097$) and Purchase Decision ($F^2=0.076$).

Predictive Relevance (Q^2) – Model's Predictive Power

Predictive relevance (Q^2) is assessed using the blindfolding procedure.

Table 7. Q^2 Predict

	Q^2_{predict}
Brand Trust	0.719
Purchase Decision	0.675

- Brand Trust: $Q^2=0.719$
- Purchase Decision: $Q^2=0.675$

Since both values are greater than 0, the model has good predictive accuracy, indicating that the independent variables effectively predict the dependent variables.

Hypothesis Testing

Path Coefficients

Path coefficients evaluate the strength and direction of relationships between variables. The results show:

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Trust -> Purchase Decision	0.140	0.137	0.061	2.317	0.021
SMM - Informativeness -> Brand Trust	0.244	0.245	0.042	5.809	0.000
SMM - Informativeness -> Purchase Decision	0.241	0.241	0.055	4.400	0.000
SMM - Interactivity -> Brand Trust	0.263	0.261	0.040	6.622	0.000
SMM - Interactivity -> Purchase Decision	0.267	0.268	0.050	5.368	0.000
SMM - Perceived Relevance -> Brand Trust	0.444	0.444	0.044	10.174	0.000
SMM - Perceived Relevance -> Purchase Decision	0.288	0.288	0.064	4.521	0.000
SMM - Informativeness -> Brand Trust -> Purchase Decision	0.034	0.034	0.016	2.090	0.037
SMM - Interactivity -> Brand Trust -> Purchase Decision	0.037	0.036	0.017	2.155	0.031
SMM - Perceived Relevance -> Brand Trust -> Purchase Decision	0.062	0.061	0.027	2.303	0.021

- Brand Trust → Purchase Decision ($\beta=0.140, p=0.021$) → Significant
- Interactivity → Brand Trust ($\beta=0.263, p=0.000$) → Significant
- Interactivity → Purchase Decision ($\beta=0.267, p=0.000$) → Significant
- Informativeness → Brand Trust ($\beta=0.244, p=0.000$) → Significant
- Informativeness → Purchase Decision ($\beta=0.241, p=0.000$) → Significant
- Perceived Relevance → Brand Trust ($\beta=0.444, p=0.000$) → Strongest effect
- Perceived Relevance → Purchase Decision ($\beta=0.288, p=0.000$) → Significant.

Mediation Analysis – Role of Brand Trust

Brand Trust was tested as a mediating variable, and the results confirm its role in strengthening the relationship between social media marketing dimensions and purchase decisions:

- Interactivity → Brand Trust → Purchase Decision ($p=0.031, p=0.031$) → Significant mediation
- Informativeness → Brand Trust → Purchase Decision ($p=0.037, p=0.037$) → Significant mediation
- Perceived Relevance → Brand Trust → Purchase Decision ($p=0.021, p=0.021$) → Significant mediation.

The Inner Model Analysis confirms that social media marketing dimensions (Interactivity, Informativeness, and Perceived Relevance) significantly influence Purchase Decisions, both directly and indirectly through Brand Trust. Among them, Perceived Relevance has the strongest effect, highlighting the importance of content relevance in building brand trust and influencing purchase decisions. The model demonstrates strong predictive accuracy (R^2 and Q^2), significant path coefficients, and valid mediation effects, confirming its robustness for understanding consumer behavior in social media marketing for Wardah Cosmetics

Model Fit Evaluation

Goodness of Fit (GoF) Analysis

The Goodness of Fit (GoF) test evaluates how well the research model fits the observed data. It measures the ability of the model to reproduce the covariance matrix and how well the theoretical structure represents real-world data. A model with a good fit indicates that it explains both the variance and covariance among measured variables effectively.

	AVE	R-Square
SMM Interactivity	0,587	
SMM Informativeness	0,549	
SMM Perceived Relevance	0,546	
Brand Trust	0,579	0,720
Purchase Decision	0,548	0,684
Mean	0,562	0,702

According to Hair et al. (2011), GoF values are categorized as follows:

- Small: $<0.10 < 0.10$
- Medium: $\approx 0.25 \approx 0.25$
- Large: $> 0.36 > 0.36$

With a GoF of 0.628, the model is classified as having a high goodness of fit, meaning the research model strongly explains the relationships between variables

DISCUSSION

This study examines the impact of social media marketing on purchase decisions, with brand trust as a mediating variable in the context of Wardah Cosmetics. The findings highlight several key insights:

1. Brand Trust Positively Influences Purchase Decisions
The analysis confirms that brand trust has a significant positive impact on purchase decisions ($p=0.021$). Consumers with higher trust in Wardah are more likely to purchase its products. Descriptive analysis shows that 82.9% of respondents have a high level of trust in the brand.
2. Social Media Marketing Dimensions Enhance Brand Trust and Purchase Decisions
 - Interactivity positively influences brand trust ($p=0.000$) and purchase decisions ($p=0.000$).
 - Informativeness strengthens brand trust ($p=0.000$) and purchase decisions ($p=0.000$).
 - Perceived Relevance has the strongest impact on brand trust ($p=0.000$) and significantly influences purchase decisions ($p=0.000$).
3. Brand Trust Mediates the Relationship Between Social Media Marketing and Purchase Decisions
Mediation analysis confirms that brand trust significantly mediates the relationship between:
 - Interactivity and Purchase Decision ($p=0.031$)
 - Informativeness and Purchase Decision ($p=0.037$)

- Perceived Relevance and Purchase Decision ($p=0.021$ $p=0.021$).

These findings highlight the importance of enhancing interactivity, informativeness, and relevance in social media content to build brand trust and drive purchasing behavior. To maximize the effectiveness of social media marketing, both businesses and future researchers should consider the following recommendations:

For Wardah's Marketing Strategy

- Increase consumer engagement through more interactive content (e.g., live Q&A sessions, polls, and real-time responses to comments).
- Improve content informativeness by providing more detailed product descriptions, tutorials, and ingredient explanations.
- Ensure content is highly relevant to target audiences by personalizing campaigns based on consumer interests and preferences.

CONCLUSION

Interactivity positively influences brand trust ($p=0.000$ $p=0.000$) and purchase decisions. Informativeness strengthens brand trust and purchase decisions. Perceived Relevance has the strongest impact on brand trust and significantly influences purchase decisions. Brand Trust Mediates the Relationship Between Social Media Marketing and Purchase Decisions Mediation. For Future Research: Expand the study to include other social media platforms (e.g., TikTok, YouTube, Facebook) to compare their effectiveness. Examine the long-term effects of social media marketing on brand loyalty and customer retention. Explore additional mediating variables such as electronic word-of-mouth (e-WOM) and brand experience to gain a deeper understanding of consumer behavior.

REFERENCES

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287-308. <https://doi.org/10.1080/15332667.2019.1705742>
- Faradhilla, D., Alimuddin, A., Suyono, J., & Widjanarko, B. (2024). Brand Trust as Mediator for Interactivity, Informativeness, and Perceived Relevance in Purchase Decision. *INNOVATION RESEARCH JOURNAL*, 5(2), 196-207.
- Febriyani, A. K., & Indriani, F. (2023). Pengaruh Fitur Pemasaran Media Sosial terhadap Keputusan Pembelian pada Industri Cepat Saji dengan Kepercayaan pada Merek sebagai Mediator. *Diponegoro Journal of Management*, 12(1).
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th Edition). NJ: Prentice Hall.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
- Ibrahim, B., & Aljarah, A. (2018). Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. *Data in brief*, 21, 1823-1828.

- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
- Kotler, P., Pfoertsch, W., Sponholz, U., Kotler, P., Pfoertsch, W., & Sponholz, U. (2021). The current state of marketing. *H2H Marketing: The Genesis of Human-to-Human Marketing*, 1-28.
- M. Hasan, M.S. Sohail. The influence of social media marketing on consumers' purchase decision: Investigating the effects of local and nonlocal brands. *Journal of International Consumer Marketing*, 33 (3) (2021), pp. 350-367
- Morgan, R. M. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*.
- Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2019). *Consumer Behavior | By Pearson*. Pearson Education India.
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current opinión in Psychology*, 10, 17-21.
- Zhu, Y. Q., & Chang, J. H. (2016). The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions. *Computers in Human Behavior*, 65, 442-447.