

The Influence of Social Media and Brand Awareness on Interest to Buy Wardah Cosmetic Products Mediated by Trust

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ABSTRACT

This quantitative research is to test the influence of social media, brand awareness and trust on buying interest in Wardah cosmetics, where trust is a mediating variable. Analysis using the Structural Equation model method with SmartPLS 3.0 software. In this research, the population is Wardah Cosmetics consumers in Jakarta who actively use Instagram social media, therefore the population is unknown, so based on the calculation the sample size for this research is 100 respondents. This research uses a non-probability sampling strategy with a purposive sampling method. The results of this study show that the influence of social media is not significant, while brand awareness and trust have a significant impact. The influence of social media on purchasing interest is limited due to various factors, such as differences in social media use between different generations, information overload on social media, and consumer preferences for direct shopping experiences. On the other hand, brand awareness has a significant impact because it makes it easier for consumers to recognize Wardah products among the various existing choices. Brand awareness is also closely related to perceived product quality, personal experience, promotions, and brand reputation, all of which contribute to increasing interest in purchasing Wardah cosmetic products. Trust also plays an important role in shaping purchasing interest, because it provides a psychological and social basis for consumer decision making.

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1. INTRODUCTION

Social Media Marketing is an internet marketing strategy that involves participating in various social media networks, such as BBS, micro-blogging, blogs, SNS, images, videos, and others, to achieve marketing goals (Edosomwan et al., 2011; L. Harris & Rae, 2011). Yip & McKern (2016) identified four important elements known as the "four C": Context, Communication, Collaboration, and Connection, which can help social media users to communicate effectively and efficiently. According to Kotler and Keller (2016), social media allows users to share various types of content, such as text, images, audio, and video, with other users, with a wider scope and managed collaboratively. Research by Kudeshia & Kumar (2017) shows that social media content such as audio, images, films, and photos can influence purchase intention through word-of-mouth, while research by Zhu, Li, Wang, He, & Tian (2020) shows that content audio, text, and visuals can build consumer confidence and increase product purchases. According to Prajarini and Sayogo's research (2021),

the Instagram feed's design influences the interest in buying UMKM Coffee products in Sleman Regency. Instagram post design components such as images, colors, copywriting, and calls to action contributed 29.4% to purchase intention, while other factors that were not examined contributed 70.6% to purchase intention.

Instagram, as a form of social media, has the potential to be an effective communication tool for marketers to communicate with consumers through images and videos that can be shared with other users. Mayfield (2008) describes the characteristics of social media, such as participation, openness, conversation, community, and connectedness. Social media enables communities with similar interests to quickly form and communicate effectively through two-way conversation. As a new form of online media, social media enables users to participate, share, and communicate through various platforms such as blogs, social networks, online wikis/encyclopedias, virtual communication forums, and virtual worlds of avatars or 3D characters.

Data from e-marketer.com (2017) shows that the majority of Instagram users in Indonesia are aged between 18-29 years (83%), but there are also users from the age group 30-49 years (18%) and 50-64 years (6%). More than 48% of Instagram users in Indonesia aged 16-35 years upload photos while traveling, so Instagram has the potential to be an effective promotional tool. In branding on Instagram, it is important to maintain a consistent identity and communicate information effectively through posts. Even though image captions are available, images remain the main focus of users when visiting posts on Instagram (Sari & Anggraeni, 2019). In addition, Instagram can also be used as an effective communication tool for marketers to interact with consumers through photos and videos that can be shared with other users, in line with the characteristics of social media that allow users to participate, share and communicate (Putra & Heriyanto, 2017).

Social media as a marketing tool can influence consumer perceptions and purchase intentions (Suprpto et al., 2020). Social interactions and perceptions of risk through social media also affect purchase intention (D. D. Gunawan & Huarng, 2015; Indika & Jovita, 2017). With social media, consumers can share information such as text, images, audio, and video with fellow users and companies. Research conducted by Indika & Jovita (2017) shows that creative communication packaged in photos is important in attracting consumers to visit tourist attractions. The Instagram social media application that emphasizes sharing photos or images is proven to have a strong correlation in influencing consumer buying interest. Likewise, research by Larasati & Oktivera (2019) found that the use of social media Instagram by the cosmetic brand Wardah has a significant positive effect on consumer buying interest, with a percentage of 61.6%. At the same time, the remaining 38.4% is influenced by other factors not examined in the study. The results of this study indicate that Instagram social media can be used as an effective promotional tool to increase consumer buying interest in a brand or product.

In a study conducted by Arief and Millanyani (2015) entitled "The Influence of Social Media Marketing Through Instagram on Buying Interests of Sugar Tribe Consumers," it was found that the influence of social media marketing through Instagram on buying interest of Sugar Tribe consumers reached 56%. The results of partial hypothesis testing show that the sub-variables context, communication, and connection significantly influence purchase intention. At the same time, the collaboration sub-variable is not significant in purchase intention. Based on these findings, the researcher recommends Sugar Tribe maintain performance on the context dimension because it has the largest total percentage value and is the most dominant in influencing buying interest. In addition, it is also necessary to improve performance on the collaboration dimension by increasing interaction with consumers because it has the lowest score and does not significantly affect purchase intention.

Research by Hartawan et al. (2021) shows the influence of promotional factors, images, and information on advertisements on Instagram on purchase intentions through e-commerce. In order to increase e-commerce transactions, companies need to optimize these factors in their marketing communications strategy. However, this research was limited to students in Jabodetabek. Therefore, further research can be conducted on different market segments regarding geodemographics, psychographics, and behavior to provide a more comprehensive picture for companies to reach their target market more effectively through social media.

In marketing strategy, it is important to consider brand awareness and image to increase consumer buying interest. Brand awareness refers to the ability of potential consumers to recognize

and remember a product and place it in a certain product category. In contrast, the brand image is the consumer's perception of the brand. The level of awareness achieved is very important in building overall brand equity (D Aaker, 2014; David Aaker, 1996; Rangkuti, 2010). For example, research by Soeswoyo & Tumbelaka (2020) shows that brand awareness and brand image built by Dunkin' Donuts can increase consumer interest. Successive brand awareness can be illustrated as a pyramid, and it is important to consider these factors in marketing strategies to increase consumer buying interest (David Aaker, 1996; Rangkuti, 2009).

Interest in buying occurs before consumers decide to buy a product and involves planning and choosing products to buy. Building brand awareness involves two activities, namely, building a brand identity and forming a brand image in the minds of consumers. Purchase intention occurs at the alternative evaluation stage, where consumers evaluate several brands in the same product category to meet their needs. Brand awareness is divided into brand recognition and brand recall, where brand recognition is the ability of consumers to recognize a brand with assistance, while brand recall is the ability of consumers to recall a brand without assistance (Irvanto & Sujana, 2020; SISMAN & MUSKITA, 2021; Sudayo & Saefuloh, 2019).

Research by Irvanto & Sujana (2020) found that brand awareness and perceived quality positively and significantly influence brand trust and purchase intention. However, the results of the study show that there is no positive effect of perceived quality and brand trust on purchase intentions. Research Soeswoyo et al (2018) results show that consumers expect better service quality, especially regarding timely product delivery. This study also found an influence of brand awareness, trust, and product superiority on buying interest for luxury fashion brand products through social media marketing in Banda Aceh City, with gender as a moderating factor.

Researchers Sudayo and Saefuloh (2019) found that brand image, perceived quality, and brand loyalty positively affect purchase intention, while brand awareness has no significant effect on purchase intention. The managerial implications of the results of this study can assist companies in developing more effective marketing strategies. However, this study has limitations, such as other variables related to brand equity that have not been studied and the composition of respondents who are not evenly distributed for certain categories. Therefore, further research with an even distribution of the composition of respondents can provide better results.

In the e-commerce business, building consumer trust is an important factor for business people to attract consumers to buy online. Trust is considered an important basis in business processes and must be built consistently from the start of the business (H. Gunawan & Ayuningtiyas, 2018; L. C. Harris & Goode, 2010). Brand trust greatly influences consumer purchase intention because consumers are warier of unfamiliar brands. The process of learning and thinking forms perceptions that create motivation and strong desires in buying interest, which are ultimately actualized when consumers fulfill their needs (Putra & Heriyanto, 2017).

The trust factor plays an important role in the success of e-commerce transactions (Pavlou, 2003), where consumer trust is a key factor in triggering consumer buying interest online. Consumer trust includes knowledge and conclusions about objects, attributes, and benefits (Swan et al., 1999). Therefore, companies must ensure that the products offered comply with the specifications on the website to increase consumer confidence and trigger consumer buying interest (Rosdiana et al., 2019).

Consumer trust is a key factor in buying and selling online because the products offered are only shadows, not simple forms, so trust in sellers is very important in influencing consumer buying interest. Hsiao et al (2016) defined trust in online shopping as consumers' willingness to trust online shopping. Consumer perceptions of online retailers' consistency and honesty were found to strongly influence consumer trust in online shops. According to Sukma Abdurrahman Adi (2012), trust indicators are beliefs about satisfaction guarantees, attention to information about online purchases, and transparency.

According to research conducted by Anwar and Adidarma (2016), it was found that consumer trust in online stores hurts perceived risk in buying online. However, if this trust does not exist, then this trust has a positive effect on online purchase intentions. This research shows that risk is not a major factor influencing buying interest in online purchasing. Research conducted by Rosdiana et al. (2019) found that consumer trust positively and significantly affects the intention to buy clothing

products online by 29.6%. In this context, resellers or online sellers are advised to be more aggressive in promoting and improving the quality of goods sold by verifying whether the goods sold are genuine or counterfeit. This is expected to increase consumer buying interest in shopping online and improve the reputation of online product sales.

Research Ujia et al (2019) shows that competency does not affect students' buying interest at STIEI Banjarmasin. However, integrity and benevolence positively and significantly influence students' buying interest at STIEI Banjarmasin. Overall, these three variables (competency, integrity, and benevolence) have a positive and significant simultaneous effect on the buying interest of students at STIEI Banjarmasin. Therefore, for companies engaged in the online sector, it is very important to increase and maintain consumer trust, which includes these three aspects (competence, integrity, and benevolence) to increase consumer buying interest.

Research Putri & Gunawan (2020) shows that product variety and trust positively and significantly influence purchase intention. This study suggests examining other factors that influence buying interest in the future. Lazada, as an e-commerce company, must focus on increasing product diversity and consumer trust to increase buyer interest. Research Putra & Heriyanto (2017) found that brand advertising and trust positively and significantly influence consumer buying interest. Researchers suggest that companies maintain and increase brand trust by providing products that consumers want to increase consumer buying interest.

2. RESEARCH METHOD

The hypothesis proposed in this study was tested using the partial least squares (PLS) statistical test instrument used in this quantitative research investigation. SmartPLS 3.0 software will be used to test each hypothesis and determine whether there is a correlation between variables. The causal (cause and effect) model known as the partial least square (PLS) shows how several variables interact to influence the construction of the variable. PLS is a component-based equation model or version of a structural equation model (SEM) (Ghozali & Latan, 2015). Because the population is unknown, this study uses a non-probability sampling strategy with purposive sampling as the sampling method. The population of this research is consumers of Wardah Cosmetics in Jakarta who use Instagram. The proportion estimation formula is used to calculate the number of samples:

$$n = \frac{z^2 \alpha/2}{4e^2}$$

Information:

n	: Sample size at error rate
α	: Confidence level of conjecture ($\alpha=5\%$) = 0.05
e	: Maximum error (e = 10%) = 0.10
z 0.025	: 1.96

$$n = \frac{1,96^2}{4(10)^2} = 96,04$$

Based on the results of the above calculations, it can be seen that the number of samples is 96.04 samples, to facilitate the research, the samples can be rounded up to 100 samples.

3. RESULTS AND DISCUSSIONS

Validity Test

Based on the results of data processing, the following are the results of the validity test in this study.

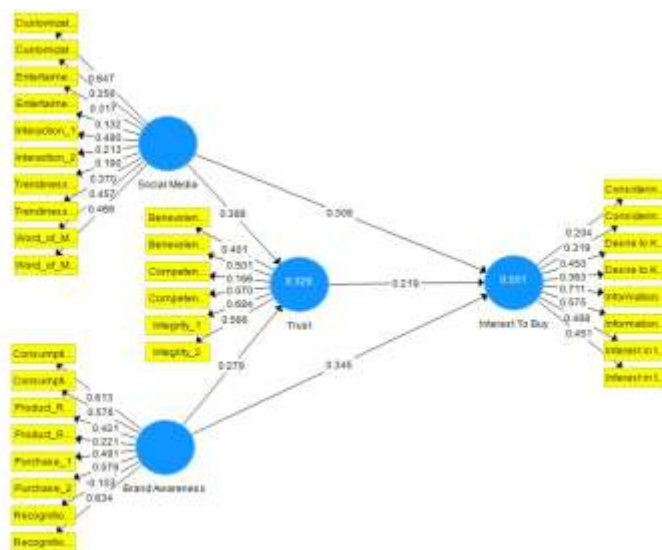


Figure 1. Validity Test Phase 1

Figure 1 shows that some of the constructs in the research model are invalid because the value is still below 0.5, therefore further testing was carried out by reducing the very invalid variable constructs.

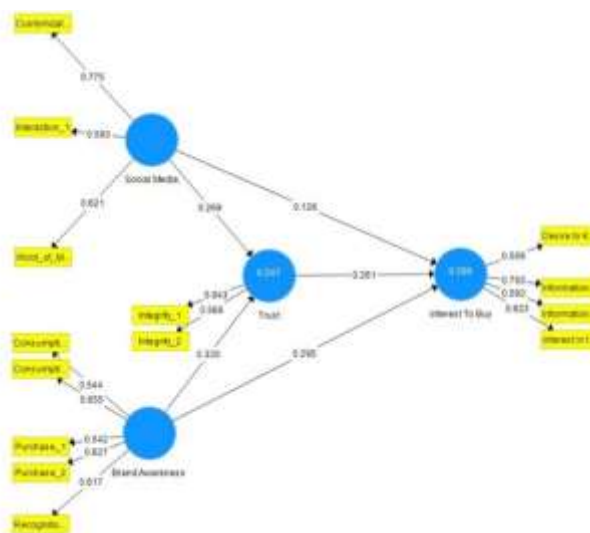


Figure 2. Validity Test Phase 2

Figure 2. shows that the constructs in the research model are all valid because the value is above 0.5.

Reliability Test

To see the reliability results, it can be seen that the Average Variance Extract (AVE) value must be above 0.5 and the Composite Reliability must be above 0.7 (Ghozali, 2014).

Table 1. Reliability Test

Construct Reliability and Validity

	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0.735	0.558
Interest To Buy	0.702	0.513
Social Media	0.704	0.546
Trust	0.774	0.587

Based on table 1, it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so that all variables meet the reliability requirements (Ghozali, 2014).

Evaluation of the Measurement Model (Outer Model)**Table 2.** Outer Model

Cross Loadings

	Brand Awareness	Interest To Buy	Social Media	Trust
Consumption_1	0.544	0.267	0.031	0.041
Consumption_2	0.655	0.229	0.194	0.323
Customization_1	0.276	0.289	0.775	0.301
Desire to Know Product_1	0.249	0.509	0.181	0.207
Information Search_1	0.374	0.703	0.224	0.320
Information Search_2	0.246	0.593	0.195	0.178
Integrity_1	0.369	0.349	0.365	0.843
Integrity_2	0.233	0.278	0.167	0.568
Interaction_1	0.172	0.173	0.593	0.250
Interest in trying_1	0.217	0.623	0.222	0.334
Purchase_1	0.542	0.261	0.141	0.299
Purchase_2	0.627	0.382	0.238	0.236
Recognition_2	0.617	0.205	0.436	0.306
Word_of_Mouth_2	0.288	0.196	0.621	0.225

Based on Table 2, it can be concluded that each latent variable is able to predict the size of each block better than other block sizes, so that the evaluation of the measurement model (outer model) with discriminant validity is valid.

Evaluation of the Structural Model (Inner Model)**Table 3.** Inner Model

R Square

	R Square	R Square Adjusted
Interest To Buy	0.290	0.268
Trust	0.247	0.231

f Square

	Brand Awareness	Interest To Buy	Social Media	Trust
Brand Awareness		0.094		0.125
Interest To Buy				
Social Media		0.018		0.083
Trust		0.072		

Based on table 3 of R Square, it can be concluded that 29% of interest in buying Wardah cosmetics is influenced by the independent variables in this research, namely social media, brand awareness and trust.

Hypothesis Test

Table 4. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness -> Interest To Buy	0.295	0.297	0.130	2.261	0.024
Brand Awareness -> Trust	0.330	0.349	0.102	3.226	0.001
Social Media -> Interest To Buy	0.126	0.128	0.121	1.045	0.297
Social Media -> Trust	0.269	0.294	0.100	2.698	0.007
Trust -> Interest To Buy	0.261	0.272	0.120	2.165	0.031

Based on the results of statistical tests in Table 4, it can be described as follows.

1. The effect of social media on interest to buy
From the results of statistical tests, the sig value of 0.297 is greater than the significant level > 0.05 ($0.297 > 0.05$). This means that social media does not have a significant impact on interest to buy.
2. The effect of brand awareness on interest to buy
From the results of statistical tests, the sig value of 0.024 is smaller than the significant level > 0.05 ($0.024 < 0.05$). This means that brand awareness has a significant impact on interest to buy.
3. The influence of trust on interest to buy
From the results of statistical tests, the sig value of 0.031 is smaller than the significant level > 0.05 ($0.031 < 0.05$). This means that trust has a significant impact on interest to buy.
4. The effect of social media on trust.
From the results of statistical tests, the sig value of 0.007 is smaller than the significant level > 0.05 ($0.007 < 0.05$). This means that social media has a significant impact on trust.

Specific Indirect Effect is used to show the strength of the effect or indirect effect of the independent variable on the dependent variable through the intervening variable. Specific Indirect Effect will give the value of the influence of the intervening variable, namely trust. The hypothesis can be accepted if the T-Statistic > 1.96 or the P-Values < 0.005 .

Table 5. Measuring the Mediation Effect

Specific Indirect Effects

Mean, STDEV, T-Values,
P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness -> Trust -> Interest To Buy	0.086	0.092	0.050	1.737	0.083
Social Media -> Trust -> Interest To Buy	0.070	0.080	0.047	1.477	0.140

Based on the calculation of the Specific Indirect Influence, trust is not significant as a mediating variable for both social media and brand awareness on purchasing interest, because the Specific Indirect Influence value is greater than 0.05.

Discussion

The results of the research show that the influence of social media is not significant on interest in purchasing Wardah cosmetic products, this needs to be considered carefully, one of the market segments needs to be evaluated carefully, because on social media many competing products use social media as a means of advertising, thus if the target If the cosmetic product market is not actively involved or is underrepresented on social media platforms, it is likely that the promotional effect through these media will be limited. For example, older consumers tend not to use social media intensively compared to the younger generation. Furthermore, information overload on social media also needs to be considered. The existence of many brands and advertisements on social media can make consumers feel overwhelmed and have difficulty differentiating or choosing products that suit their wishes. Another important factor is the experience of shopping directly in a physical store for cosmetic products, which often requires precise color and texture adjustments, so many consumers prefer this experience to online purchases. Changing trends and changes in consumer behavior need to be taken into account. Changes in consumer awareness, such as increasing concern for sustainable products or natural ingredients, can change purchasing interest from conventional cosmetic products that are often advertised on social media.

The research results show that brand awareness has a significant impact on buying interest in Wardah cosmetic products. This can be because brand awareness makes it easier for consumers to recognize certain products among the various choices available on the market. In a very competitive industry such as cosmetics, brands that are well known have the advantage of highlighting their products and making it easier for consumers to choose the products they want. Wardah's popularity creates advantages which increase interest in purchasing products.

Furthermore, there is a close relationship between brand awareness and perceived product quality. Consumers tend to associate known brands with higher quality. Brands that have built a reputation for quality products will gain consumer trust, which in turn, makes consumers more interested in new products introduced by the brand. Personal experience also plays an important role. If a consumer has used a product from a brand and was satisfied with the results, they are more likely to continue purchasing products from the same brand in the future. Additionally, promotions and advertising play an important role in creating brand awareness. Well-known brands in the cosmetics industry often have large budgets for promotions and advertising. They can use various media, including celebrities or influencers, to introduce their products to consumers. This high brand awareness can influence consumers in considering these products.

Trust has a significant impact on buying interest in Wardah cosmetic products, because it has roots in psychological and social factors which play an important role in the consumer decision-making process. In the context of cosmetic products, trust plays a major role in forming the basis of purchasing decisions. In the very diverse cosmetics industry, consumers who have trust in a brand or product tend to feel more confident and comfortable in purchasing it. This belief functions as a

strong foundation in forming buying interest. In addition, consumers often link trust with product quality. Brands that have built a reputation for quality products tend to earn consumers' trust. In the cosmetics industry where product quality and results play a central role, this belief has a very significant influence on purchase intention. Brand reputation is also an aspect that is closely related to trust. Brands that have built a good reputation have an advantage in gaining consumer trust. When consumers hear about a brand that is known for the quality and integrity of its products, they are more likely to try products from that brand. Reviews and recommendations from trusted individuals or sources also have a big impact. Consumers often look for positive reviews and recommendations before making a purchasing decision. When they see favorable reviews or recommendations from people or sources they trust, this can positively influence their buying interest. Trust is also related to the belief that the product will provide value and benefits in accordance with consumer expectations. Consumers who believe that a product will meet their needs tend to be more motivated to purchase the product.

Trust is not able to mediate the relationship between social media and brand awareness on interest in purchasing Wardah cosmetic products, this can be because social media has become a direct source of information that is very influential for consumers. When consumers use social media platforms, they have direct access to reviews, recommendations, and promotions of cosmetic products. This information can form a direct view of the product without involving complex trust elements. Consumers can make decisions based on the information they obtain through direct interaction with social media content. Apart from that, social media also functions as a direct link between consumers and cosmetic brands. Consumers can interact directly with brands through comments, questions, or participation in various contests or promotions hosted by the brand. This direct relationship can influence purchasing interest without the need to mediate through a high level of trust. Consumers can feel closer to the brand and its products through direct interaction.

Brand awareness also has an important initial role in forming purchasing interest. When consumers first learn about a brand through social media advertising or promotional content, they may not have a high enough level of trust in the brand. However, brand awareness that has been formed can create initial interest in trying the product without strong trust. Variability in levels of trust between individuals also plays a role. Trust levels can vary, and some consumers may have a high level of trust in a brand they have never tried before, while others may need first-hand experience with the product to build trust. In this case, trust may not be consistent as a mediator in the influence of social media and brand awareness on purchasing interest.

4. CONCLUSION

The research results show that the influence of social media does not significantly influence interest in purchasing Wardah cosmetics, while brand awareness and trust have a significant impact. This is because the influence of social media on purchasing interest is limited due to several factors, including differences in social media use between the older and younger generations, information overload on social media, as well as consumer preferences for direct shopping experiences. Apart from that, changing trends and changes in consumer awareness can also influence purchasing interest in cosmetic products. On the other hand, brand awareness has a significant influence because it makes it easier for consumers to recognize Wardah products among the various choices available. In addition, brand awareness is also related to perceived product quality, personal experience, promotions and brand reputation. All of these factors contribute to increasing interest in purchasing Wardah cosmetic products.

Trust also plays a very important role in forming buying interest. Consumers who have trust in a brand or product tend to be more confident in their purchases. This trust is closely related to perceptions of product quality, brand reputation, reviews, recommendations, and confidence that the product will provide value and benefits as expected.

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