

Increasing Purchase Intention for Choral Products Based on Social Media Marketing, Brand Image and Brand Trust With E-Wom as a Moderating Variable

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Abstract. *This study aims to determine the effect of social media marketing on the purchase intention of Choral bags; Determine the effect of social media marketing on brand trust in Choral consumers; determine the effect of brand trust on online purchase intention of Choral bags; determine the effect of social media marketing on online purchase intention through brand trust; determine the effect of social media marketing on brand image in Choral consumers; the effect of brand image on online purchase intention of Choral bags; determine the effect of social media marketing on purchase intention through brand image; determine the effect of social media marketing moderated by e-WoM on online purchase intention of Choral bags. This study uses a quantitative approach, where data collection is carried out by distributing questionnaires (primary data) to potential consumers of Choral.id products. Data analysis uses WarpPLS 8.0. Instrument testing uses validity and reliability tests. The results show that social media marketing has a positive but insignificant effect on purchase intention. Social media marketing has a positive and significant effect on brand trust. Brand trust has a positive and significant effect on purchase intention. Social media marketing has a positive and significant effect on brand image. Brand image has a positive and significant effect on purchase intention. The moderating effect of EWOM on the relationship between social media marketing and purchase intention is significant. The indirect effect of social media marketing on purchase intention through brand image and brand trust is positive and significant.*

Keywords: *Intention; Marketing; Media; Purchase; Social.*

1. Introduction

Indonesia's population reached 282,477,584 by the first semester of 2024, according to data from the Directorate General of Population and Civil Registration (Ditjen Dukcapil) at the Ministry of Home Affairs. Indonesia is one of the most populous countries in the world. This large population creates significant opportunities for local and international companies to reach significant markets through product marketing strategies.

The fashion sector, as part of the creative industry, is actually showing a very dynamic growth trend. According to a 2023 survey conducted by the Creative Economy Agency (Bekraf) and the Central Statistics Agency (BPS), the creative industry sector as a whole contributed 7.38% to the national Gross Domestic Product (GDP). Despite this, Indonesia is also known to have one of the highest levels of fashion consumption, with an average annual growth rate of 18%.

The rapid development of the fashion industry is inextricably linked to digital transformation. The internet has become a key driver in driving innovation and market expansion, transforming from basic communication to a broad, interactive platform offering a wide range of services and products. E-commerce platforms, for example, have experienced a significant surge in popularity along with advances in information technology, marking a significant shift in how people purchase and consume fashion products (Incorporated Creative Report, 2019; Guo & Shao, 2005).

The business world is currently experiencing a rapid transformation driven by technological advancements and the expansion of global trade. This situation opens up vast opportunities for businesses and companies to grow, both in terms of revenue and network relationships. Furthermore, the growth of cross-border communication has also driven more dynamic collaboration and market expansion. However, behind these opportunities, competition in the business realm is increasing significantly. This intense competition demands superior and responsive strategic management. To remain viable and superior, companies must be able to design and implement mature and measurable competitive strategies. In this process, innovation is key, both in products and services, to stand out in the crowded market and retain consumer interest amidst ever-changing dynamics. In other words, success in the modern era is no longer about survival, but about continuously evolving, adapting, and becoming a pioneer of change.

One of the entities in the Indonesian creative industry operating in the fashion sector is the Choral brand, a domestic brand originating from Bandung and founded in 2016 with the tagline Bags & Luggage Company "BETTER FUTURE" which emphasizes backpack products specifically designed for daily activities. Choral carries the vision of making a local brand in the fashion business that excels nationally and globally. Creating superior products that are not only visually appealing, but can provide value for the user, as well as being a pioneer in developing innovative products by prioritizing functionality and flexibility in every activity. Previously the company focused on offline marketing systems, at the end of 2019 Choral in collaboration with its new team, has transformed its marketing system into a fully online-based model, while adopting an urban, simple, elegant yet functional concept with a more varied bag category. Choral has produced its main product, namely bags with various colors and types of models with approximately 3000 products (bags and accessories) every month, in 2024 the total gross revenue was approximately one billion every month, but in October 2024 to February 2025 experienced a significant decline, until the Company carried out staff and marketing employee efficiency from 50 people to 20 people. This creative industry company focuses on the middle to lower class social group with a market segmentation of 15

to 30 years old. Choral, which calls itself a local maker, produces and serves local products throughout Indonesia. The resulting products have a variety of color and style choices with the aim of adjusting the interests of Choral customers.

This research predominantly refers to purchasing intention as part of consumer behavior, because this behavior reflects the steps consumers take to fulfill their needs, starting from searching, purchasing, using, evaluating, to discontinuing the use of a product or service (Iriani, 2014). Consumer behavior has always been a major focus in the world of marketing, both at the academic and practical levels (Constantinides, 2004). In general, a person's level of desire or intention to make a purchase directly influences the likelihood of that behavior occurring (Ajzen, 1991). In this context, factors that influence purchasing decisions come from two sources: external and internal factors. Among internal factors, psychological factors play an important role in shaping consumer decisions (Schiffman & Kanuk, 2010).

Purchasing a product is a decision that rests entirely with the consumer, given that the market offers a wide variety of products to choose from. The purchase decision stage, which encompasses interest and desire to purchase, is the phase in the consumer decision-making process where the consumer actually makes the transaction (Kotler et al., 2020). In this context, consumers are given absolute authority to identify products that align with their personal needs and preferences. Marketing plays a crucial role for companies, as it helps determine how products are introduced and received in the market. Effective marketing activities ultimately aim to drive increased sales, thereby generating profits and ensuring the continuity of business operations.

Choral's brand image is that of a local bag brand that frequently innovates outside the box, yet remains stylish and captivates consumers. Furthermore, its product information is presented in a distinctive style, aiming to attract both loyal followers and potential customers. With this brand image, Choral has successfully captured the attention of today's youth.

In general, a strong brand image plays a crucial role in shaping consumer perceptions of a product. Products with a positive brand image tend to increase customer satisfaction, which in turn stimulates further research and increases the likelihood of purchasing. The more deeply embedded a brand image is in a consumer's identity, the greater their loyalty to that product, providing long-term benefits for the company. Once a brand image is firmly established in consumers' minds, they are more likely to choose that product regularly, driven by their level of trust and knowledge. This simplifies the purchasing decision-making process because consumers feel more confident in their product choices.

However, based on a review of existing literature, there are inconsistencies in research results regarding the direct influence of brand image on purchase intention. Several studies have confirmed that brand image has a direct positive influence on purchase intention, as found by Salhab et al. (2023). However, there are studies that have recorded different results, for example, Lien et al. (2015), who found that brand image does not directly influence purchase intention, and even trust, as a mediating variable, did not show a significant influence on

purchase intention. In this study, value was actually cited as the most dominant predictor in determining consumer purchase intention.

In addition, Chiang & Jang's (2007) research showed that the influence of brand image on price and purchase intention was not proven to be significant, and through the mediation mechanism of value, brand image was also not proven to influence purchase intention. The existence of this research gap emphasizes the need for further research to understand more deeply the complex relationship between brand image, value, trust, and consumer purchase intention in different contexts.

Brand trust plays a crucial role in determining consumer purchasing behavior. When consumers trust a brand, they are not only more likely to purchase that product but also have the potential to form a long-term, high-value relationship with the brand. In an era where products within a category often have uniform quality and are easily imitated by others, the difference that can differentiate a company from its competitors is no longer technical quality but rather the richness of its brand image. In this environment, maintaining a dominant position in the market becomes an increasingly difficult challenge.

To face competitive pressures, companies must strategically strengthen their brand image. Without a strong and positive brand image, companies will struggle to attract new customers and maintain established consumer trust (Ibne-Ali Jaffari et al., 2014). Numerous studies support the close relationship between brand trust and consumer purchase intention. Research by Aydin et al. (2014) shows that national brands with strong identity appeal can increase purchase intention through building trust. Similar results were found by Sanny et al. (2020), confirming that brand trust has a direct impact on increased purchase intention.

Instagram is one of the most dominant social media platforms in Indonesia, with over 85 million active users by early 2025, demonstrating a very high level of penetration and usage within the Indonesian digital ecosystem. Companies' use of Instagram allows them to connect with consumers through a more personal and interactive approach, build stronger relationships, and create a strong brand community (Huseynov & Abasin, 2020). Social media also facilitates customers to become active advocates who share experiences and recommendations that can influence others' purchasing decisions. (Thanasi-Boçe et al., 2022) Instagram, in particular, offers features for sharing engaging visual content, engaging directly with consumers, and running targeted advertising campaigns. By leveraging big data and analytics, companies can optimize their content and offerings to improve customer retention and marketing efficiency. The success of this strategy is largely determined by the depth of understanding of the target market and the application of appropriate technology in customer data analysis.

The effectiveness of social media marketing can be measured by the number of followers on Instagram. The more followers, the greater the opportunity to maximize promotions on the platform. Choral has successfully utilized Instagram effectively, currently boasting 185,000 followers. This demonstrates Choral's Instagram following, which can be leveraged for various

marketing strategies. With a sizable follower base, Choral reaches more potential consumers through engaging content, advertising campaigns, and innovative informational content.

2. Research Methods

This research is explanatory research. As explained by Sugiyono (2019), explanatory research aims to reveal the position of the variables studied and the relationship between them. The researcher chose an explanatory research approach because the main reason is to test the formulated hypothesis. Thus, it is hoped that this research can provide a comprehensive explanation of the interaction and impact between the independent and dependent variables in the hypothesis, particularly regarding the increase in Purchase Intention for Choral products, which is influenced by Social Media Marketing, Brand Image, and Brand Trust, with E-WoM acting as a moderating variable. Primary data is information collected directly from primary sources to meet specific research objectives. In this study, primary data was obtained from respondents, namely prospective buyers of Choral bags. The data collected included respondents' responses to five main variables: social media marketing, brand image, brand trust, electronic word-of-mouth (e-WoM), and purchase intention. In other words, the results of questionnaire quotations from respondents serve as the primary basis for analyzing the relationships between these variables, demonstrating the importance of a direct data approach that focuses on the perceptions and behaviors of prospective consumers. Secondary data refers to information collected from sources that do not provide data directly to researchers, but rather through third parties or through specific documents (Sugiyono, 2018). In this study, the secondary data used was obtained from various sources such as books, journal articles, public data, related information, and previous research results relevant to the topic being studied.

3. Results and Discussion

The data distribution results in this study were obtained through a questionnaire distributed to potential Choral product consumers via the Google Forms platform. The distribution of the data obtained in this study is presented in detail in the table below:

Data Distribution Results Table

Information	Amount	Percentage
questionnaires that have been distributed	150	100%
returned questionnaires received	150	100%
questionnaires that meet the eligibility criteria for further analysis	150	100%

Source: Processed primary data (2025)

The table presents the results of data distribution and collection in the research on Choral products, obtained through a questionnaire instrument distributed online using the Google Forms platform. Of the total 150 questionnaires distributed, all were returned and could be processed, resulting in a 100% response rate. This indicates an excellent response rate, meaning all targeted potential consumers participated in completing the questionnaire. The

primary data obtained from the questionnaires were then used as the basis for analysis in this study, while maintaining a high level of accuracy and validity.

The respondents of this study were potential consumers of Choral products who had not yet made a purchase transaction but were aware of Choral products and had interacted via social media, with the following characteristics:

Respondent Characteristics Table

Characteristics	Amount	Percentage
Age:		
17 – 20 years old	25	16.7%
21 – 25 years old	62	41.3%
26 – 30 years old	33	22%
> 30 years	30	20%
Total	150	100%
Gender:		
Man	94	63%
Woman	56	37%
Total	150	100%
Work		
Students	63	42%
Private employees	36	24%
Self-employed	25	16.7%
ASN	12	8%
Not working/housewife	14	9.3%
Total	150	100%

Source: Processed primary data (2025)

Based on the table shows that 41.3% of potential consumers of Choral products are aged 21-25 years, which is a young and productive adult age. In addition, the largest number of men is 94% compared to women who are 56%, this explains that the majority of respondents of potential consumers of Choral products via Google Form are men. It can be concluded that the majority of potential consumers of Choral products are in the productive young adult age (21-25 years), which is a potential age group with quite large activities and needs. In addition, the dominance of potential male consumers (94%) compared to women (56%) shows that Choral products are more in demand by men, or male respondents are more active in filling out the Google Form.

Based on responses from 150 respondents regarding social media marketing, brand trust, brand image, purchase intention, and electronic word of mouth, the data can be compiled into descriptive statistics. Descriptive analysis of respondents' answers was conducted to illustrate the response to each question item, which was categorized into five levels: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree, with the following calculation:

- 1) Maximum Value = 5
- 2) Minimum Value = 1
- 3) Interval Distance = (Maximum Value – Minimum Value): 5

$$= (5-1): 5$$

$$= 0.8$$

Table Respondent Response Score Criteria

No	Value Range	Category
1	> 4.20	Very high/very good
2	3.41 < x ≤ 4.20	High/good
3	2.61 < x ≤ 3.40	Currently
4	1.81 < x ≤ 2.60	Low/bad
5	≤ 1.80	Very low/very bad

The Partial Least Squares (PLS) approach was used as an advanced method in the data analysis of this study. PLS-based Structural Equation Modeling (SEM), implemented through WarpPLS version 8.0 software, is an alternative analytical approach specifically designed to estimate structural equations based on a variance-based approach.

The measurement model (outer model) in WarpPLS analysis, which involves reflective indicators, can be evaluated through aspects of convergent validity, discriminant validity, and composite reliability.

The structural model (Inner Model) is designed to define the relationships between latent constructs based on the results of parameter coefficient estimates and their statistical significance levels. The results of the structural model are presented as follows:

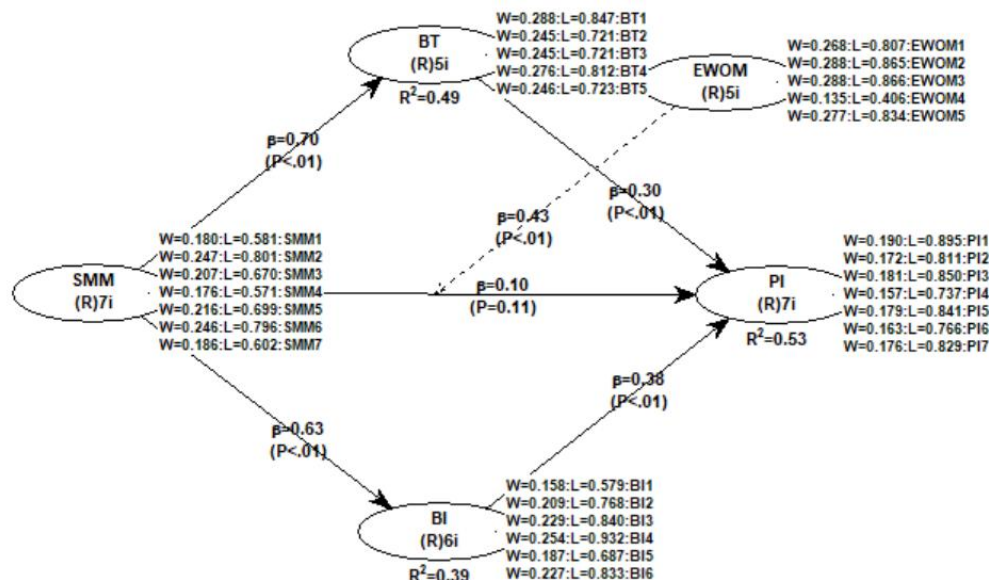


Figure Full Partial Least Square Structural Model

Evaluation of the structural model (Inner Model) can be performed through analysis of the model's Goodness of Fit value. Before interpreting the results of hypothesis testing, it is

necessary to determine the overall goodness of fit of the model. In analysis using WarpPLS, several measures are used to assess model quality. The Goodness of Fit values are shown in the following table.

FIT Model Table

No	Model fit and quality indices	Fit Criteria	Results	Information
1	Average path coefficient (APC)	$p < 0.05$	0.395, $P < 0.001$	Good
2	Average R-squared (ARS)	$p < 0.05$	0.445 $P < 0.001$	Good
3	Average adjusted R-squared (AARS)	$p < 0.05$	0.438 $P < 0.001$	Good
4	Average block VIF (AVIF)	Acceptable if ≤ 5 , ideally ≤ 3.3	1,296	Ideal
5	Average full collinearity VIF (AFVIF)	Acceptable if ≤ 5 , ideally ≤ 3.3	1,867	Ideal
6	Tenenhaus GoF (GoF)	Small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.551	Ideal
7	Sympson's paradox ratio (SPR)	Acceptable if ≥ 0.7 , ideally = 1	1,000	Ideal
8	R-squared contribution ratio (RSCR)	acceptable if ≥ 0.9 , ideally = 1	1,000	Ideal
9	Statistical suppression ratio (SSR)	acceptable if ≥ 0.7	1,000	Ideal
10	Nonlinear bivariate causality direction ratio (NLBCDR)	acceptable if ≥ 0.7	1,000	Ideal

Evaluation of the structural model (Inner Model) is conducted by referring to the Goodness of Fit criteria. As required, the model must meet the goodness of fit criteria before interpreting the results of the hypothesis testing. According to Solimun et al. (2017), a model is still acceptable if one or two of the model fit indicators and Quality Indices are met. Structural model testing aims to ensure that the model is robust and accurate. Evaluation is carried out based on several indicators, including the R-Squares, f-Square, and Goodness of Fit model values. To test the validity of the structural model, a t-test is used on the dependent construct and to assess the significance of the structural path parameter coefficients. The results of the structural model testing are described as follows:

a. R-Square

R-square values can be categorized into three levels based on standard interpretation. According to Hair et al. (2019), an R-square value of 0.75 is considered strong; a value of 0.50 is classified as moderate; and a value of 0.25 is classified as weak. The R-square values for the dependent variables obtained in this research model are presented in the following table:

R-Square Value Table

No	Variables	R-Squares	Prediction Model
1	SMM		
2	BT	0.489	Weak

3	BI	0.377	Weak
4	EWOM		
5	PI	0.470	Moderate

Based on calculations performed using Warp PLS 8.0, according to the table above, the Brand Trust variable shows an R-square value of 0.489, which indicates that the influence of Social Media Marketing on Brand Trust reaches 48.9%. Meanwhile, the R-square value for the Brand Image variable is 0.377, so the influence of Social Media Marketing on Brand Image is 37.7%. For the Purchase Intention variable, the R-square value is recorded at 0.470, which means the influence of Social Media Marketing on Purchase Intention is 47.7%.

The R-squared value indicates the proportion of the response variable that can be explained by the predictor variables. The higher the R-squared value, the better the model quality, and vice versa. The R-squared value only applies to the response variable. Based on the output results, the R-squared value for the Purchase Intention (PI) variable is 0.470, which means the contribution of the Social Media Marketing (SMM), Brand Trust (BT), and Brand Image (BI) variables to PI reaches 47.0%, while the remaining 53.0% is influenced by other variables outside this research model and error factors.

b. *Goodness of Fit*

The model fit and quality indices display the results of several criteria, including the Average Path Coefficient (APC), Average R-Squared (ARS), and Average Variance Inflation Factor (AVIF). The p-values for the APC and ARS indicators are obtained through a resampling-based estimation process and an approach similar to the Bonferroni correlation. This is necessary because both are calculated as parameter averages. Evaluate whether the model fits (is appropriate or supported).

The p-value for the Average Path Coefficient (APC) and Average R-Squared (ARS) must be less than 0.05, indicating statistical significance. Furthermore, the Average Variance Inflation Factor (AVIF), an indicator of multicollinearity, must be below 5. Based on the obtained output, the model's goodness-of-fit criteria have been met, with an APC value of 0.395 and an ARS of 0.445 indicating significance. The AVIF value of 1.296 also meets the requirements. Thus, the model can be declared a good model.

1) Hypothesis Testing on Outer Model

Parameter testing in the outer model was conducted using the t-test. The purpose of hypothesis testing in the outer model was to evaluate the influence of indicators on the latent construct. The statistical hypothesis proposed in the context of the outer model was formulated as follows: $H_0: \lambda_i = 0$ vs. $H_1: \lambda_i \neq 0$

The following presents the outer loading values for each indicator for each variable:

Outer Loading Value Table

Variables	Indicator	Loading Factor	p-value
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SMM	SMM1	(0.581)	<0.001
	SMM2	(0.828)	<0.001
	SMM3	(0.701)	<0.001
	SMM4	(0.600)	<0.001
	SMM5	(0.833)	<0.001
	SMM6	(0.658)	<0.001
BT	BT1	(0.847)	<0.001
	BT2	(0.721)	<0.001
	BT3	(0.721)	<0.001
	BT4	(0.812)	<0.001
	BT5	(0.723)	<0.001
BI	BI1	(0.579)	<0.001
	BI2	(0.768)	<0.001
	BI3	(0.840)	<0.001
	BI4	(0.932)	<0.001
	BI5	(0.687)	<0.001
	BI6	(0.833)	<0.001
EWOM	EWOM1	(0.842)	<0.001
	EWOM2	(0.842)	<0.001
	EWOM3	(0.863)	<0.001
	EWOM4	(0.857)	<0.001
PI	PI1	(0.895)	<0.001
	PI2	(0.811)	<0.001
	PI3	(0.850)	<0.001
	PI4	(0.737)	<0.001
	PI5	(0.841)	<0.001
	PI6	(0.766)	<0.001
	PI7	(0.829)	<0.001
EWOM*SMM		(1,000)	<0.001

Based on the table, it can be observed that all indicators show a p-value smaller than 0.05, so all indicators significantly represent their respective latent constructs, namely Social Media Marketing, Brand Trust, Brand Image, Purchase Intention, and eWoM. From the results of the outer loading values, the most dominant indicator in representing each variable can be identified based on the largest value magnitude. The strongest indicator in describing Social Media Marketing is SMM5 with an outer loading value of 0.833. For the Brand Trust construct, the dominant indicator is BT1 with a value of 0.847. In terms of Brand Image, the BI4 indicator shows the highest value of 0.932. Meanwhile, the dominant indicator for Purchase Intention is PI1 with an outer loading value of 0.895. Finally, for the eWoM construct, the strongest indicator is EWOM3 with an outer loading value of 0.863.

Table of Results of Direct Relationship Hypothesis Testing

No	Relationship between variables (explanatory variable response variable)		Path coefficient	p-value	Information
1	SMM	BT	0.699	<0.001	Highly significant
2	BT	PI	0.288	<0.001	Highly significant

3	SMM	BI	0.614	<0.001	Highly significant
4	BI	PI	0.361	<0.001	Highly significant
5	SMM	PI	0.045	0.288	Not significant
6	EWOM*SMM	PI	0.364	<0.001	Highly significant

Based on the Table and visual presentation in the Figure, the following direct influence results are obtained: Social Media Marketing has a significant positive influence on Brand Trust with a path coefficient of 0.699 ($p < 0.01$), so that the hypothesis H2 (SMM has a positive effect on BT) is accepted. Furthermore, Brand Trust shows a significant direct influence on Purchase Intention with a path coefficient of 0.288 ($p < 0.01$), which supports the acceptance of the hypothesis H3 (Brand Trust has a significant effect on Purchase Intention). Because both relationships are proven to be significant, it can be concluded that Brand Trust acts as a mediating variable that mediates the relationship between Social Media Marketing and Purchase Intention, so that Hypothesis 4 is declared accepted. The path coefficient is positive, indicating that the better the social media marketing of choral products, the higher the brand trust of choral products will be and the higher the brand trust for consumers, the better the purchase intention of potential choral consumers will be.

Based on the analysis results, Social Media Marketing does not show a significant direct influence on Purchase Intention, with a path coefficient of 0.045 and a p-value of 0.288, which is greater than the significance level of 0.05. Thus, hypothesis H1 (Social Media Marketing has a positive influence on purchase intention) cannot be accepted.

Based on the analysis results, hypothesis H5 (Social Media Marketing has a positive effect on Brand Image) is accepted, because Social Media Marketing shows a positive and significant direct effect on Brand Image with a path coefficient of 0.614 ($p < 0.01$). Furthermore, hypothesis H7 (Brand Image has a positive effect on Purchase Intention) is also accepted, indicating that Brand Image has a significant direct effect on Purchase Intention with a path coefficient of 0.361 and a p value of < 0.01 . Thus, it can be concluded that Brand Image acts as a mediating variable that mediates the relationship between Social Media Marketing and Purchase Intention, so that hypothesis H6 is accepted. A positive path coefficient indicates that increasing the effectiveness of Social Media Marketing on Choral products will be followed by an increase in Brand Image, and this increase in Brand Image, in turn, will contribute to increasing Purchase Intention of potential consumers of Choral products.

There is a positive interaction of 0.364 and significant with a p value < 0.01 between EWOM and SMM in influencing PI, the more intensive EWOM the greater the influence of SMM on PI. This condition shows that the moderating effect of EWOM on the relationship between SMM and PI is significant with a p value < 0.001 .

Apart from the direct relationship, there is also an indirect relationship that occurs between exogenous and endogenous variables, as shown in the following table:

Table of Results of Indirect Relationship Hypothesis Testing

No	Relationship between variables (explanatory variable response variable)			Path coefficient	p-value	Information
Testing of Mediating Variables of 2 Segments						
	Explanatory Variables	Mediating Variables	Response Variable	Indirect Influence	p-value	Information
1	SMM	BI & BT	PI	0.423	<0.001	Mediation

Based on the table, the influence of the SMM variable on PI indirectly through the BI and BT mediators is 0.423 with a p-value <0.001 categorized as highly significant. So it can be said that BI and BT are mediating variables (2 segments) of the SMM variable on PI. The higher the quality of the implementation of social media marketing (SMM) for choral products will have a positive impact on increasing the purchase intention of potential consumers, especially if supported by strong brand trust and brand image. The higher efforts to increase the purchase intention of potential consumers can not only be achieved through the implementation of effective social media marketing, but can also be strengthened by strategies to increase brand trust and brand image of choral products.

Discussion:

In this study, hypothesis testing was conducted using Structural Equation Modeling analysis based on Partial Least Squares (SEM-PLS). A more detailed explanation of the test results will be presented in the following section:

1) The Influence of Social Media Marketing on Brand Trust

Based on the results of the Structural Equation Modeling analysis with the Partial Least Squares (SEM-PLS) approach, Social Media Marketing (SMM) shows a positive and significant influence on Brand Trust (BT) on Choral branded bag products, with a path coefficient value of 0.699 and a significance level of $p < 0.01$. This finding indicates that marketing strategies carried out through social media platforms effectively contribute to building and increasing consumer trust in the Choral brand. In the context of Choral products, the use of social media marketing includes managing interesting content, active interaction with consumers through comments and messages, and consistent and creative promotional campaigns on popular platforms such as Instagram and Facebook. This approach creates transparency and emotional closeness between brands and consumers, thereby building positive perceptions and strengthening loyalty through solid trust.

The real-world situation at Choral also demonstrates that social media has become a primary channel for consumers to learn about, assess the quality of, and share experiences with the bag. The review system, customer testimonials, and influencer endorsements implemented through SMM provide tangible social proof, directly increasing consumers' sense of security and trust in the brand. Based on recent research findings in the field of social media marketing and brand trust, as revealed by Habibi et al. (2014) and Kumar et al. (2021), social media platforms serve not only as a promotional tool but also as a two-way communication platform

that encourages active consumer engagement and supports the formation of a loyal brand community. Therefore, Choral's SMM strategy not only increases exposure but, more importantly, builds strong and trustworthy relationships with its consumers.

2) The Influence of Brand Trust on Purchase Intention

Based on the results of the Structural Equation Modeling analysis with the Partial Least Squares (SEM-PLS) approach, Brand Trust is proven to have a significant direct influence on Purchase Intention, with a path coefficient value of 0.288 and a significance level of $p < 0.01$ on Choral brand bag products. This finding indicates that the higher consumer trust in the Choral brand, the greater their tendency to purchase the product. This result supports Hypothesis 3, which states that Brand Trust positively and significantly influences consumer purchase intention. A positive coefficient value indicates a strong and unidirectional relationship between trust in the brand and consumer interest in making a purchase.

Based on an analysis of previous research findings, the results obtained in this study align with several similar studies that also found a significant influence of Brand Trust on Purchase Intention. For example, a study conducted on a fresh food e-commerce platform in China stated that Brand Trust acts as a key mediator between perceived product value and consumer purchase intention, with the largest contribution in shaping Purchase Intention. Furthermore, other research shows that in Generation Z, exposure to artificial intelligence (AI) technology accompanied by a positive attitude toward that technology can strengthen Brand Trust, which then directly increases the likelihood of making a purchase. These findings strengthen the argument that trust in brands is a critical factor in influencing consumer decisions in the digital age. Other studies in the field of social commerce highlight the influence of system quality, technology, and trust, which have a significant effect on purchase intention and customer word-of-mouth behavior. All of these studies are consistent with the findings of the Choral bag product, demonstrating the importance of Brand Trust as a key factor in driving purchase decisions (Zhou et al., 2021; Li & Chen, 2022; Wang et al., 2023).

3) The Influence of Social Media Marketing on Brand Image

The analysis results in this study indicate that Hypothesis 5, which states that Social Media Marketing (SMM) has a positive effect on Brand Image, is significantly accepted. The path coefficient value of 0.614 with a p -value < 0.01 indicates that the implementation of marketing strategies through social media has a strong and statistically significant impact on improving the brand image of Choral bags. This finding proves that marketing efforts carried out on social media effectively shape positive consumer perceptions of the brand, thereby significantly strengthening the brand image. In other words, the more intensive and strategic the use of social media in marketing activities, the more positive the image attached to the brand. This result is in line with the findings of previous studies conducted by Hidayatullah & Bayu (2018), Balakrishnan et al. (2014), and Fahmi et al. (2020), which also confirmed the central role of social media marketing in building and strengthening brand image in the minds of consumers. Thus, this study not only supports the proposed hypothesis but also enriches

the literature with consistent empirical evidence on the importance of digital platform integration in brand-based marketing strategies.

4) The Influence of Brand Image on Purchase Intention

Hypothesis 2, which states that brand image has a positive effect on purchase intention, is significantly supported based on the analysis results using the Structural Equation Modeling approach with the Partial Least Squares (SEM-PLS) method on Choral bags. The path coefficient value of 0.361 accompanied by a p-value <0.01 indicates that the relationship between brand image and purchase intention is positive, direct, and highly statistically significant. This finding indicates that the more positive consumers' perceptions of a brand's image, the higher their tendency to make a purchase. In other words, the formation of a strong brand image through identity consistency, product quality, and marketing communications plays a key role in influencing consumer decisions at the pre-purchase stage. These results reinforce the assumption that brand image is not only a reputational aspect, but also a strategic factor that significantly contributes to product attractiveness in the market. In the context of Choral bags, this positive brand image can stem from the brand's well-known reputation, good product quality, and consumers' perceptions of the bag's style and exclusivity, which significantly influence consumers' decisions to purchase this product.

This phenomenon aligns with similar research that confirms the role of brand image in influencing purchase intention across various product categories. A study by (Amin, M., & Ahmad, R, 2025) emphasized that a strong brand image is key to building purchase intention, especially if the brand is able to create positive perceptions and high credibility in the eyes of consumers. In the case of Choral bags, marketing efforts that emphasize the brand's aesthetic value, material quality, and social status successfully strengthened the brand image, which then directly influenced increased customer purchase intention. Another study (Park, J., Lee, H., & Kim, S, 2023) also supports this finding by demonstrating the influence of brand image on purchase intention for products perceived as having added emotional and symbolic value.

4. Conclusion

The influence of social media marketing on direct purchase intentions for bags shows a positive contribution, but it is not statistically significant. This means that the higher the entertainment, **interaction**, customization and trendiness able to increase explorative interest, preferential interest, referential interest, and transactional interest in Choral brand products. However, this influence was declared insignificant, which means that the positive impact is not strong enough or consistent statistically to be said to have a truly large influence or its influence is still weak. Therefore, hypothesis (H1) in this study is not supported/accepted. The use of marketing through social media has a direct and significant positive impact on increasing consumer trust in a brand (brand trust). The higher the role of social media marketing is able to increase brand trust in Choral products. This means that entertainment, **interaction**, customization and trendiness able to improve brand reputation, brand competence, trust in the company, company reputation, and brand

personality of Choral products. Therefore, H2 in this study is supported/accepted. Brand trust has a direct and significant positive effect on purchase intention. Higher brand trust is proven to increase the purchase intention of prospective buyers of Choral products. This means that higher brand reputation, brand competence, trust in the company, company reputation, and brand personality of Choral products can increase explorative interest, preferential interest, referential interest, and transactional interest of prospective buyers of Choral products. Therefore, H3 in this study is supported/accepted.

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