The Effect of Social Media Marketing Activity on Consumer's Purchase Intention in Huitsportwear Products Mediated by Customer Trust

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ABSTRACT

The increasing number of social media users in Indonesia has made several companies in the textile industry use social media as a medium of communication, promotion and also provide information on a product, one of which is the Huitsportwear company. Huitsportwear does marketing through Instagram social media by creating information content about products with a total of 610 posts, but Huitsportwear experienced a decline in sales and received complaints from Instagram followers about information provided on Instagram social media that was considered less informative and trustworthy, causing followers to hesitate to make purchases on Huitsportwear products. This study aims to determine how much influence social media marketing and customer trust have on consumer purchase intentions in Huitsportwear products with customer trust as a mediation variable. In this study, the method used is a quantitative method with the purpose of research, which is casual. Data collection using non-probability sampling method with convenience sampling type as many as 400 follower respondents who have purchased Huitsportwear products. This study used questionnaire data collection techniques with ordinal scales and data analysis techniques using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. This study found that social media marketing affects intention of consumer purchases and customer trust. Furthermore, customer trust affects consumer purchase intentions. Customer trust mediates the relationship between social media marketing and consumer purchase intention. The suggestion in this study is that the Huitsportwear company can create interactive and informative content about the promotion of available products and services so as to increase consumer buying interest in Huitsportwear products

Keywords: Consumer Purchase Intention, Customer Trust, Social Media Marketing

INTRODUCTION

The current development of the internet has given rise to various types of social media platforms , one of which is Instagram social media. According to a survey conducted by We Are Social, Instagram social media is one of the most popular platforms at the moment (RA Dwi, 2022) . The following is the number of users of social media platforms that are often used in Indonesia.
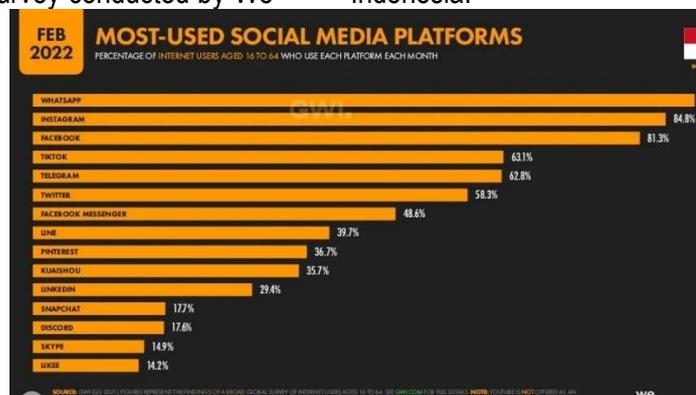

Figure 1. 1Number of Social Media Users in Indonesia in 2022
Source: (RA Dwi, 2022)

Based on Figure 1.3 above, it can be seen that the Instagram social media platform occupies the second position from the top, namely Instagram users as much as 84.8% of the total population in Indonesia. The number of Instagram users in Indonesia in 2022 will reach 99.15 million people. Companies in the textile industry that utilize social media as a medium for communication, promotion and also providing information on a product are Huitsportwear companies. Huitsportwear uses social media to promote its products, one of the social media used is Instagram. Instagram is a social media that is considered to have a fairly high opportunity to promote goods and services (Puspitarini & Nuraeni, 2019) . The following is the Huitsportwear company Instagram social media account.

Based on Huitsportwear's social media account which is active in creating social media content related to product information, educational information containing tips and tricks, information related to information about football, information about promos, special offers, expanding the reach of business partners, and bonuses are also carried out through the media. social media, this can be seen in the account name @hitsportwear with the amount of content currently being made as many as 610 posts and has followers of 9,273 followers.

The use of Instagram social media used by Huitsportwear aims to increase interest in buying Huitsportwear products. According to research conducted by Manzoor et al. (2020) , marketing through social media can increase interest in buying a product or service. In Huitsportwear's financial reports, sales of Huitsportwear products have decreased in 2022, following are sales of Huitsportwear products. Based on sales data for sportswear for 2020-2022, that Huitsportwear products experienced a decrease in sales in 2022, namely Rp. 717,263,932, when compared to 2021, which was Rp. 1,077,917,110. The decline in Huitsportwear sales compared to previous years may be due to a lack of

consumer buying interest in Huitsportwear products.

The phenomenon in social media marketing , namely Huitsportwear, conducts marketing through Instagram social media by creating informational content about products with a total of 610 posts, but Huitsportwear has experienced a decrease in sales and received complaints from Instagram followers about the information provided on Instagram social media which is considered less informative and can be trusted, causing followers to hesitate to make purchases on Huitsportwear products. Based on the background of the problem described, the researcher wants to know how much influence social media marketing has on consumer purchase intention, therefore the researcher decided to conduct a study entitled " The Influence of Social Media Marketing on Consumer's Purchase Intention on Huitsportwear Products Mediated by Customer Trust variable ".

METHODS

In this study the method used is the quantitative research method, this method is a method that has the objective of measuring how much influence the predetermined hypothesis has on the population and sample, where the data obtained based on the population and sample will be collected through research instruments (Indrawati, 2015) . The purpose of research is causal, the purpose of this research is used when previous researchers have studied and understood previous research that discusses the relationship between variables (Indrawati, 2015) . This study uses a type of causal investigation, where the type of causal investigation is the type carried out by researchers to analyze and measure how big the cause of a problem is in the research. (Indrawati, 2015) . Furthermore, this study uses a non-contrived research background, a non-contrived research setting can be carried out when environmental conditions are normal and do not manipulate data (Indrawati, 2015) .

This study uses a survey research strategy, this research strategy can be used when the

population used in this study is large or small and the data to be used in the study is data from samples originating from the population used in this study (Sugiyono, 2018) . Furthermore, this study used a questionnaire data collection technique, this data collection technique can be used to collect respondent data which is done by giving several written questions to respondents according to the criteria in this study to be answered (Sugiyono, 2018) . The unit of analysis used in this study is an individual or group of followers on the Huitsportwear Instagram account.

Based on the time of implementation, this study used the cross-sectional type, this type was used when collecting data in one period, then the data was processed and conclusions were made (Indrawati, 2015) . This study uses data analysis techniques Structural Equation Modeling (SEM), this technique is used when research uses many variables with several indicators.

Table 1. Research Characteristics

No	Research Characteristics	Type
1	Based on the method	Quantitative
2	By destination	causal
3	Based on the type of investigation	causal
4	Based on research background	Non Contrived
5	Based on the research strategy	Survey
6	Based on data collection techniques	Questionnaire
7	Based on unit of analysis	Hutportwear Folloer individuals or groups
8	Based on execution time	Cross Section
9	Based on research analysis techniques	Structural Equation Modeling (SEM)

RESULTS and DICUSSION

Validity test

Table 2. Convergent Validity Test

Variable	Indicator	Loading Factor (>0.7)	AVE	Results
Social Media Marketing	SMM1	0.964	0897	Valid
	SMM2	0.903		
	SMM3	0.952		
	SMM4	0.952		
	SMM5	0.948		
	SMM6	0.951		
	SMM7	0.951		
	SMM8	0.956		
Customer Trust	CT1	0.953	0.906	Valid
	CT2	0.946		
	CT3	0.942		
	CT4	0.952		
	CT5	0966		
Consumer Purchase Intentions	CPI1	0.964	0.918	Valid
	CPI2	0962		
	CPI3	0.948		
	CPI4	0.958		
	CPI5	0.954		
	CPI6	0.956		
	CPI7	0.963		

Source :Primary Data Processed (2023)

Based on Table 4.6, it can be seen that the loading factor value for each variable indicator in this study meets the criteria of the convergent validity test, namely the loading factor value > 0.7. In the social media marketing variable , there are eight indicators, where all of these indicators are stated to be quite strong. The customer trust variable has five indicators and all of these indicators are stated to be quite strong. In the consumer purchase intention variable , there are seven indicators, where all of these indicators are stated to be quite strong. Furthermore, after all the indicators are considered strong enough, the value of the validity test converges can be seen from the Average Variance Extracted (AVE) value. The Average Variance Extracted (AVE) value is needed in conducting a convergent validity test (P. DHI Ghozali & Latan, 2015) . Based on Table 4., it can be seen that the Average Varience Extracted (AVE) value for all variables in this study has met the predetermined criteria, namely the AVE value > 0.50, therefore it can be stated that each variable in this study has met the convergent validity test criteria .

Discriminant Validity

Table 3. Cross Loading Values

	Consumer Purchase Intention	Customer Trust	Social Media Marketing
CPI1	**0.964**	0.862	0.904
CPI2	**0962**	0837	0892
CPI3	**0.948**	0.846	0893
CPI4	**0.958**	0.833	0879
CPI5	**0.954**	0.855	0.890
CPI6	**0.956**	0837	0.875
CPI7	**0.963**	0.834	0.907
CT1	0.833	**0.953**	0.881
CT2	0.829	**0.946**	0.875
CT3	0.842	**0.942**	0.881
CT4	0.850	**0.952**	0.889
CT5	0837	**0966**	0.881
SMM1	0892	0.883	**0.964**
SMM2	0.825	0.825	**0.903**
SMM3	0.888	0.883	**0.952**
SMM4	0.889	0.888	**0.952**
SMM5	0.881	0879	**0.948**
SMM6	0893	0.883	**0.951**
SMM7	0.882	0879	**0.951**
SMM8	0.901	0.895	**0.956**

Source: Primary Data Processed (2023).

It can be seen in Table 4.7, the cross loading value of each variable in this study is in accordance with the required rule of thumb , namely the cross loading value > 0.70 and the indicator correlation value to the construct is higher than the indicator correlation value with other constructs. In the social media marketing variable , there are eight statement items, where all of these statement items have a higher value than other indicators. In the customer trust variable , there are five statement items, where all of these statement items have a higher value than the other indicators. The consumer purchase intention variable has seven statement items, where all of these statement items have a higher value than other indicators. Furthermore, the discriminant validity test can be seen through the value of the Fornell-Larcker test, where a construct can be said to be valid by comparing the roots of the AVE (Fornell-Larcker Crietrion) with the correlation between

latent variables. The following is the Fornell-Larcker test

Table 4. Fornell-Larcker test

	Customer Trust	Social Media Marketing	Consumer Purchase Intention
Customer Trust	**0.952**		
Social Media Marketing	0.926	**0947**	
consumer purchase intention	0.881	0931	**0.958**

Source: Primary Data Processed (2023).

Based on Table 4.8, each variable in this study complies with the required rule of thumb , namely the construct value is greater than the correlation with other variables. The correlation on the customer trust variable has a higher correlation when compared to the correlation of other variables. The correlation on social media marketing variables has a higher correlation when compared to other variable correlations. The correlation on the consumer purchase intention variable has a higher correlation when compared to the correlation of other variables. The Fornell Lacker test and the cross loading value in this study fulfilled the rule of thumb for discriminant validity testing so that the discriminant validity test in this study was declared valid.

a. Reliability Test

Table 5. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0.984	0.986
Customer Trust	0.974	0.980
consumer purchase intention	0.985	0987

Source: Primary Data Processed (2023).

It can be seen in Table 4.9, the value of Cronbach's Alpha and the Composite Reliability (CR) value of each variable in this study has a value exceeding 0.7. This is in accordance with the criteria of Cronbach's Alpha and Composite Reliability (CR) values, which are greater than 0.7 so that it can be said that all variables in this study can be declared reliable .

Table 5. Model Fit Test

Criteria	Criteria	Mark	Results
SRMR	>0.90	0.017	Good Fit
Chi-Square	<0.08	1,109,043	Good Fit
NFIs	Close to zero	0.929	Good Fit
rms Theta	<3xDF	0.156	Good Fit

Source: Primary Data Processed (2023).

Based on Table 4.10, the model fit test in this study shows that the construct in this research study has fulfilled the rule of thumb which is determined by the result of having a good model fit test.

Table 6. Hypothesis Testing

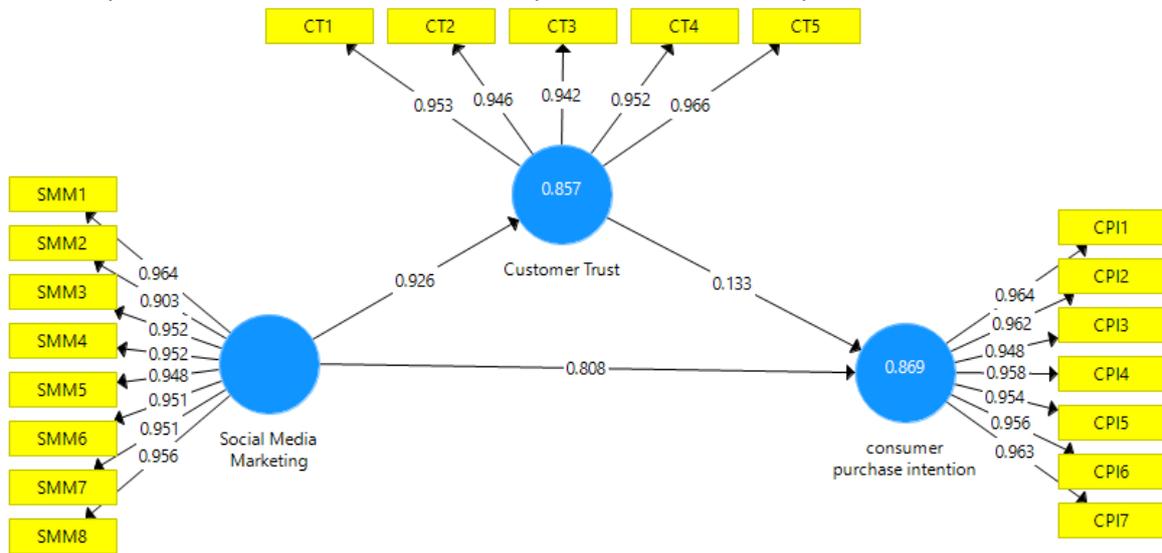| Hypothesis	Regression Coefficient	T Value	P Values	Results
H1:Social Media Marketing -> consumer purchase intention	0.808	10,922	0.000	Hypothesis Accepted
H2:Social Media Marketing -> Customer Trust	0.926	37,600	0.000	Hypothesis Accepted

H3: Customer Trust -> consumer purchase intention	0.133	2,000	0.023	Hypothesis Accepted
H4:Social Media Marketing -> Customer Trust -> consumer purchase intention	0.123	1904	0.029	Hypothesis Accepted

Source :Primary Data Processed (2023)

Based on Table 4.11 answer the questions contained in this study, namely by looking at the significance value between variables, namely the T-value > 1.64. The relationship between social media marketing and customer trust variables on the consumer purchase intention variable has a T- value > 1.64, therefore the results show that H1 and H3 are accepted. Furthermore, the relationship between the social media marketing variable and the customer trust variable has a T- value > 1.64, therefore the result is H2. The relationship between mediating variables on social media marketing and consumer purchase intention has a T-Value > 1.64, therefore customer trust mediates the relationship between social media marketing and consumer purchase intention so that H4 is accepted.

Figure 4. 1Structural Model Results
Source :Primary Data Processed (2023)

Based on Figure 4.1, it shows the value of the regression coefficient in each relationship between the variables contained in this study. The path coefficient of the hypothesized variable can be indicated by the magnitude of the regression coefficient value. This value simultaneously shows the strength of the influence of the independent variable on the dependent variable. It can be seen, for example, in the first hypothesis that there is a relationship between social media marketing variables and consumer variables purchase intention has a regression coefficient value of 0.808, this value means that social media marketing variables have an influence of 80.8% on consumer variables purchase intention

Furthermore, in determining the value of the structural model using SmartPLS. The difference in the R-Squares value can be used as an ability to explain how much influence the endogenous latent variables have on the exogenous latent variables (I. Ghozali & Latan, 2015) . Following are the results of R-Square estimation using SmartPLS.

Table 4. 1R-Square Estimation Results

Variable	R Square
Customer Trust	0.857
Consumer Purchase Intentions	0869

Table 4.12 above shows the R- squares value in this study, namely the customer trust variable with an R- squares value of 0.857 or 85.7%, and the consumer purchase intention variable with an R- squares value of 0.869 or 86.9%, R- squares value obtained based on the results of structural equation calculations. This research produces three structural equations, namely:

$$CT = 0.926*SMM, Errorvar. = 0.143, R^2 = 0.857$$

The above equation shows that the customer trust (CT) variable is influenced by social media marketing (SMM) with a regression coefficient of 0.926. For example, if the social media marketing (SMM) variables each experience an increase of 10%, the social media marketing variable will experience an increase of SMM plus 9.26%. If this explanation is shown in the business model, if Huistportwear puts out an effort of 10% then customer trust will increase by 9.26%. In addition to the regression coefficient, the structural equation also shows the termination factor (R^2) and the error variance. The structural equation above shows an R^2 value of 0.857 or 85.7%, this explains that 85.7% of the customer trust variable is able to explain the social media marketing variable . While the remaining 14.3% is caused by an error variance during measurement so there is a possibility that there are other variables that can be explained by CT which require further research.

$$CPI = 0.808*SMM + 0.133* CT, Errorvar.= 0.131, R^2 = 0.869$$

The above equation shows that the consumer purchase intention (CPI) variable is influenced by social media marketing (SMM) with a regression coefficient of 0.808, and the variable customer trust with a regression coefficient of 0.133. It can be assumed that if the consumer purchase intention (CPI) variable increases by 10%, the social media marketing (SMM) variable will increase by 8.08%, the customer trust variable increases by 1.33% so that the total CPI increase is 9.41%. If this explanation is shown in the business model, that

is, if Huitsportwear expends an effort of 10%, the consumer purchase intention will increase by 9.41%. In addition to the regression coefficient, the structural equation also shows the termination factor (R^2) and the error variance. The structural equation above shows an R^2 value of 0.869 or 86.9%, this explains that 86.9% of the consumer purchase intention variable is able to explain social media marketing and customer trust variables . While the remaining 13.1% is caused by an error variance at the time of measurement so there is a possibility that there are other variables that can be explained by CPI which require further research.

DISCUSSION

This study has similarities and differences with the results of previous studies. The discussion related to the research results is presented in accordance with the results of the hypothesis submission as follows.

Hypothesis 1: Social media marketing has a positive and significant effect on consumer purchase intention

The relationship between social media marketing and consumer purchase intention has a T- value of more than 1.64, which is 10,922, indicating that social media marketing has an effect on consumer purchase intention so that H1 is accepted with a regression coefficient of 0.808. The results of this study are in accordance with the results of research by Manzoor et al. (2020) . , concluded that social media marketing has a significant and positive effect on consumer purchase intention

The existence of a relationship between social media marketing and consumer purchase intention indicates that the higher the use of social media marketing , the higher the intention to shop for Huitsportwear, conversely the lower the use of social media marketing , the lower the intention to shop for Huitsportwear. According to Yohandi et al. (2022) , the use of social media will have different effects, but what generally happens is that information obtained from social

media will influence consumer buying interest in choosing a product or service.

Huitsportwear received several complaints regarding the information provided on the Instagram social media platform which was considered to be less informative and the products being sold were inappropriate, meaning that Huitsportwear's social media marketing activities had an effect on consumer purchase intention .

Hypothesis 2: Social media marketing has a positive and significant effect on customer trust

The relationship between social media marketing and customer trust has a T- value of more than 1.64, which is 37,600, indicating that social media marketing has an effect on customer trust so that H2 is accepted with a regression coefficient of 0.926. The results of this study are in accordance with the results of research by Manzoor et al. (2020) , concluded that social media marketing has a significant and positive effect on customer trust.

There is a relationship between social media marketing to customer trust indicates that the higher the use of social media marketing then it can increase customer trust in Huitsportwear, conversely the lower the use of social media marketing then able to reduce customer trust Huitsportwear . According to Rachmadhaniyati (2021) , social media marketing efforts using clear websites, active and up-to-date social media platforms , site security on loyalty and trust can foster consumer trust.

Huitsportwear received several complaints regarding the information provided on the Instagram social media platform which was considered to be less informative and there was distrust of the product , which means that the social media marketing activities carried out by Huitsportwear had an effect on customer trust.

Hypothesis 3: Customer trust has a positive and significant effect on purchase intention

The relationship between customer trust and consumer purchase intention has a T- value of more than 1.64, which is 2,000, indicating that

customer trust has an effect on consumer purchase intention so that H3 is accepted with a regression coefficient of 0.133. The results of this study are in accordance with the results of research by Manzoor et al. (2020) , concluded that customer trust has a significant and positive effect on consumer purchase intention.

The existence of a relationship between customer trust and consumer purchase intention indicates that the higher the use of customer trust then it is able to increase the buying interest of Huitsportwear customers, conversely the lower the customer trust, it is able to reduce the buying interest of Huitsportwear customers. Consumer trust is their willingness to put their trust in goods and services despite all the dangers because they know they will meet their expectations and fulfill these expectations (Widodo & Gumilang, 2019) . Consumers who have confidence will experience less anxiety and have confidence that the dangers they face are less when they have confidence. The main concern of customers in shopping online is online privacy and security due to the requirement that they submit their personal information, including passwords and credit card details (Rahman & Nurlatifah, 2020) .

Huitsportwear received several complaints regarding the information provided on the Instagram social media platform and there was distrust of the product , so they decided not to buy the product, which means that customer trust has an effect on consumer purchase intention .

Hypothesis 4: Customer trust mediates the relationship between social media marketing and purchase intention

The relationship between the mediating variable customer trust and the relationship between social media marketing and consumer purchase intention has a T- value of more than 1.64, which is 1,904, indicating that customer trust mediates the relationship between social media marketing and consumer purchase intention so that H4 is accepted with a regression coefficient of 0.123. The results of this study are in accordance with the results of research by Manzoor et al. (2020)

, concluded that customer trust mediates the relationship between social media marketing and consumer purchase intention .

The existence of a relationship between the mediating variable customer trust and the relationship between social media marketing and consumer purchase intention indicates that the increasing customer trust will increase the relationship between social media marketing and consumer purchase intention, conversely the lower customer trust will weaken the relationship between social media marketing and consumer purchase intention . Consumer trust is their willingness to put their trust in goods and services despite all the dangers because they know they will meet their expectations and fulfill these expectations (Widodo & Gumilang, 2019) . Consumers who have confidence will experience less anxiety and have confidence that the dangers they face are less when they have confidence. The main concern of customers in shopping online is online privacy and security due to the requirement that they submit their personal information, including passwords and credit card details (Rahman & Nurlatifah, 2020) .

Huitsportwear received several complaints regarding the information provided on the Instagram social media platform which was considered to be less informative and there was distrust of the product , so they decided not to buy the product, which means that customer trust mediates the relationship between social media marketing carried out by Huitsportwear on interest. buy customer.

CONCLUSION

In conclusion, the study reveals several key findings regarding the impact of social media marketing on consumer behavior, particularly focusing on Huitsportwear. Firstly, social media marketing significantly and positively influences consumer purchase intention, as indicated by a T-value of 10.922 and a regression coefficient of 0.808. This suggests that Huitsportwear's social media marketing efforts effectively enhance consumer buying interest. Secondly, social media

marketing also has a positive and significant effect on customer trust, as evidenced by a T-value of 37.600 and a regression coefficient of 0.926. This implies that the social media marketing activities of Huitsportwear play a crucial role in building customer trust.

Furthermore, customer trust itself exerts a positive and significant influence on consumer purchase intention, with a T-value of 2.000 and a regression coefficient of 0.133. This indicates that the level of customer trust in Huitsportwear significantly affects their buying interest. Lastly, customer trust acts as a mediator in the relationship between social media marketing and consumer purchase intention. This is shown by a T-value of 1.904 and a regression coefficient of 0.123, suggesting that the trust customers have in Huitsportwear enhances the effectiveness of social media marketing in stimulating consumer buying interest.

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