

BAB V

KESIMPULAN DAN SARAN

Bab ini berisi pemaparan kesimpulan dari penelitian mengenai pengaruh pemasaran media sosial terhadap niat beli dengan kepercayaan dan citra merek sebagai variabel mediasi. Selain itu, peneliti juga menjelaskan mengenai implikasi manajerial dan keterbatasan dari penelitian ini, serta memberikan saran untuk penelitian selanjutnya.

5.1 Kesimpulan

Berdasarkan hasil analisis data serta pembahasan yang telah disampaikan pada bab IV, maka dapat diambil kesimpulan sebagai berikut:

1. Penelitian ini menggunakan empat variabel yang terdiri dari pemasaran media sosial sebagai variabel independen, kepercayaan dan citra merek sebagai variabel mediasi, dan niat beli sebagai variabel dependen.
2. Terdapat 165 responden yang memenuhi kriteria, yaitu berdomisili di Yogyakarta, pernah menggunakan layanan ShopeeFood dalam tiga bulan terakhir, serta aktif menggunakan media sosial.
3. Berdasarkan hasil penelitian serta analisis, seluruh hipotesis dalam penelitian ini diterima. Maka dapat disimpulkan sebagai berikut:
 - a. Pemasaran melalui media sosial memiliki pengaruh positif dan signifikan terhadap kepercayaan (**H1 diterima**). Hal ini sesuai dengan *Social Exchange Theory* dan *Uses and Gratifications Theory*, di mana konsumen memberikan kepercayaan sebagai imbal balik atas manfaat konten yang mereka terima. Dimensi yang dominan dalam

membangun kepercayaan adalah tren dan kustomisasi, karena keduanya menciptakan interaksi yang relevan, personal, dan menunjukkan bahwa merek memahami serta mengikuti kebutuhan konsumen.

- b. Pemasaran media sosial terbukti memiliki pengaruh positif dan signifikan terhadap citra merek (**H2 diterima**). Sesuai dengan *Consumer Perception Theory*, persepsi terhadap merek terbentuk dari pengalaman dan informasi yang diterima secara konsisten. Dimensi tren dan *word of mouth* dominan dalam membentuk citra merek yang modern, relevan, dan kredibel, karena konten yang kekinian dan ulasan dari pengguna lain memperkuat persepsi positif terhadap identitas merek.
- c. Kepercayaan berpengaruh secara positif dan signifikan terhadap niat beli (**H3 diterima**). Sesuai dengan *Theory of Planned Behavior*, kepercayaan mencerminkan sikap positif yang mendorong niat untuk membeli. Konsumen yang merasa aman dan yakin terhadap suatu merek lebih terdorong untuk melakukan pembelian.
- d. Citra merek berpengaruh secara positif dan signifikan terhadap niat beli (**H4 diterima**). Sesuai dengan *Consumer Perception Theory*, citra merek yang positif mencerminkan reputasi, nilai simbolik, dan kualitas yang diasosiasikan konsumen terhadap merek tersebut. Persepsi positif ini memengaruhi keyakinan konsumen dalam memilih dan membeli suatu layanan atau produk.

- e. Pemasaran media sosial memiliki pengaruh positif dan signifikan terhadap niat beli (**H5 diterima**). Sesuai dengan *Theory of Planned Behavior* dan *Uses and Gratifications Theory*, pemasaran yang menarik dan interaktif membentuk sikap positif konsumen terhadap merek. Dimensi yang paling berpengaruh adalah hiburan dan tren, karena konten yang menghibur dan kekinian mampu menarik perhatian dan meningkatkan minat konsumen untuk membeli produk yang ditawarkan.
- f. Kepercayaan menjadi mediator dalam hubungan antara pemasaran media sosial dan niat beli (**H6 diterima**). Sesuai dengan *Social Exchange Theory* yang menjelaskan bahwa konsumen membalas manfaat yang mereka peroleh dari pemasaran media sosial dengan kepercayaan yang kemudian mendorong niat beli. Dimensi tren, interaksi, dan hiburan berkontribusi besar dalam membentuk rasa aman dan nyaman, yang menjadi pondasi penting dalam kepercayaan konsumen.
- g. Citra merek menjadi mediator dalam pengaruh pemasaran media sosial terhadap niat beli (**H7 diterima**). Sesuai dengan *Consumer Perception Theory* dan *Theory of Planned Behavior* yang menjelaskan bahwa persepsi positif terhadap merek dapat membentuk sikap dan intensi beli yang lebih kuat. Dimensi tren, kustomisasi, dan *word of mouth* menjadi faktor utama dalam

membentuk citra merek yang kuat dan relevan, yang pada akhirnya mendorong keputusan pembelian dari konsumen.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang dilakukan, peneliti berharap temuan yang diperoleh mampu memberikan kontribusi yang bermanfaat bagi ShopeeFood serta para pelaku usaha di sektor layanan pesan antar makanan. Implikasi manajerial yang dapat diberikan antara lain sebagai berikut:

1. Berdasarkan hasil analisis dalam penelitian ini, ditemukan bahwa pemasaran media sosial serta citra merek memiliki pengaruh terhadap niat beli. Oleh karena itu, perusahaan seperti ShopeeFood perlu mengoptimalkan strategi pemasaran media sosial yang efektif dalam membentuk citra merek yang positif serta meningkatkan kepercayaan konsumen. ShopeeFood dapat meningkatkan interaksi dengan konsumen melalui media sosial dengan cara menyajikan konten promosi yang menarik, testimoni pelanggan yang jujur, serta informasi produk yang relevan dan mudah diakses. Selain itu, perusahaan juga perlu menanggapi setiap pertanyaan maupun keluhan pelanggan dengan cepat dan ramah melalui media sosial atau layanan pelanggan untuk menumbuhkan rasa percaya dan loyalitas konsumen. ShopeeFood juga disarankan untuk mengadakan survei kepuasan pelanggan secara berkala agar dapat mengetahui persepsi konsumen terhadap layanan mereka dan melakukan perbaikan yang dibutuhkan. Dengan begitu, niat beli terhadap layanan ShopeeFood dapat terus meningkat.

2. Berdasarkan hasil analisis dalam penelitian ini menunjukkan bahwa kepercayaan yang dimiliki oleh konsumen terhadap merek terbukti berperan sebagai mediator dalam hubungan antara pemasaran media sosial dan niat beli. Maka dari itu, penting bagi ShopeeFood untuk membangun dan menjaga kepercayaan konsumen, tidak hanya melalui komunikasi yang transparan di media sosial, tetapi juga melalui layanan yang konsisten, kualitas mitra restoran, keandalan pengiriman, dan penanganan keluhan yang profesional. ShopeeFood juga bisa meningkatkan sistem fitur pelacakan pesanan dan meningkatkan sistem rating untuk memastikan pengalaman pengguna yang optimal. Semakin tinggi tingkat kepercayaan konsumen terhadap layanan ShopeeFood, semakin tinggi pula kemungkinan mereka untuk melakukan pembelian berulang.
3. Berdasarkan indikator dengan nilai *mean* terendah adalah keinginan konsumen untuk mengunggah informasi mengenai layanan ShopeeFood di media sosial, maka ShopeeFood perlu mendorong keterlibatan konsumen dalam menyebarkan pengalaman mereka secara sukarela. Hal ini dapat dilakukan dengan menciptakan kampanye *user-generated content* seperti *giveaway*, kontes ulasan, atau program loyalitas yang memberikan insentif bagi konsumen yang membagikan pengalaman positifnya. Selain itu, ShopeeFood juga perlu menghadirkan konten yang lebih menarik secara emosional dan interaktif di media sosial agar konsumen merasa lebih terhubung dengan merek. Penggunaan *micro-*

influencer lokal dan kemudahan berbagi melalui fitur aplikasi juga dapat meningkatkan motivasi konsumen untuk merekomendasikan layanan ShopeeFood, sehingga memperkuat citra merek dan memperluas jangkauan promosi melalui *word of mouth*.

5.3 Keterbatasan Penelitian

Penelitian ini memiliki beberapa keterbatasan yang turut memengaruhi hasil akhir yang diperoleh. Beberapa keterbatasan dalam penelitian ini adalah sebagai berikut:

1. Penelitian ini hanya dilakukan di wilayah Yogyakarta, sehingga hasil yang diperoleh tidak dapat digeneralisasikan ke daerah lain dengan karakteristik demografis dan sosial budaya yang berbeda.
2. Penelitian ini hanya mengkaji pengaruh pemasaran media sosial terhadap niat beli dengan kepercayaan dan citra merek sebagai variabel mediasi. Terdapat variabel lain yang juga berpotensi memberikan pengaruh, seperti harga, kualitas produk, kepuasan pelanggan, loyalitas, dan variabel lainnya yang tidak dianalisis dalam penelitian ini.
3. Penelitian ini tidak membedakan secara spesifik pengaruh dari masing-masing *platform* media sosial yang digunakan, seperti Instagram, TikTok, YouTube ataupun Twitter/X. Setiap *platform* media sosial memiliki karakteristik, fitur interaksi, dan demografi pengguna yang berbeda, yang dapat berpengaruh secara berbeda terhadap pembentukan kepercayaan, citra merek, dan niat beli.

4. Penelitian ini menggunakan variabel niat beli sebagai variabel dependen, namun kriteria responden mencakup konsumen yang pernah menggunakan layanan ShopeeFood dan menggunakan media sosial, sehingga variabel yang lebih tepat untuk diteliti adalah niat beli ulang. Hal ini karena sebagian besar responden sudah menjadi pengguna, bukan calon pengguna baru.
5. Kuesioner penelitian ini tidak spesifik menyaring responden yang pernah atau sudah menonton iklan ShopeeFood sebagai bagian dari pemasaran media sosial. Sehingga, tidak semua responden yang menjawab mungkin memiliki pengalaman langsung dengan kampanye pemasaran media sosial ShopeeFood, yang dapat memengaruhi validitas hubungan antara variabel pemasaran media sosial dan persepsi responden.

5.4 Saran

Berdasarkan hasil penelitian yang telah dilakukan, peneliti memberikan beberapa saran untuk penelitian selanjutnya, yaitu:

1. Penelitian berikutnya disarankan untuk dilakukan di wilayah lain yang memiliki karakteristik konsumen yang bervariasi, atau mencakup wilayah yang lebih luas secara geografis, agar hasil penelitian memiliki tingkat generalisasi yang lebih tinggi.
2. Penelitian selanjutnya dapat mempertimbangkan untuk menyertakan variabel-variabel lain yang relevan dengan niat beli, seperti persepsi harga, kepuasan pelanggan, loyalitas, atau variabel lainnya, sehingga

dapat memberikan pemahaman yang lebih komprehensif terhadap perilaku konsumen.

3. Penelitian selanjutnya dapat mempertimbangkan untuk membedakan analisis berdasarkan jenis platform media sosial yang digunakan. Dengan demikian, dapat diketahui platform mana yang paling efektif dalam membentuk kepercayaan, citra merek, dan niat beli konsumen.
4. Penelitian selanjutnya disarankan untuk menggunakan variabel niat beli ulang sebagai variabel dependen apabila kriteria responden mencakup konsumen yang sudah pernah menggunakan layanan ShopeeFood. Hal ini akan memberikan hasil yang lebih relevan dan sesuai dengan pengalaman konsumen yang telah mengenal dan menggunakan layanan tersebut sebelumnya.
5. Penelitian selanjutnya disarankan untuk menggunakan pertanyaan filter yang spesifik dengan menanyakan apakah responden pernah melihat atau menonton iklan ShopeeFood di media sosial. Dengan begitu, hanya responden yang benar-benar terpapar kampanye pemasaran media sosial ShopeeFood yang dianalisis, sehingga hubungan antar variabel dapat diukur secara lebih akurat.

DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ali, I., & Naushad, M. (2023). Examining the Influence of Social Media Marketing on Purchase Intention: The Mediating Role of Brand Image. *Innovative Marketing*, 19, 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Alnaser, F., Alghizzawi, M., Abualfalayeh, G., Omeish, F., Alharthi, S., & Al Koni, S. R. (2024). International Review of Management and Marketing The Impact of Social Media Marketing Activities on Purchase Intention. *International Review of Management and Marketing*, 2024(6), 288–300. <https://doi.org/10.32479/irmm.16849>
- Alvarado-Karste, D., & Guzmán, F. (2020). The Effect of Brand Identity–cognitive Style Fit and Social Influence on Consumer-based Brand Equity. *Journal of Product & Brand Management*, 29(6), 657–672. <https://doi.org/10.1108/JPBM-06-2019-2419>
- Amenuvor, F. E., Basilisco, R., & Shin, S. K. S. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *British Journal of Applied Science and Technology*, 38(6), 1–13. <http://dx.doi.org/10.9734/CJAST/2019/v38i430376>
- Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2023). The Effect of Social Media Marketing, SerQual, eWOM on Purchase Intention Mediated by Brand Image and Brand Trust: Evidence from Black Sweet Coffee Shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>

- Anas, A. M., Abdou, A. H., Hassan, T. H., & Alrefae, W. M. M. (2023). Satisfaction on the Driving Seat: Exploring the Influence of Social Media Marketing Activities on Followers' Purchase Intention in the Restaurant Industry Context. *Sustainability*, 15(9), 7207. <https://doi.org/10.3390/su15097207>
- Azhar, M., Husain, R., Hamid, S., & Rahman, M. N. (2023). Effect of Social Media Marketing on Online Travel Purchase Behavior Post-COVID-19: Mediating Role of Brand Trust and Brand Loyalty. *Future Business Journal*, 9(1). <https://doi.org/10.1186/s43093-023-00192-6>
- Babin, B. J., & Harris, E. G. (2023). *CB: Consumer behaviour* (10th edition). Boston: Cengage Learning.
- Bauer, S., & Tian, F. (2024). Why People Use Social Media: An Investigation of Engagement on an All-service Platform. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2389252>
- Bilgin, Y. (2023). The Effect of Social Media Marketing Activities on Brand Trust, Brand Loyalty and Brand Awareness. *Journal of Consumer Behavior*, 22(2), 207–221.
- Bougie, R., & Sekaran, U. (2019). *Research Methods for Business* (8th Edition). Perth: Wiley.
- Cardoso, A., Gabriel, M., Figueiredo, J., & Oliveira, I. (2022). Trust and Loyalty in Building the Brand Relationship with the Customer: Empirical Analysis in A Retail Chain in Northern Brazil. *Journal of Innovation & Knowledge*, 7(1), 100189. <https://doi.org/10.3390/joitmc8030109>
- Cham, T. H., Lim, Y. M., & Sigala, M. (2022). Marketing and Social Influences, Hospital Branding, and Medical Tourists' Behavioural Intention: Before-and after-service Consumption Perspective. *International Journal of Tourism Research*, 24(3), 422–440. <https://doi.org/10.1002/jtr.2489>

- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition). Pearson Education.
<https://doi.org/978-1292400969>
- Chavadi, R., Chandra, S., & Prabhu, G. (2023). Building Brand Trust Through Social Media Engagement: An Emerging Market Perspective. *Journal of Retailing and Consumer Services*, 73, 102284.
<https://doi.org/10.1016/j.jretconser.2023.102284>
- Chrisniyanti, A., & Fah, C. T. (2022). The Impact of Social Media Marketing on Purchase Intention of Skincare Products among Indonesian Young Adults. *Eurasian Journal of Social Sciences*, 10(2), 68–90.
<https://doi.org/10.15604/ejss.2022.10.02.001>
- Coelho, F. J. F., Bairrada, C. M., & Peres, R. (2020). Functional Brand Qualities and Perceived Value: The Mediating Role of Brand Experience and Brand Personality. *Psychology & Marketing*, 37(3), 390–403.
<https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.21279>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the Online–offline Gap: Assessing the Impact of Brands’ Social Network Content Quality on Brand Awareness and Purchase Intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Dam, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., Adnyana, I. M. D. M., Prasetyo, B., Vianitati, P., & Gebang, A. A. (2021). *Metode Penelitian Pendekatan Kuantitatif* (T. S. Tambunan, Ed.). Bandung: Media Sains Indonesia.

- Databoks. (2025). *Pertumbuhan Penjualan ShopeeFood di Indonesia 2021-2024*. Databoks, Katadata. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/67d270fe7d7dd/pertumbuhan-penjualan-shopeefood-di-indonesia-2021-2024>
- Dogbe, C. S. K., & Zakari, M. (2019). Perceived Online Risk, Consumer Trust and M-shopping Behaviour. *e-Journal of Social & Behavioural Research in Business*, 10(1), 1–18.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the Future of Digital and Social Media Marketing Research: Perspectives and Research Propositions. *International Journal of Information Management*. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–310. <https://doi.org/10.1080/15332667.2019.1705742>
- France, C., Grace, D., & Carlini, J. (2020). Exploring The Interplay between Customer Perceived Brand Value and Customer Brand Co-creation Behaviour Dimensions. *Journal of Brand Management*, 27(6), 466–480. <https://doi.org/10.1057/s41262-020-00194-7>
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0* (Edisi 1). Semarang: Yoga Pratama.

- Gómez-Rico, M., Molina-Collado, A., & Santos, C. (2023). The Role of Novel Instruments of Brand Communication and Brand Image in Building Consumers' Brand Preference and Intention to Visit Wineries. *Current Psychology*, 42(16), 12711–12727 (2023). <https://doi.org/10.1007/s12144-021-02656-w>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (Eight Edition). Canada: Cengage Learning.
- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis* (Abirano, S. Nurdiyanti, & A. D. Raksanagara, Eds.). Jakarta: Inkubator Penulis Indonesia.
- Hanaysha, J. R. (2022). Impact of Social Media Marketing Features on Consumers' Purchase Decision in the Fast-food Industry: Brand Trust as A Mediator. *International Journal of Information Management Data Insights*, 2(2), 100058. <https://doi.org/10.1016/j.ijime.2022.100058>
- Hanaysha, J. R., Sharma, A., & Shriedeh, F. B. (2023). Investigating The Impact of Social Media Advertising Features on Brand Equity and Brand Experience in The Retail Industry. *Journal of Content, Community & Communication*, 18(5), 113–123. <https://www.researchgate.net/publication/374674448>
- Harahap, L. K. (2020). *Analisis SEM (Structural Equation Modelling) Dengan SMARTPLS (Partial Least Square)*. Yogyakarta: Deepublish.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, Ed.). Yogyakarta: Pustaka Ilmu.
- Haryono, H. S. (2016). *Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS*. Jawa Barat: Intermedia Personalia Utama.

- Hayes, A. F. (2022). *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-based Approach* (3rd Edition). Guilford Press.
- Homans, G. C. (1958). Social Behavior as Exchange. *In American Journal of Sociology* (Vol. 63, Issue 6).
<https://www.jstor.org/stable/2772990?seq=1&cid=pdf->
- Huang, L., Wang, M., Chen, Z., & Deng, B. (2020). Brand Image and Customer Loyalty: Transmitting Roles of Cognitive and Affective Brand Trust. *Social Behavior and Personality: An International Journal*, 48(5), e8946.
<https://doi.org/10.2224/sbp.8946>
- Huang, R., & Sarstedt, M. (2020). Brand Trust and Its Influence on Purchase Intention. *Journal of Product & Brand Management*, 29(3), 251–266.
<https://doi.org/10.1108/JPBM-12-2018-2142>
- Ika Septiani, D., & Chaerudin, R. (2020). The Effect of Customer's Price Perception, Perceived Quality and Brand Image Toward Purchasing Intention in Bandung Local Shoe Brand. *KnE Social Sciences*, 4(6), 1242–1254.
<https://doi.org/10.18502/kss.v4i6.6674>
- Katz, E., Gurevitch, M., & Haas, H. (1973). *On the Use of the Mass Media for Important Things*. https://repository.upenn.edu/asc_papers/267
- Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing*, 1(3), 164–171.
<https://doi.org/10.1080/20932685.2010.10593068>
- Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th Edition). London: Pearson Education.

- Lazaroiu, G., Negurita, O., Grecu, I., Grecu, G., & Mitran, P. (2020). Consumers' Decision-making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions. *Frontiers in Psychology, 11*, 890. <https://doi.org/10.3389/fpsyg.2020.00890>
- Li, Z., Sha, Y., Song, X., Yang, K., & Zhao, K. (2020). Impact of Risk Perception on Customer Purchase Behavior: A Meta-analysis. *Journal of Business & Industrial Marketing, 35*(9), 1393–1405. <https://doi.org/10.1108/JBIM-12-2018-0381>
- Lim, W. M., & Rasul, T. (2022). Customer Engagement and Social Media: Revisiting the Past to Inform the Future. *Journal of Business Research, 148*, 325–342. <https://doi.org/10.1016/j.jbusres.2022.04.068>
- Lin, C. A., Crowe, J., Pierre, L., & Lee, Y. (2021). Effects of Parasocial Interaction with an Instafamous Influencer on Brand Attitudes and Purchase Intentions. *The Journal of Social Media in Society, 10*(2), 165–187.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising, 19*(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2022). What Makes Go-Jek Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research, 17*(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Natarajan, M., & Periaiya, S. (2024). Revealing Consumer Review Attitude through Online Review and Website Cues. *Journal of Consumer Marketing, 41*(1), 92–105. <https://doi.org/10.1108/JCM-07-2020-3938>

- Nusairat, N. M., Alroale, M. A., & Al Qeed, M. (2021). User-generated Content–consumer Buying Intentions Nexus: The Mediating Role of Brand Image. *Journal of Strategic Management Studies*, 20(4), 820–833.
- Park, J. S., & Ha, S. (2021). Developing Brand Loyalty through Consumer Engagement with Brand Communities in Social Media. *Asian Journal of Business Research*, 11(1), 1–20. <https://doi.org/10.14707/ajbr.210100>
- Pourkabirian, A., Habibian, M., & Pourkabirian, A. (2021). Brand Attitude in Social Networks: The Role of eWoM. *arXiv preprint arXiv:2109.15315*. <https://arxiv.org/abs/2109.15315>
- Priadana, M. S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif*. Tangerang: Pascal Books.
- Rahman, Md & Abir, Tanvir & Nur A Yazdani, Dewan & Abdul Hamid, Abu Bakar & Al Mamun, Abdullah. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. *Journal of Xi'an University of Architecture & Technology*. 12. 4935-4946. 10.37896/JXAT12.03/452.
- Rihayana, I. G., Salain, P. P. P., & Rismawan, P. A. E. (2022). The Influence of Brand Image and Product Quality on Purchase Decision. *International Journal of Business Management and Economic Review*, 8(2), 32–42. <http://dx.doi.org/10.35409/IJBMER.2021.3345>
- Riva, F., Magrizos, S., & Rubel, M. R. B. (2022). Green Consumerism, Green Perceived Value, and Restaurant Revisit Intention: Millennial's Sustainable Consumption with Moderating Effect of Green Perceived Quality. *Business Strategy and the Environment*, 31(3), 1131–1145. <https://doi.org/10.1002/bse.3048>

- Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2022). Green Marketing: Drivers in the Process of Buying Green Products—The Role of Green Satisfaction, Green Trust, Green WOM and Green Perceived Value. *Sustainability (Switzerland)*, 14(17). <https://doi.org/10.3390/su141710580>
- Rusti, A. D., Kurniawati, K., & Masnita, Y. (2024). Tinjauan TPB dalam Mempengaruhi Purchase Intention melalui Social Media Marketing dan Influencer di Industri Kosmetik. *Jurnal Ekonomi Efektif*, 7(1). <https://doi.org/10.32493/JEE.v7i1.42567>
- Saktiawan, B., Permatasari, H. I., & Wulandari, T. R. (2025). The Influence of Brand Image on Purchase Intention in Social Commerce TikTok Shop: The Role of Trust. *Sebelas Maret Business Review*. <https://doi.org/10.20961/smbr.v8i1.75851>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The Impact of Social Media Marketing on Purchase Intention: The Mediating Role of Brand Trust and Image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Sarin, N., & Sharma, P. (2023). Influence of Social Media Marketing on Brand Consciousness, Brand Trust and Purchase Intention with Reference to Fast Fashion. *International Journal of Marketing Studies*, 15(2), 45–58.
- Sarwono, A. E., & Handayani, A. (2021). *Metode Kuantitatif* (N. Prasetyowati, Ed.). Surakarta: UNISRI Press.
- Savitri, C., Faddila, S. P., Iswari, R., Anam, C., Syah, S., Mulyani, R., Sihombing, R., Kismawadi, R., Pujiyanto, A., Mulyati, A., Astuti, Y., Adinugroho, W. C., Imanuddin, R., Kristia, A., Nuraini, M., & Tirtana, S. (2021). *Statistik Multivariat dalam Riset* (I. Ahmaddien, Ed.). Widina Bhakti Persada. www.penerbitwidina.com

- Shaari, N. B., Liang, L., & Abidin, S. B. Z. (2024). Logo Impact on Consumers' Perception, Attitude, Brand Image and Purchase Intention: A 5 Years Systematic Review. *International Journal of Academic Research in Business and Social Sciences*, 14(2), 250–264. <http://dx.doi.org/10.6007/IJARBSS/v14-i3/20084>
- Shafiq, M. A., Ziaullah, M., & Siddique, M. (2023). Unveiling the Sustainable Path: Exploring the Nexus of Green Marketing, Service Quality, Brand Reputation, and Their Impact on Brand Trust and Purchase Decisions. *International Journal of Social Sciences and Management Research*, 5(3), 44–58.
- Sholihin, M., & Ratmono, D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis* (C. Mitak, Ed.). Yogyakarta: Penerbit Andi.
- Sucher, S. J., & Gupta, S. (2021). *The Power of Trust: How Companies Build it, Lose it, Regain it*. New York, NY: PublicAffairs.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Sutopo, Ed.; Edisi Kedua). Bandung: Alfabeta.
- Sun, Y., & Wang, S. (2020). Understanding Consumers' Intentions to Purchase Green Products in the Social Media Marketing Context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Trianasari, N., Fitriani, N., & Rachmawati, I. (2023). The Influence of Social Media Marketing and Influencer Endorsement Through Brand Image and Trust, and Their Impact on the Purchase Intention of the MS Glow Brand Through the Tiktok Application. *International Journal of Professional Business Review*, 8(10), e03793. <https://doi.org/10.26668/businessreview/2023.v8i10.3793>
- We Are Social. (2025). *Digital 2025: Indonesia*. We Are Social. <https://wearesocial.com/id/blog/2025/02/digital-2025/>

- Wijekoon, R., & Sabri, M. F. (2021). Determinants that Influence Green Product Purchase Intention and Behavior: A Literature Review and Guiding Framework. *Sustainability*, 13(11), 6219. <https://doi.org/10.3390/su13116219>
- Yang, Z., Liu, V., & Lyu, C. (2024). Exploring Social Sharing Value: Effects on Customer Attitudes and Behaviors in Restaurant Livestreaming. *Behavioral Sciences*, 14(7). <https://doi.org/10.3390/bs14070621>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>
- Zwerin, A., Clarke, T. B., & Clarke, I. (2019). Traditional and Emerging Integrated Marketing Communication Touchpoints Used in Effie Award-Winning Promotional Campaigns. *Journal of Promotion Management*, 26(2), 163–185. <https://doi.org/10.1080/10496491.2019.1699626>

LAMPIRAN

LAMPIRAN 1 KUESIONER PENELITIAN

Bagian 1: Pertanyaan *Filter*

1. Apakah Anda berdomisili di Yogyakarta?
 - a. Ya
 - b. Tidak
2. Apakah Anda pernah menggunakan layanan ShopeeFood minimal 1 kali dalam 3 bulan terakhir?
 - a. Pernah
 - b. Tidak pernah

Bagian 2: Pertanyaan Demografi Responden

1. Jenis Kelamin
 - a. Perempuan
 - b. Laki-laki
2. Usia
 - a. <18 Tahun
 - b. 18 – 24 Tahun
 - c. 25 – 34 Tahun
 - d. 35 – 44 Tahun
 - e. 45 – 55 Tahun
 - f. >55 Tahun
3. Pendidikan
 - a. SD/Sederajat

- 
- b. SMP/Sederajat
- c. SMA/Sederajat
- d. Diploma (D1/D2/D3)
- e. Sarjana (S1)
- f. Magister (S2)
- g. Doktor (S3)
4. Pekerjaan
- a. Pelajar/Mahasiswa
- b. Karyawan Swasta
- c. Pegawai Negeri Sipil (PNS)
- d. Wirausaha
- e. *Freelancer*
- f. Ibu Rumah Tangga
- g. Tidak Bekerja
- h. Lainnya
5. Media Sosial yang Seringkali Digunakan (boleh lebih dari satu)
- a. Instagram
- b. TikTok
- c. YouTube
- d. Twitter/X

Bagian 3: Indikator Kuesioner

Hiburan (<i>Entertainment</i>)						
No	Pertanyaan	STS	TS	N	S	SS
1	Konten yang ditemukan di media sosial ShopeeFood terlihat menarik.					
2	Mencari informasi dari media sosial ShopeeFood menyenangkan.					
3	Mengumpulkan informasi dari media sosial ShopeeFood menyenangkan.					
4	Mudah untuk menghabiskan waktu dengan mencari informasi di media sosial ShopeeFood.					

Interaksi (<i>Interaction</i>)						
No	Pertanyaan	STS	TS	N	S	SS
1	Memungkinkan untuk berbagi informasi mengenai layanan ShopeeFood dengan pengguna lain melalui media sosial.					
2	Memungkinkan untuk bertukar pendapat mengenai layanan ShopeeFood dengan pengguna lain melalui media sosial.					
3	Mudah untuk menyampaikan pendapat saya mengenai layanan ShopeeFood melalui media sosial.					
4	Memungkinkan untuk melakukan interaksi dua arah mengenai layanan ShopeeFood melalui media sosial					

Tren (<i>Trendiness</i>)						
No	Pertanyaan	STS	TS	N	S	SS
1	Informasi yang terdapat di media sosial ShopeeFood adalah informasi yang terbaru.					
2	Konten yang terdapat di media sosial ShopeeFood adalah konten yang terbaru.					

Kustomisasi (<i>Customization</i>)						
No	Pertanyaan	STS	TS	N	S	SS
1	Media sosial ShopeeFood memungkinkan saya untuk mencari informasi sesuai dengan yang saya butuhkan.					
2	Media sosial ShopeeFood menyediakan informasi yang berguna bagi saya.					
3	Informasi yang diberikan oleh media sosial ShopeeFood dapat dilihat kapan saja dan dimana saja.					
4	Mudah bagi saya untuk mencari informasi yang saya butuhkan melalui media sosial ShopeeFood.					

Word of Mouth						
No	Pertanyaan	STS	TS	N	S	SS
1	Saya ingin menyampaikan informasi mengenai layanan dari ShopeeFood kepada temanteman saya.					

2	Saya ingin mengunggah informasi mengenai layanan dari ShopeeFood di media sosial saya.					
---	--	--	--	--	--	--

Kepercayaan (<i>Trust</i>)						
No	Pertanyaan	STS	TS	N	S	SS
1	ShopeeFood adalah layanan yang dapat dipercaya.					
2	ShopeeFood adalah layanan yang jujur dan transparan.					
3	Saya mempercayai informasi tentang ShopeeFood di media sosial.					
4	Saya percaya bahwa akun media sosial ShopeeFood dapat dipercaya.					
5	Saya percaya ShopeeFood akan menepati janji dan komitmennya.					

Citra Merek (<i>Brand Image</i>)						
No	Pertanyaan	STS	TS	N	S	SS
1	Shopeefood merupakan representasi yang sangat baik dari industri layanan online.					
2	Shopeefood adalah layanan perusahaan yang berorientasi pada pelanggan.					
3	Shopeefood adalah pemimpin dalam industri jasa pesan-antar makanan online.					

4	Saya memiliki pengalaman yang mengesankan mengenai layanan Shopeefood.					
---	--	--	--	--	--	--

Niat Beli (<i>Purchase Intention</i>)						
No	Pertanyaan	STS	TS	N	S	SS
1	Kemungkinan saya akan mempertimbangkan untuk menggunakan layanan Shopeefood adalah tinggi.					
2	Jika saya menggunakan layanan online, saya akan mempertimbangkan untuk menggunakan layanan Shopeefood.					
3	Kemungkinan saya menggunakan layanan dari Shopeefood adalah tinggi.					
4	Keinginan saya untuk menggunakan layanan Shopeefood tinggi.					

LAMPIRAN 2 KRITERIA RESPONDEN

No	Apakah Anda berdomisili di Yogyakarta?	Apakah Anda pernah menggunakan layanan ShopeeFood minimal 1 kali dalam 3 bulan terakhir?
1	Ya	Pernah
2	Ya	Pernah
3	Ya	Pernah
4	Ya	Pernah
5	Ya	Pernah
6	Ya	Pernah
7	Ya	Pernah
8	Ya	Pernah
9	Ya	Pernah
10	Ya	Pernah
11	Ya	Pernah
12	Ya	Pernah
13	Ya	Pernah
14	Ya	Pernah
15	Ya	Pernah
16	Ya	Pernah
17	Ya	Pernah
18	Ya	Pernah
19	Ya	Pernah
20	Ya	Pernah
21	Ya	Pernah
22	Ya	Pernah
23	Ya	Pernah
24	Ya	Pernah
25	Ya	Pernah
26	Ya	Pernah

27	Ya	Pernah
28	Ya	Pernah
29	Ya	Pernah
30	Ya	Pernah
31	Ya	Pernah
32	Ya	Pernah
33	Ya	Pernah
34	Ya	Pernah
35	Ya	Pernah
36	Ya	Pernah
37	Ya	Pernah
38	Ya	Pernah
39	Ya	Pernah
40	Ya	Pernah
41	Ya	Pernah
42	Ya	Pernah
43	Ya	Pernah
44	Ya	Pernah
45	Ya	Pernah
46	Ya	Pernah
47	Ya	Pernah
48	Ya	Pernah
49	Ya	Pernah
50	Ya	Pernah
51	Ya	Pernah
52	Ya	Pernah
53	Ya	Pernah
54	Ya	Pernah
55	Ya	Pernah
56	Ya	Pernah

57	Ya	Pernah
58	Ya	Pernah
59	Ya	Pernah
60	Ya	Pernah
61	Ya	Pernah
62	Ya	Pernah
63	Ya	Pernah
64	Ya	Pernah
65	Ya	Pernah
66	Ya	Pernah
67	Ya	Pernah
68	Ya	Pernah
69	Ya	Pernah
70	Ya	Pernah
71	Ya	Pernah
72	Ya	Pernah
73	Ya	Pernah
74	Ya	Pernah
75	Ya	Pernah
76	Ya	Pernah
77	Ya	Pernah
78	Ya	Pernah
79	Ya	Pernah
80	Ya	Pernah
81	Ya	Pernah
82	Ya	Pernah
83	Ya	Pernah
84	Ya	Pernah
85	Ya	Pernah
86	Ya	Pernah

87	Ya	Pernah
88	Ya	Pernah
89	Ya	Pernah
90	Ya	Pernah
91	Ya	Pernah
92	Ya	Pernah
93	Ya	Pernah
94	Ya	Pernah
95	Ya	Pernah
96	Ya	Pernah
97	Ya	Pernah
98	Ya	Pernah
99	Ya	Pernah
100	Ya	Pernah
101	Ya	Pernah
102	Ya	Pernah
103	Ya	Pernah
104	Ya	Pernah
105	Ya	Pernah
106	Ya	Pernah
107	Ya	Pernah
108	Ya	Pernah
109	Ya	Pernah
110	Ya	Pernah
111	Ya	Pernah
112	Ya	Pernah
113	Ya	Pernah
114	Ya	Pernah
115	Ya	Pernah
116	Ya	Pernah

117	Ya	Pernah
118	Ya	Pernah
119	Ya	Pernah
120	Ya	Pernah
121	Ya	Pernah
122	Ya	Pernah
123	Ya	Pernah
124	Ya	Pernah
125	Ya	Pernah
126	Ya	Pernah
127	Ya	Pernah
128	Ya	Pernah
129	Ya	Pernah
130	Ya	Pernah
131	Ya	Pernah
132	Ya	Pernah
133	Ya	Pernah
134	Ya	Pernah
135	Ya	Pernah
136	Ya	Pernah
137	Ya	Pernah
138	Ya	Pernah
139	Ya	Pernah
140	Ya	Pernah
141	Ya	Pernah
142	Ya	Pernah
143	Ya	Pernah
144	Ya	Pernah
145	Ya	Pernah
146	Ya	Pernah

147	Ya	Pernah
148	Ya	Pernah
149	Ya	Pernah
150	Ya	Pernah
151	Ya	Pernah
152	Ya	Pernah
153	Ya	Pernah
154	Ya	Pernah
155	Ya	Pernah
156	Ya	Pernah
157	Ya	Pernah
158	Ya	Pernah
159	Ya	Pernah
160	Ya	Pernah
161	Ya	Pernah
162	Ya	Pernah
163	Ya	Pernah
164	Ya	Pernah
165	Ya	Pernah
166	Ya	Tidak Pernah
167	Ya	Tidak Pernah
168	Ya	Tidak Pernah

LAMPIRAN 3 DATA RESPONDEN

No	Jenis Kelamin	Usia	Pendidikan	Pekerjaan	Media Sosial yang Seringkali Digunakan
1	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Wirausaha	Instagram, Youtube
2	Perempuan	25 - 34 Tahun	Diploma (D1/D2/D3)	Wirausaha	Instagram, Youtube, Twitter/X
3	Perempuan	45 - 55 Tahun	Diploma (D1/D2/D3)	Wirausaha	Instagram
4	Perempuan	18 - 24 Tahun	Sarjana (S1)	Wirausaha	Instagram, Tiktok
5	Perempuan	18 - 24 Tahun	Sarjana (S1)	Tidak Bekerja	Instagram, Tiktok, Youtube, Twitter/X
6	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
7	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
8	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
9	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
10	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
11	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
12	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
13	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
14	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok

15	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Youtube
16	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
17	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
18	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
19	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
20	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
21	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
22	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Twitter/X
23	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram
24	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
25	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Youtube
26	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
27	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
28	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
29	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube

30	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
31	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
32	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Twitter/X
33	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Youtube, Twitter/X
34	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Youtube
35	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok
36	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Twitter/X
37	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
38	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
39	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok
40	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok
41	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
42	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram
43	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Twitter/X
44	Perempuan	18 - 24 Tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
45	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
46	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram

47	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
48	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok
49	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram
50	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
51	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Tiktok
52	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
53	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
54	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
55	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
56	Perempuan	<18 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok
57	Perempuan	<18 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
58	Perempuan	<18 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
59	Perempuan	<18 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
60	Perempuan	<18 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok
61	Perempuan	<18 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
62	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Youtube, Twitter/X
63	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube

64	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
65	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
66	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
67	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Youtube
68	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram
69	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
70	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
71	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
72	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
73	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
74	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
75	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
76	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
77	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
78	Perempuan	18 - 24 Tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
79	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok,

					Youtube, Twitter/X
80	Perempuan	18 - 24 Tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
81	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram
82	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
83	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
84	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
85	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
86	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
87	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
88	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
89	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
90	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
91	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
92	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok
93	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
94	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok

95	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
96	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
97	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Twitter/X
98	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
99	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Tiktok
100	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Twitter/X
101	Perempuan	18 - 24 Tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Tiktok, Twitter/X
102	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
103	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Youtube
104	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok
105	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
106	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok
107	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Tiktok
108	Perempuan	<18 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
109	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
110	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X

111	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
112	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
113	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Twitter/X
114	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
115	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
116	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok
117	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
118	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
119	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram
120	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok
121	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Tiktok, Twitter/X
122	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
123	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
124	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
125	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Twitter/X
126	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok,

					Youtube, Twitter/X
127	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
128	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
129	Perempuan	18 - 24 Tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
130	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
131	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
132	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
133	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok
134	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Twitter/X
135	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
136	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Tiktok, Twitter/X
137	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
138	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
139	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
140	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube

141	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube
142	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
143	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
144	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Instagram, Tiktok, Youtube, Twitter/X
145	Perempuan	18 - 24 Tahun	Sarjana (S1)	Pelajar/Mahasiswa	Tiktok, Twitter/X
146	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Instagram, Tiktok, Twitter/X
147	Perempuan	18 - 24 Tahun	SMA/Sederajat	Pegawai Negeri Sipil (PNS)	Instagram, Tiktok
148	Perempuan	18 - 24 Tahun	Sarjana (S1)	Karyawan Swasta	Instagram, Tiktok, Twitter/X
149	Laki-laki	18 - 24 Tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Instagram, Tiktok, Youtube
150	Perempuan	18 - 24 Tahun	Sarjana (S1)	Karyawan Swasta	Instagram, Tiktok
151	Perempuan	25 - 34 Tahun	Sarjana (S1)	Karyawan Swasta	Instagram, Tiktok
152	Laki-laki	18 - 24 Tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Instagram, Tiktok, Youtube, Twitter/X
153	Perempuan	18 - 24 Tahun	Sarjana (S1)	Karyawan Swasta	Instagram
154	Perempuan	18 - 24 Tahun	SMA/Sederajat	Karyawan Swasta	Instagram, Tiktok, Youtube, Twitter/X
155	Perempuan	45 - 55 Tahun	Diploma (D1/D2/D3)	Ibu Rumah Tangga	Instagram

156	Perempuan	25 - 34 Tahun	Sarjana (S1)	Ibu Rumah Tangga	Instagram, Tiktok, Twitter/X
157	Perempuan	35 - 44 Tahun	Sarjana (S1)	Ibu Rumah Tangga	Instagram, Tiktok, Youtube
158	Laki-laki	18 - 24 Tahun	SMA/Sederajat	Freelancer	Instagram
159	Perempuan	18 - 24 Tahun	Sarjana (S1)	Freelancer	Instagram, Tiktok, Youtube, Twitter/X
160	Perempuan	45 - 55 Tahun	Sarjana (S1)	Freelancer	Instagram
161	Laki-laki	45 - 55 Tahun	SMA/Sederajat	Freelancer	Instagram, Youtube
162	Perempuan	18 - 24 Tahun	Diploma (D1/D2/D3)	Freelancer	Instagram, Tiktok, Youtube
163	Laki-laki	18 - 24 Tahun	Sarjana (S1)	Freelancer	Instagram, Tiktok, Youtube
164	Laki-laki	25 - 34 Tahun	Magister (S2)	Freelancer	Instagram, Youtube
165	Perempuan	18 - 24 Tahun	Sarjana (S1)	Freelancer	Twitter/X

LAMPIRAN 4 HASIL KUESIONER

No	HBR1	HBR2	HBR3	HBR4	INT1	INT2	INT3	INT4	TRN1	TRN2
1	5	4	4	4	5	5	5	5	5	5
2	3	3	4	3	3	3	3	3	4	4
3	5	4	4	4	4	4	5	5	5	4
4	4	5	4	4	5	5	5	4	5	5
5	5	3	5	4	4	3	3	5	4	3
6	5	4	4	4	4	4	5	5	5	5
7	5	5	5	5	5	5	5	5	5	5
8	4	4	4	3	5	5	4	4	4	4
9	3	3	3	2	5	4	4	3	4	4
10	4	4	4	4	5	5	5	5	5	4
11	4	4	3	3	3	4	3	4	4	3
12	4	5	5	5	5	4	3	4	4	4
13	4	5	4	4	4	4	5	4	4	4
14	5	4	5	4	5	5	4	5	5	5
15	5	3	3	3	3	5	5	3	4	5
16	4	4	4	4	5	5	5	4	3	3
17	4	3	3	3	5	5	5	5	5	5
18	5	4	4	4	3	5	4	4	5	5
19	4	4	4	5	5	5	5	5	4	4
20	3	4	4	4	4	4	5	4	4	4
21	4	3	3	2	4	4	3	4	5	4
22	4	4	3	2	4	4	4	3	4	4
23	5	4	4	4	5	4	4	4	4	4
24	4	4	4	4	3	4	4	4	4	4
25	4	5	5	5	5	5	5	3	4	3
26	5	4	5	5	4	5	5	5	5	5
27	4	4	4	4	4	5	5	4	5	5
28	4	4	4	4	4	4	4	5	5	4

29	4	4	4	4	4	4	5	5	4	4
30	3	4	3	4	4	4	3	4	4	4
31	4	4	3	3	3	3	3	3	3	3
32	4	3	4	4	5	5	5	5	5	5
33	5	5	5	4	5	5	5	5	5	5
34	2	1	2	3	3	2	1	2	3	2
35	4	4	5	5	5	4	5	4	4	4
36	3	2	2	4	4	4	2	2	4	4
37	3	3	3	2	1	3	3	3	3	1
38	5	5	5	5	5	5	5	5	5	5
39	4	4	4	4	4	4	3	3	3	3
40	4	4	5	4	3	3	4	4	4	3
41	5	4	4	5	4	4	4	4	4	4
42	5	5	4	5	5	4	4	5	4	4
43	4	5	5	5	4	4	5	5	5	5
44	2	1	1	2	4	3	2	2	3	3
45	4	5	4	4	5	5	5	5	5	5
46	4	4	4	4	4	4	4	4	4	4
47	4	4	4	4	2	2	2	2	3	3
48	4	4	4	4	4	4	4	4	4	4
49	5	4	5	4	3	4	5	4	5	4
50	2	2	3	1	4	5	5	3	3	3
51	4	3	4	4	4	3	5	3	5	4
52	4	4	4	4	3	4	4	4	4	4
53	3	4	4	3	4	3	4	4	5	5
54	3	3	3	3	3	3	3	3	3	3
55	3	4	5	4	3	4	2	2	4	5
56	5	5	4	4	5	5	5	4	5	5
57	5	2	2	3	2	3	3	2	5	4
58	4	4	4	4	4	4	4	4	4	3

59	4	3	3	3	5	5	5	3	3	4
60	4	4	3	2	5	4	4	4	3	3
61	4	4	4	2	3	4	2	4	2	2
62	4	5	4	5	4	5	4	5	4	5
63	4	4	4	4	2	4	4	3	4	4
64	4	4	4	4	5	5	4	4	4	4
65	4	5	4	4	5	4	4	5	5	4
66	4	4	5	3	3	3	4	4	3	4
67	5	5	5	5	5	5	5	5	5	5
68	5	5	5	5	4	4	5	4	3	4
69	4	4	4	2	3	3	3	4	4	4
70	3	3	2	2	2	2	2	3	3	2
71	4	3	3	4	4	4	3	4	3	3
72	5	5	5	5	5	4	4	5	4	4
73	5	4	3	5	5	5	5	5	5	5
74	4	5	4	4	4	4	5	5	5	5
75	5	4	4	4	5	5	5	5	4	4
76	4	4	5	4	4	4	5	5	4	4
77	4	4	4	4	3	3	4	4	4	4
78	4	4	5	5	5	5	4	5	5	5
79	4	5	5	5	4	5	5	4	4	5
80	5	4	4	4	4	3	4	4	4	3
81	4	4	4	4	4	4	4	4	3	3
82	4	5	4	3	5	5	5	4	4	4
83	3	3	3	1	4	4	4	4	3	3
84	4	5	5	4	5	5	4	4	5	4
85	4	5	3	5	4	5	3	5	5	4
86	4	4	4	4	3	3	3	3	4	4
87	5	5	5	5	5	5	5	5	5	5
88	5	5	5	5	5	5	5	5	5	5

89	4	4	4	4	5	5	4	5	5	5
90	4	3	4	4	4	5	5	4	5	5
91	5	5	5	5	5	5	5	5	5	5
92	5	5	5	5	5	5	5	5	5	5
93	5	5	4	4	5	5	5	4	5	5
94	5	5	4	5	5	4	5	5	5	4
95	4	5	5	4	5	4	4	5	5	4
96	4	5	5	3	4	4	4	2	4	4
97	5	5	4	4	3	5	4	4	5	5
98	5	4	4	5	5	5	5	4	5	5
99	4	3	4	5	4	4	5	4	5	4
100	5	5	4	5	5	4	4	5	5	4
101	4	5	4	4	5	5	4	5	4	4
102	3	4	2	2	1	2	5	3	2	3
103	5	4	4	5	4	5	5	4	4	4
104	4	4	3	5	5	5	4	4	4	5
105	4	3	3	4	4	4	5	5	5	4
106	5	4	5	5	5	5	5	4	4	5
107	4	4	5	4	3	4	4	5	4	4
108	2	3	2	3	4	3	4	4	4	4
109	4	4	5	4	4	4	5	5	5	4
110	5	4	3	4	5	4	5	4	2	3
111	4	4	5	4	4	4	4	5	4	5
112	4	4	4	5	3	4	4	5	5	4
113	4	5	4	4	5	4	5	4	3	4
114	4	4	4	5	4	3	4	3	4	4
115	4	5	5	4	4	5	5	5	4	5
116	4	5	4	4	3	4	4	4	3	4
117	4	5	4	3	5	4	4	5	4	5
118	5	4	4	5	4	4	5	4	5	5

119	4	5	5	4	5	5	4	4	5	5
120	3	2	2	4	4	3	4	4	4	4
121	4	5	5	4	4	4	5	4	5	5
122	4	5	3	4	4	4	3	5	5	5
123	4	5	5	4	5	4	4	4	5	5
124	4	4	5	5	3	4	5	5	4	5
125	4	4	4	5	5	5	5	4	5	5
126	4	3	4	5	4	3	4	4	4	5
127	4	5	4	5	4	4	5	5	4	4
128	4	5	3	4	5	4	5	4	5	4
129	4	5	5	4	4	4	5	5	4	5
130	5	5	5	4	4	4	5	5	4	4
131	4	5	4	5	5	4	5	4	5	4
132	5	4	2	5	5	5	4	4	4	4
133	4	4	5	4	4	5	5	4	4	4
134	5	5	4	5	5	5	5	4	5	5
135	4	3	2	2	2	2	4	2	2	1
136	5	5	3	4	5	3	5	4	5	5
137	4	5	5	5	5	2	5	4	5	4
138	4	5	4	5	5	5	4	4	4	4
139	4	4	5	5	5	5	4	3	5	5
140	5	4	4	5	4	5	5	3	5	4
141	4	5	5	4	4	5	4	4	5	4
142	4	5	4	4	5	4	5	4	4	4
143	4	5	5	5	4	4	5	5	5	5
144	4	3	4	4	5	5	4	5	5	4
145	5	4	4	4	5	4	4	4	5	5
146	5	5	4	4	5	5	5	5	5	5
147	5	4	4	5	4	4	5	5	4	4
148	4	5	4	4	4	3	4	5	4	5

149	4	5	4	5	3	4	5	3	4	3
150	4	3	4	4	2	2	2	2	4	4
151	4	5	5	4	5	4	5	5	3	5
152	5	4	4	5	4	5	4	5	5	5
153	5	4	4	5	5	4	5	4	4	4
154	2	4	5	4	5	2	1	5	4	2
155	4	4	3	5	5	4	4	5	3	4
156	4	5	4	4	5	4	4	5	5	5
157	5	4	5	3	5	5	5	4	5	4
158	5	5	4	4	3	3	4	4	4	4
159	4	3	4	4	4	3	4	4	4	3
160	4	5	4	5	4	4	5	5	4	4
161	5	5	4	5	5	5	5	4	4	5
162	4	5	4	4	4	3	4	5	4	4
163	4	5	4	4	2	4	5	4	5	4
164	4	2	2	5	4	5	4	4	5	4
165	5	4	5	4	5	4	4	4	5	4

No	KSM1	KSM2	KSM3	KSM4	WOM1	WOM2	KPC1	KPC2	KPC3	KPC4	KPC5
1	5	5	5	5	5	5	5	5	5	5	5
2	3	4	3	3	3	3	4	3	3	3	3
3	5	4	5	4	4	5	4	5	5	4	5
4	4	4	5	5	4	3	5	5	4	5	5
5	5	5	4	5	2	2	5	5	4	5	4
6	4	5	5	5	5	4	5	5	5	5	5
7	5	5	5	5	5	5	5	5	5	5	5
8	4	5	3	4	4	3	4	4	4	4	5
9	4	4	5	3	2	4	4	3	2	3	4
10	4	4	4	5	5	5	5	4	5	5	5
11	4	4	4	4	4	3	4	4	4	4	4
12	5	5	5	5	5	5	4	5	4	4	4
13	5	5	4	4	4	2	4	4	4	4	3
14	4	5	5	4	5	4	5	5	5	5	5
15	3	4	4	5	3	3	4	5	5	5	5
16	4	4	5	5	4	3	4	4	4	4	4
17	4	4	5	5	5	3	5	5	4	4	5
18	4	5	5	5	5	5	5	4	4	4	4
19	5	5	4	5	5	3	5	5	4	5	4
20	4	5	4	4	4	4	4	4	5	5	5
21	3	4	5	4	4	2	4	4	3	3	4
22	4	4	4	4	3	2	5	5	4	4	3
23	4	4	5	4	4	4	4	4	4	4	4
24	4	4	4	4	4	4	4	4	4	4	4
25	5	5	5	5	5	4	5	4	4	4	4
26	5	5	5	5	3	4	5	4	4	5	5
27	5	5	5	5	4	4	5	5	4	5	5
28	5	5	5	5	5	4	5	5	4	5	5
29	5	4	5	4	4	4	5	5	4	4	5

30	4	4	5	3	5	4	3	3	3	3	3
31	3	3	3	3	3	3	3	3	3	3	3
32	4	5	5	5	4	4	5	4	4	4	4
33	5	5	5	5	5	5	5	5	5	5	5
34	5	5	5	4	5	4	5	5	5	4	3
35	4	4	4	4	3	4	4	4	4	4	4
36	4	3	4	4	2	2	5	4	4	4	4
37	3	3	3	3	1	1	3	3	3	3	3
38	5	5	5	5	4	4	5	5	5	5	5
39	3	3	4	3	3	3	4	4	3	3	3
40	3	4	4	4	3	4	3	4	4	3	4
41	4	4	4	4	4	4	4	4	4	4	4
42	5	4	5	5	4	4	5	4	3	4	4
43	5	5	5	5	5	5	5	3	4	5	5
44	2	2	3	2	3	4	5	4	5	3	2
45	5	5	5	5	5	5	5	5	5	5	5
46	4	4	4	4	4	4	4	4	4	4	4
47	2	4	2	2	3	2	4	4	4	4	3
48	4	4	4	4	4	2	4	4	4	4	4
49	5	5	5	5	5	5	5	5	5	5	5
50	3	3	5	4	2	1	4	3	1	3	3
51	5	5	5	5	5	3	5	4	4	3	3
52	4	4	4	4	4	4	5	4	4	4	4
53	4	4	3	3	5	4	3	3	4	4	3
54	3	3	3	3	3	3	3	3	3	3	3
55	3	4	5	4	4	3	3	4	4	3	4
56	5	5	5	5	5	4	5	4	4	5	5
57	2	4	4	4	3	2	4	3	3	3	3
58	4	4	4	4	4	4	4	4	4	4	4
59	3	4	4	4	4	3	4	4	4	3	3

60	4	4	4	2	4	2	4	3	4	4	4
61	2	3	3	3	2	2	4	4	3	5	4
62	4	5	5	5	4	4	4	5	4	5	5
63	5	5	5	4	5	3	4	4	4	4	3
64	4	5	4	4	5	4	5	5	5	5	5
65	3	3	4	4	5	5	4	5	5	4	4
66	4	4	5	4	3	3	3	3	4	4	4
67	5	5	5	5	5	5	5	5	5	5	5
68	4	4	4	4	3	3	4	3	3	4	3
69	4	4	4	4	4	3	4	3	4	4	4
70	3	3	3	2	2	3	3	3	2	4	4
71	4	4	4	4	3	3	3	4	4	4	4
72	4	5	5	4	4	4	4	5	4	5	5
73	5	5	5	5	3	2	5	5	3	5	5
74	4	5	5	4	4	5	5	5	4	4	5
75	5	5	5	5	4	4	5	5	5	5	5
76	4	5	5	5	5	5	5	5	5	5	5
77	4	4	5	4	3	3	4	4	4	4	4
78	5	5	5	5	4	4	4	5	4	4	4
79	5	5	4	4	4	5	5	5	5	5	4
80	4	4	4	4	4	3	5	5	4	4	4
81	3	4	4	4	3	3	4	4	4	4	4
82	5	5	5	5	4	4	5	5	4	4	4
83	3	4	4	4	4	3	4	4	4	4	3
84	4	5	5	5	4	4	5	4	5	5	4
85	4	3	5	5	4	2	5	3	4	5	2
86	4	4	5	4	3	2	4	4	4	4	4
87	5	5	5	5	5	5	5	5	5	5	5
88	5	5	5	5	5	5	5	5	5	5	5
89	4	5	5	4	4	4	5	4	5	4	4

90	4	4	5	4	4	3	5	4	4	4	4
91	5	5	5	5	5	5	5	5	5	5	5
92	4	5	5	5	5	3	5	5	5	5	5
93	5	5	5	5	4	4	5	5	5	5	5
94	4	5	4	4	4	4	5	5	4	5	4
95	4	5	5	4	5	4	5	4	5	4	4
96	5	5	2	4	4	4	5	4	5	5	4
97	4	4	5	5	4	5	5	5	5	4	4
98	4	5	5	5	4	4	5	4	5	5	5
99	4	5	4	4	5	4	4	4	5	4	4
100	5	4	4	5	5	4	5	4	4	5	5
101	5	5	4	4	5	4	5	5	4	4	4
102	2	3	5	5	5	3	4	4	5	5	3
103	3	4	5	4	4	5	4	5	5	4	4
104	4	4	3	4	4	5	5	5	4	5	5
105	5	5	4	3	4	2	5	4	5	4	5
106	5	5	4	5	5	4	4	5	5	5	4
107	5	4	3	4	4	5	5	4	4	5	4
108	5	4	5	5	3	4	4	4	3	4	3
109	4	5	5	4	4	4	5	5	4	5	4
110	4	3	4	5	5	4	5	5	3	4	5
111	5	5	4	4	4	5	5	5	4	5	5
112	5	4	5	4	4	3	4	3	4	4	4
113	4	5	4	4	5	4	5	4	4	5	4
114	5	4	4	5	4	4	5	4	4	5	4
115	5	4	4	5	5	5	4	5	5	5	4
116	5	5	5	4	3	4	4	5	4	4	5
117	4	5	4	5	3	4	5	5	4	3	5
118	4	5	5	4	4	4	5	4	5	4	5
119	5	5	4	5	5	5	5	4	4	4	5

120	3	4	5	4	5	2	4	4	3	4	2
121	4	5	5	4	4	5	4	5	5	4	5
122	4	4	4	5	4	4	5	5	5	5	5
123	5	4	5	5	5	4	4	4	5	5	4
124	5	5	4	5	4	5	4	4	5	5	4
125	5	5	5	5	4	4	5	4	4	5	4
126	4	5	5	4	4	3	4	3	4	3	4
127	4	5	5	4	5	4	4	4	5	4	5
128	5	4	5	4	4	3	5	4	5	4	5
129	5	4	5	5	4	5	5	4	5	5	5
130	5	5	4	4	5	4	4	4	5	5	5
131	5	4	5	4	4	5	5	5	4	5	4
132	4	5	5	4	3	2	5	4	4	4	4
133	4	4	4	5	4	4	4	5	5	4	4
134	4	4	5	4	5	5	4	4	5	5	5
135	2	3	2	2	4	3	4	4	2	3	4
136	4	5	5	4	4	2	5	5	4	4	5
137	3	5	4	3	4	5	4	5	5	3	5
138	5	4	5	5	4	4	5	4	4	4	5
139	4	5	5	5	5	4	5	5	5	5	5
140	5	4	5	5	4	3	4	5	5	5	4
141	4	5	4	4	4	5	5	4	5	4	5
142	4	5	5	4	4	4	5	4	4	5	4
143	4	4	5	4	5	5	5	5	4	4	5
144	5	3	4	2	4	4	5	4	5	5	5
145	5	5	5	4	5	3	5	5	4	4	4
146	5	5	5	5	4	5	5	5	5	5	5
147	5	4	4	5	4	4	5	5	4	5	5
148	4	5	4	4	5	5	5	4	4	4	4
149	5	4	5	4	5	4	5	4	5	4	5

150	4	4	4	4	2	2	4	3	4	4	4
151	5	4	5	5	5	5	5	4	5	5	5
152	4	4	5	4	4	3	5	4	4	5	5
153	5	4	5	4	4	4	5	5	4	4	5
154	5	2	5	2	1	2	4	5	5	5	4
155	5	4	4	5	4	4	4	4	4	4	3
156	4	5	5	4	5	4	5	4	4	5	5
157	5	4	5	5	4	4	5	4	5	5	4
158	4	4	5	4	4	3	4	4	3	3	3
159	4	5	4	4	4	3	4	5	4	4	4
160	5	5	4	4	5	5	3	5	4	4	3
161	5	4	5	5	4	4	5	4	4	5	5
162	5	4	5	5	4	5	5	4	4	5	4
163	5	4	5	5	4	3	5	4	4	4	5
164	5	4	4	5	4	1	5	5	4	4	3
165	5	4	5	4	4	5	4	4	5	4	4

No	CTM1	CTM2	CTM3	CTM4	NBL1	NBL2	NBL3	NBL4
1	5	5	5	5	5	5	5	5
2	3	4	4	3	3	3	3	3
3	5	4	5	4	4	4	5	4
4	5	4	4	5	5	5	4	4
5	4	5	5	4	4	4	4	5
6	5	4	5	5	3	3	4	4
7	5	5	5	5	5	5	5	5
8	4	4	3	4	4	4	4	4
9	4	4	2	3	2	4	2	2
10	5	4	5	5	5	4	4	3
11	4	4	3	3	3	4	3	4
12	5	5	5	5	5	5	5	5
13	4	4	5	4	4	4	4	5
14	5	5	2	5	4	4	4	4
15	4	4	4	5	4	3	4	4
16	4	4	2	4	3	3	4	4
17	4	4	2	4	3	3	3	3
18	4	4	4	4	1	1	1	1
19	5	5	5	5	5	5	5	5
20	4	4	5	4	4	4	4	5
21	4	4	3	4	4	4	4	4
22	5	3	3	5	5	5	5	5
23	4	4	4	4	5	5	4	5
24	4	4	4	4	5	5	5	5
25	5	5	5	5	5	5	5	5
26	4	5	5	5	5	5	5	5
27	5	5	5	5	5	5	5	5
28	5	5	5	5	5	5	5	5
29	5	5	4	4	5	5	5	4

30	2	3	4	4	5	5	5	5
31	3	3	3	3	3	3	3	3
32	5	5	5	5	2	3	3	2
33	5	5	5	5	5	5	5	5
34	4	5	3	5	3	4	5	4
35	4	4	4	4	4	4	4	4
36	5	4	2	5	5	5	5	5
37	1	3	3	3	2	2	2	2
38	5	5	5	5	5	5	5	5
39	4	4	4	4	4	4	4	4
40	3	4	4	5	3	3	4	4
41	4	4	5	4	4	4	4	4
42	4	4	3	4	4	4	5	4
43	5	5	5	5	5	4	5	5
44	4	5	2	5	4	5	4	2
45	5	5	5	5	5	5	5	5
46	4	4	4	4	4	4	4	4
47	2	2	2	3	3	4	4	2
48	4	4	4	4	4	4	4	3
49	5	4	5	5	5	5	5	5
50	4	1	1	3	4	3	3	3
51	3	4	2	3	4	5	5	4
52	4	4	4	4	4	4	5	4
53	3	4	3	4	4	3	4	4
54	3	3	3	3	3	3	3	3
55	4	4	3	4	4	4	3	4
56	5	5	5	5	5	5	5	5
57	4	4	4	4	5	4	4	2
58	4	4	4	4	3	3	3	3
59	2	4	2	3	3	3	1	1

60	4	4	3	4	3	3	3	3
61	5	4	3	4	3	4	5	5
62	5	5	5	5	4	5	5	5
63	5	5	3	5	5	5	5	5
64	5	5	4	5	5	5	5	5
65	5	4	4	5	4	4	5	5
66	4	4	5	4	4	5	4	3
67	5	5	5	5	1	1	5	5
68	4	4	3	4	4	4	5	4
69	4	4	4	4	4	4	4	4
70	3	4	3	3	3	3	4	4
71	4	4	3	4	4	4	4	4
72	5	5	5	5	4	4	4	4
73	5	5	3	5	4	5	5	5
74	5	4	5	5	5	5	4	5
75	5	5	4	5	5	5	5	5
76	5	5	5	5	4	3	5	4
77	4	4	4	4	4	3	4	4
78	5	5	5	4	5	5	5	5
79	4	5	5	4	4	5	5	5
80	5	4	3	4	4	4	4	4
81	3	4	3	4	4	4	4	4
82	5	5	4	5	5	5	5	5
83	4	4	4	4	4	4	4	4
84	4	5	5	5	5	5	5	5
85	4	5	5	3	4	3	5	5
86	4	4	2	3	3	3	3	3
87	5	5	5	5	5	5	5	5
88	5	5	5	5	5	5	5	5
89	4	5	4	5	5	5	4	4

90	4	5	4	4	4	5	4	4
91	5	5	5	5	5	5	5	5
92	5	5	5	5	5	5	5	5
93	5	5	4	5	5	5	5	5
94	4	4	5	4	5	4	5	5
95	5	5	4	5	4	4	5	4
96	5	4	2	4	5	4	5	5
97	4	5	5	5	5	4	5	5
98	4	4	4	5	5	5	4	4
99	4	5	4	4	4	5	4	5
100	5	4	5	5	5	4	4	5
101	5	4	5	4	4	4	5	5
102	5	3	4	5	5	4	3	5
103	3	5	3	4	4	5	5	4
104	4	4	4	5	4	5	5	4
105	5	3	3	4	5	4	5	5
106	5	5	4	5	5	4	5	5
107	4	4	5	4	4	4	5	4
108	4	5	2	3	4	2	2	4
109	4	4	3	5	4	4	5	5
110	4	3	2	4	4	3	5	4
111	4	4	5	5	4	4	5	4
112	4	4	3	4	4	4	4	5
113	4	5	5	4	5	5	4	5
114	4	4	5	5	4	4	5	4
115	5	4	5	5	4	5	5	5
116	4	4	3	4	4	3	5	4
117	4	5	4	5	5	4	4	5
118	4	4	5	5	5	5	4	4
119	5	4	4	5	5	5	5	5

120	2	3	2	2	2	4	2	2
121	5	4	5	5	4	3	4	4
122	4	4	5	5	5	5	5	5
123	5	5	4	5	4	5	4	4
124	4	5	5	5	4	5	5	4
125	4	5	4	4	5	5	5	5
126	4	5	3	4	4	5	4	5
127	4	5	4	5	5	5	4	4
128	4	5	4	4	5	4	5	4
129	4	4	4	5	5	5	5	4
130	5	5	4	5	5	5	4	5
131	5	4	5	4	5	4	5	4
132	4	5	2	5	4	4	4	4
133	4	4	5	4	4	5	5	5
134	5	4	4	4	4	4	5	5
135	2	2	3	4	2	2	4	3
136	4	5	4	4	5	5	4	4
137	5	5	5	3	5	4	5	5
138	5	5	3	4	4	4	5	5
139	4	5	4	4	4	5	4	5
140	4	4	3	4	4	4	4	4
141	5	5	4	5	5	4	5	4
142	4	4	4	5	4	5	4	4
143	5	5	5	5	5	5	5	5
144	4	5	3	5	5	5	4	4
145	4	4	4	5	5	4	4	4
146	5	5	5	5	5	5	5	5
147	4	4	5	5	5	4	5	4
148	4	5	4	5	5	5	5	5
149	5	4	3	5	5	4	3	4

150	4	4	4	2	4	4	4	4
151	5	4	3	4	5	4	4	4
152	4	5	3	4	5	4	5	4
153	4	5	4	4	5	5	4	5
154	4	2	1	4	4	5	5	4
155	4	3	3	4	5	4	4	4
156	5	4	5	5	5	4	5	5
157	5	4	4	4	5	5	5	5
158	4	4	5	4	4	4	4	4
159	5	3	4	4	4	5	4	4
160	5	4	3	5	5	5	4	5
161	5	5	4	5	5	5	4	5
162	4	5	3	4	4	5	4	4
163	4	5	3	4	4	2	3	4
164	4	4	5	5	5	4	4	5
165	5	4	5	5	4	5	4	4

LAMPIRAN 5 HASIL OLAH DATA

Uji Validitas Konvergen (*Outer Loading*)

No	Variabel		Kode	Outer Loading
1	Pemasaran Media Sosial	Hiburan	HBR1	0.746
			HBR2	0.788
			HBR3	0.765
			HBR4	0.789
		Interaksi	INT1	0.774
			INT2	0.823
			INT3	0.760
			INT4	0.726
		Tren	TRN1	0.870
			TRN2	0.945
		Kustomisasi	KSM1	0.751
			KSM2	0.755
			KSM3	0.721
			KSM4	0.823
		Word of Mouth	WOM1	0.876
			WOM2	0.879
2	Kepercayaan		KPC1	0.726
			KPC2	0.719
			KPC3	0.734
			KPC4	0.794
			KPC5	0.763
3	Citra Merek		CTM1	0.796
			CTM2	0.733
			CTM3	0.721
			CTM4	0.810
4	Niat Beli		NBL1	0.853

		NBL2	0.786
		NBL3	0.840
		NBL4	0.867

Uji Validitas Konvergen (AVE)

Variabel		AVE
Pemasaran Media Sosial	Hiburan	0.597
	Interaksi	0.595
	Tren	0.826
	Kustomisasi	0.583
	Word of Mouth	0.770
Kepercayaan		0.559
Citra Merek		0.587
Niat Beli		0.701

Uji Validitas Diskriminan (*Cross Loading*)

Kode	Hiburan	Interaksi	Tren	Kustomisasi	Word of Mouth	Kepercayaan	Citra Merek	Niat Beli
HBR1	0.746	0.498	0.437	0.448	0.303	0.487	0.447	0.290
HBR2	0.788	0.485	0.381	0.437	0.497	0.455	0.498	0.441
HBR3	0.765	0.414	0.397	0.456	0.443	0.436	0.468	0.366
HBR4	0.789	0.475	0.489	0.532	0.415	0.463	0.450	0.431
INT1	0.408	0.774	0.443	0.450	0.380	0.478	0.420	0.366
INT2	0.433	0.823	0.533	0.519	0.348	0.496	0.487	0.311
INT3	0.504	0.760	0.461	0.565	0.500	0.479	0.425	0.270
INT4	0.537	0.726	0.463	0.498	0.435	0.517	0.507	0.357
TRN1	0.462	0.498	0.870	0.560	0.381	0.508	0.516	0.343
TRN2	0.537	0.611	0.945	0.639	0.505	0.524	0.564	0.378

KSM1	0.517	0.521	0.447	0.751	0.403	0.533	0.502	0.480
KSM2	0.517	0.486	0.554	0.755	0.474	0.493	0.572	0.369
KSM3	0.347	0.447	0.495	0.721	0.279	0.352	0.404	0.237
KSM4	0.476	0.559	0.517	0.823	0.420	0.527	0.551	0.342
WOM1	0.424	0.482	0.450	0.506	0.876	0.455	0.501	0.320
WOM2	0.514	0.457	0.424	0.409	0.879	0.511	0.566	0.344
KPC1	0.329	0.493	0.460	0.511	0.349	0.726	0.520	0.396
KPC2	0.386	0.450	0.320	0.444	0.383	0.719	0.508	0.411
KPC3	0.454	0.385	0.446	0.413	0.527	0.734	0.571	0.421
KPC4	0.497	0.506	0.393	0.491	0.384	0.794	0.563	0.469
KPC5	0.550	0.542	0.483	0.475	0.415	0.763	0.563	0.379
CTM1	0.453	0.503	0.442	0.555	0.450	0.631	0.796	0.549
CTM2	0.450	0.448	0.514	0.575	0.427	0.498	0.733	0.409
CTM3	0.538	0.389	0.452	0.447	0.485	0.452	0.721	0.435
CTM4	0.412	0.479	0.419	0.473	0.505	0.642	0.810	0.532
NBL1	0.385	0.373	0.395	0.400	0.306	0.455	0.528	0.853
NBL2	0.309	0.306	0.326	0.328	0.260	0.375	0.444	0.786
NBL3	0.463	0.323	0.278	0.330	0.344	0.518	0.534	0.840
NBL4	0.481	0.393	0.337	0.477	0.349	0.495	0.590	0.867

Uji Reliabilitas (*R-Square*)

	R-square	R-square Adjusted
Kepercayaan	0.274	0.270
Citra Merek	0.318	0.314
Niat Beli	0.417	0.406

Uji Hipotesis

Hipotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Pemasaran Media Sosial → Kepercayaan (H1)	0.524	0.529	0.060	8.739	0.000
Pemasaran Media Sosial → Citra Merek (H2)	0.564	0.565	0.062	9.051	0.000
Kepercayaan → Niat Beli (H3)	0.203	0.202	0.099	2.051	0.040
Citra Merek → Niat Beli (H4)	0.483	0.491	0.102	4.743	0.000
Pemasaran Media Sosial → Niat Beli (H5)	0.378	0.383	0.096	3.923	0.000

Uji Mediasi

Hipotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Pemasaran Media Sosial → Kepercayaan → Niat Beli (H6)	0.106	0.106	0.053	1.992	0.046
Pemasaran Media Sosial → Citra Merek → Niat Beli (H7)	0.272	0.276	0.061	4.477	0.000

LAMPIRAN 6 JURNAL ACUAN

Article

What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention

Massoud Moslehpour ^{1,2}, Taufiq Ismail ^{1,3}, Bey Purba ¹ and Wing-Keung Wong ^{4,5,*}

¹ Department of Business Administration, College of Management, Asia University, Taichung 41354, Taiwan; write2odrm@gmail.com (M.M.); taufiq.ismail@ub.ac.id (T.I.); ignatiuspurba31@gmail.com (B.P.)

² Department of Management, California State University, San Bernardino, CA 92407, USA

³ Department of Management, Faculty of Economics and Business, Universitas Brawijaya, Malang 65145, Indonesia

⁴ Department of Finance, FinTech Center, and Big Data Research Center, Asia University, Taichung 41354, Taiwan

⁵ Department of Economics and Finance, The Hang Seng University of Hong Kong, Hong Kong

* Correspondence: wong@asia.edu.tw

Abstract: This research examines the relationship between social media marketing activities and purchase intention mediated by trust and brand image to confirm the constructs with practical applicability, specifically in a growing online ride-hailing service company. This study employs a quantitative approach with a causal research design to test the proposed hypotheses to identify interrelationships between each pair of constructs. Data collection was performed through a survey of 350 respondents via an online questionnaire as the primary data source distributed to social media users in Indonesia who had experienced using GO-JEK services. In addition, EFA, CFA, SEM, and bootstrapping methods were run to analyze these research data. Social media marketing, trust, and brand image affect consumers' purchase intention significantly. Among the five dimensions of social media marketing, the findings show that two dimensions—namely, entertainment and word of mouth, bring the most significant direct effect on purchase intention. Trust and brand image mediate the relationship between social media marketing and purchase intention. This study suggests practical directions for organizations. First, it reveals the social media dimensions that directly encourage purchase intention among consumers. Second, it explains that trust and brand image can amplify each variable's influence on the purchase intention among consumers. GO-JEK is an example of the online ride-hailing industry that causes the generalizability issue in different business contexts. Based on our findings, there are some practical directions for GO-JEK. First, it reveals the social media marketing dimensions that directly encourage purchase intention among consumers to use GO-JEK. Second, it explains that trust and brand image can amplify the influence of each variable on consumers' purchase intention. Very few studies investigated social media marketing's role in a GO-JEK business model in the Indonesian context. This research delivers in-depth insights into the significant factors that affect Indonesian consumers to decide which product they intend to buy through the influence of social media activities.

Keywords: GO-JEK; social media marketing activities; trust; brand image; purchase intention



Citation: Moslehpour, M.; Ismail, T.; Purba, B.; Wong, W.-K. What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *J. Theor. Appl. Electron. Commer. Res.* **2022**, *17*, 89–103. <https://doi.org/10.3390/jtaer17010005>

Academic Editor:
Julian Chaparro-Peláez

Received: 25 August 2021
Accepted: 23 December 2021
Published: 27 December 2021

Publisher's Note: MDPI stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Copyright: © 2021 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

Technological developments have a strong impact on our lives, as technology is abundantly available and frequently promoted throughout our society [1]. Further, the positive benefits emerging from the use of technology appear in several sectors such as advancing healthcare, reforming business and manufacturing channels, improving access to information, adding new systems and educational methods, helping with daily housework, and providing easy access to transportation and logistics [2–4]. Technological development also touches the e-commerce sector that has grown in the past year. Recently, e-commerce

shifted to mobile commerce (m-commerce) due to the development of internet technology and the emergence of mobile devices with rich features to such an extent that customers have changed the way they exchange financially through mobile transactions [5]. Conducting commercial transactions becomes easier and simpler since it can be accomplished using a mobile device in our hands, as internet technology and social media development encourage even faster growth of the m-commerce market.

Nylander [6] reported that Indonesia was one of the fastest-growing mobile-commerce markets globally. The rapid development of the m-commerce industry in Indonesia is due to its large population, growing middle-market segment, increasing penetration of smartphones, and the growing popularity of online shopping [6]. Among the gigantic tech industries in Indonesia, GO-JEK Indonesia is one of the largest local tech-company doing business in the m-commerce sector. GO-JEK valuation in 2020 reached USD 12.5 billion [7], contributing USD 7.1 billion to Indonesia's economy in 2019 [8]. Large companies such as Google, Tencent, JD.com, Astra, Allianz, and Mitsubishi invested in Go-JEK Indonesia [9]. Therefore, this company is worth to be explored for its excellent performance in digital technology and social media advancement.

Social media is an effective tool for companies' commercial interests and supports better business performance [10,11]. When making purchase decisions, consumers rely on their social media [12]. With the increasing number of consumers using social media and social media as a part of corporate strategy, social media facilitates the interaction between consumers and companies and also provides a platform for consumers to be connected and interact with other consumers [13]. Social media use also takes an expanding role as communication media from a customer perspective and as an option for corporate marketing communication strategy [12].

Social media can greatly benefit the organization [14–16]. With the growing m-commerce sector and the increasing number of social media users in Indonesia, GO-JEK can take advantage of this opportunity to strengthen its business. Through social media, companies reach consumers and deliver an effective marketing message to consumers. In particular, this study uses GO-JEK as an example of this growing online ride-hailing industry. Social media marketing provides GO-JEK with great benefits and influence in increasing the company's popularity and income. The CEO of GO-JEK, Nadiem Makarim, revealed that social media is an effective tool for introducing GO-JEK and popularizing its brands to the wider community [17]. Therefore, GO-JEK can be a suitable example for other companies in the m-commerce sector that want to present their brands to the public through social media.

Therefore, this study examines the effect of social media marketing (SMM) activities on consumers' purchase intention (PI) with trust (TRU) and brand image (BI) as the mediating variables. The dimensions of SMM activities used in this study consist of entertainment, interaction, trendiness, customization, and word of mouth. This study's importance is to confirm the constructs' theoretical and practical applicabilities, specifically in a growing online ride-hailing service company. Hence, this research is expected to enrich the theoretical perspective of the specific online service industry. The next section will discuss further the literature review foundation.

2. Literature Review and Hypotheses Development

This section presents a literature review to provide a firm theoretical foundation and other relevant descriptions of the constructs observed in this research by elaborating more on social media marketing activities, trust, brand image, and purchase intention to explain the interrelationship among those variables further.

2.1. Mobile Commerce and GO-JEK Indonesia

The development of mobile and internet technologies has led to the increasing penetration of mobile devices and their use in various areas of our lives [18]. Mobile phones are no longer just useful for communicating and have other meaningful purposes like a mobile

transaction supported by internet access and feature advancement. The mobile commerce (m-commerce) sector is often treated as an extension of e-commerce [19,20] for its features of mobile purchasing, mobile banking, mobile payments, and mobile investment. Some large companies such as Uber, Starbucks, Square, Apple, and Facebook are examples of companies with businesses in mobile commerce.

GO-JEK in Indonesia is the largest local technology company in the m-commerce sector. Founded in 2010, GO-JEK started its business as a ride-hailing phone service company, similar to the business model by Uber, Lyft, and Grab. Currently, GO-JEK has evolved into an advanced technology company that provides online-based services. Previous studies use GO-JEK online transportation services as a case study related to service quality [21] and digital marketing implementation [22].

2.2. Purchase Intention

Purchase intention (PI) indicates the degree of consumer feeling how confident they are to buy a product or service [23]. PI is perceived as the key predictor of actual behavior [24] that raises a better opportunity to predict overt purchase behavior. Consumers will decide to buy the product after searching for information to buy the right product to meet their needs and desires [25]. In this research, PI is the pivotal construct to be investigated. Former research has demonstrated that an increase in PI reflects an increase in the chance of purchasing [26]. Some researchers explored PI in different industries using diverse theories such as the theory of planned behavior [24,27] and social presence [28]. However, this research will elaborate on social media marketing activities, trust, and brand image since those variables also strongly drive PI, as suggested by prior studies [29–32].

2.3. Social Media Marketing Activities

Social media marketing (SMM) activity has been an important part of business recently [33] that allows organizations to communicate with consumers easily and quickly [31]. Further, SMM activities provide cost efficiency to interact with customers as adopted by more and more companies and achieve wider acceptance among customers in various businesses [34]; therefore, SMM has achieved wide acceptance in e-commerce [32]. Social media's role for a company is to build a close relationship and easy access between customers and companies [35]. Therefore, SMM is viewed as a new aspect of corporate marketing strategy that engages with marketing products, services, information, and ideas through online social media [36]. Creating appropriate and useful content for consumers allows the companies to predict their customers' future buying behavior more precisely [34], increase the popularity of brand posts, attract new customers, build awareness, and increase sales and build loyalty.

Kim and Ko's model [37] describes SMM activities on luxury brands using five dimensions: entertainment, interaction, trendiness, customization, and word of mouth (WOM). Although another SMM concept proposed by Sano [38] has different dimensions like applied interaction, trendiness, customization, and perceived risks, Kim and Ko's model [37] is more widely used in former research. Therefore, this study assesses the SMM activities of GO-JEK Indonesia based on Kim and Ko's five perspectives, including entertainment (ENT), interaction (INT), trendiness (TRD), customization (CUS), and word of mouth (WOM) as variables rather than dimensions, to deliver a different perspective in this research, by using second-order SEM.

2.4. Trust

The pivotal role of trust (TR) in influencing consumers' decisions is highly perceived by marketing practitioners [39]. From a managerial perspective, online purchases typically depend on consumers' trust in the provider [40]. Trust is one of the important issues when shopping online, especially buying and selling on social media, where there is great uncertainty due to a lack of face-to-face interaction among users [41]. Thus, trust is

very important in brand communication with consumers. Trust is considered a pivotal determinant that directly influences users' behavioral intentions to purchase online [30].

2.5. Brand Image

Previous studies explored the role of brand image (BI) on consumer behavior in the service sector include [30]; further, consumers tend to purchase products/services with well-established brand names [29]. Schmitt [42] stated that BI represents consumers' views, perceptions, and attitudes about a particular brand. Therefore, companies should pay attention to the creation of their image. When consumers are dedicated to a brand, they will continue to follow its development and avoid competitors, benefiting the company [43]. According to Keller et al. [44], positive BI can be achieved by connecting strong, best, and unique connotations with brands in consumers' minds. In addition, BI is recognized as a significant antecedent that directly influences price and online purchase intentions [29].

After elaborating on each of the variables involved in this research, the next session will further explain the hypotheses derived from the literature review. Finally, the hypothesis development session will describe both the direct effect of SMM, TRU, and BI on PI and the indirect effect of SMM through TRU and BI on PI.

2.6. Hypotheses

This study observes one independent variable (SMM), two mediating variables (TRU and BI), and one dependent variable (PI) in the analysis. Regarding the direct effects of social media marketing activities, trust, and brand image, Yimeng and Huifan [45] stated that SMM activities provide a significant and positive impact on consumer TRU in the retail banking industry. At the same time, similar finding in the hotel industry is also revealed [46]. Furthermore, according to Jung and Kim [47], SMM's variable significantly affects consumers' TRU, particularly word of mouth. Thus, it postulates the following hypothesis:

Hypothesis 1 (H1). *SMM activities significantly influence TRU.*

Seo and Park [31] found that the company's SMM had a significant effect on BI. They concluded that if the airline is actively marketing on social media, consumers will more likely remember or recognize the airline more accurately than its competitors. This result aligns with Perera and Perera's study [48], in the hospitality sector, and Wang et al. [49] in a publishing company. In this paper, the second hypothesis is developed as follows:

Hypothesis 2 (H2). *SMM activities significantly influence BI.*

Asokan and Saravanan [50] confirmed that TRU has a positive effect on PI behavior. Their research in India showed that when consumers trusted a brand, they bought the product. Other studies by Pothong and Sathitwiriawong [51] in Thailand and Hsu et al. [52] in Taiwan also supported the findings. Therefore, it leads to the following hypothesis:

Hypothesis 3 (H3). *TRU significantly influences PI.*

Yunus et al. [53] stated that the BI of a product is essential because it can enrich consumers' knowledge about its product and influence purchase decisions. Furthermore, other studies by Shafiee et al. [54] in the Iran aviation industry and Lien et al. [30] in the Taiwan hotel industry also found the positive impact of BI on PI. Therefore, these studies led us to the following hypothesis:

Hypothesis 4 (H4). *BI significantly influences PI.*

According to Gautam and Sharma [10], SMM activities have a significant positive influence on consumers' PI for a luxury fashion brand. Another study by Spackman and

Larsen [55] also supported this finding. The results revealed that when Facebook marketing was highly entertaining, interactive, and broadly shared by followers, it resulted in a better relationship between an organization and its customers. Therefore, the fifth hypothesis is supposed as follows:

Hypothesis 5 (H5). *SMM activities significantly influence PI.*

Trust and brand image also have mediating effects on purchase intention.

In addition to the direct effect of TRU on PI, Khuong and Huong [56] found that TR is a good mediator between SMM and PI in the tourism industry. Dutta and Bhat [57] also found that TRU is a good mediator between SMM and PI in India. Thus, the sixth hypothesis states the following:

Hypothesis 6 (H6). *TRU mediates the relationship between SMM activities and PI.*

Further, Yunus et al. (2016) found that BI partially mediated SMM activities and PI's relationship. Tariq et al. [58] also concluded that BI is a good mediator between SMM activities and PI. Therefore, the last hypothesis is supposed as follows:

Hypothesis 7 (H7). *BI mediates the relationship between SMM activities and PI.*

Examining the interrelationship among the constructs, including SMM activities, TRU, BI, and PI, the results of this study confirm the theoretical applicability and provide useful insights into some practical fields. In what follows, to justify the effectiveness of the interrelationship among SMM activities, TRU, BI, and PI theoretically, this research first discusses measurement, data, and methods utilized in this study to ensure several fit indices before analyzing the issue and revealing the findings.

3. Measurement, Data, and Method

3.1. Measurement and Scale

The questionnaire's items were developed based on some related prior studies [37,59–61], with modification. The questionnaire consisted of two parts. The first part described the constructs' instrument. First, 20 items from Kim and Ko [37] and Godey et al. [59] were used to measure SMM. Second, five items from Yahia et al. [60] and Hong and Cha [61] were used to measure TRU. Third, four items from Seo and Park [31] were used to measure BI. Lastly, four items were used to measure PI. Each item used a 5-point Likert Scale, ranging from strongly disagree to strongly agree. The second part described the demographic and general information of respondents.

3.2. Data

In this study, primary data were collected by distributing questionnaires online through Google Forms. Respondents are Indonesian social media users who have used GO-JEK services before. The distribution timeline of data collection took around four months. The internet-based surveys enable researchers to target a unique population, while respondents' identities and privacy remain protected [62]. Hair et al. [63] stated that a model with less than 7 variables could use a minimum sample size of 300. This research took a total of 362 respondents participating in this research, though only 350 were usable responses.

3.3. Method

The analysis procedure followed some analytical tools such as descriptive statistical analysis, exploratory and confirmatory factor analysis, reliability analysis, structural equation modeling (SEM), and bootstrapping. Kaiser–Meyer–Olkin (KMO) was conducted to examine the data collection's construct validity and feasibility before running the ex-

ploratory factor analysis. KMO value must be greater than 0.50, and the loading factor of each item must be greater than 0.50 to ensure that there are no items that correlate with each other [63].

4. Results and Findings

This section presents the main result of the research by describing the results of the data analysis that was carried out. Descriptive analysis, exploratory and confirmatory factor analysis, reliability, convergent and discriminant validity, structural equation modeling, and the bootstrapping method were used to prove the influence of mediating variables. Furthermore, this part also shows the findings for each hypothesis.

4.1. Demographic Characteristic

From 350 useable questionnaires obtained, most of the respondents (51.1%) were female. The ages ranged between 17 and 42 years old; further, 42.3% were between 22 and 26 years old. Meanwhile, a bachelor's degree (60.9%) dominated the respondent's educational background. More than half of the total respondents (53.1%) were employees. Regarding the types of social media used most frequently, most respondents (38.3%) used Facebook and YouTube more often than other social media.

4.2. Measurement Model and Fit Indices

Based on EFA results, four items were dropped (TRD3, TRD4, WOM2, and WOM3) due to insufficient factor loading (<0.50) to attain better reliability. By using SPSS 23, eight variables were extracted, comprising one independent variable (SMM with five dimensions: entertainment, interaction, trendiness, customization, and word of mouth), two mediating variables (TRU and BI), and one dependent variable (PI).

Table 1 shows the results of the CFA (Bradley, 2018; Strauss and Smith, 2009). From the obtained results, the proposed model had a good level of fit: $\chi^2/df = 1.15$, p -value = 0.02, goodness of fit index (GFI) = 0.93, comparative fit index (CFI) = 0.99, Tucker–Lewis index (TLI) = 0.98, and root-mean-squared error of approximation (RMSEA) = 0.02.

Table 1. CFA goodness of test (N = 350).

GOF Index	Acceptable Value	CFA Model
χ^2 (Chi-square)		401.49
df(Degree of freedom)		349
χ^2/df	<3	1.15
GFI	>0.90	0.93
Z	>0.90	0.99
TLI	>0.90	0.98
RMSEA	≤ 0.08	0.02

Table 2 presents the good results regarding discriminant validity, convergent validity, and composite reliability, with the value criteria for each parameter as follows: CR > 0.7 , AVE > 0.5 , MSV $< AVE$, and $\sqrt{AVE} > \text{Max correlation}$ [64,65].

Table 2. Tests of discriminant validity, convergent validity, and composite reliability.

	CR	AVE	MSV	Max r	ENT	INT	TRD	CUS	WOM	TRU	BI	PI
ENT	0.912	0.721	0.061	0.246	0.849							
INT	0.830	0.550	0.093	0.305	0.246	0.742						
TRD	0.754	0.607	0.030	0.173	0.036	0.045	0.779					
CUS	0.809	0.515	0.093	0.305	0.159	0.305	0.173	0.718				
WOM	0.738	0.596	0.072	0.269	0.012	0.181	0.026	0.167	0.772			

Table 2. Cont.

	CR	AVE	MSV	Max r	ENT	INT	TRD	CUS	WOM	TRU	BI	PI
TRU	0.843	0.520	0.160	0.400	0.091	0.254	0.137	0.277	0.165	0.721		
BI	0.805	0.509	0.131	0.362	0.052	0.089	0.156	0.181	0.067	0.209	0.714	
PI	0.808	0.513	0.160	0.400	0.201	0.208	0.125	0.200	0.269	0.400	0.362	0.716

Note: CR > 0.7; AVE > 0.5; MSV < AVE; $\sqrt{\text{AVE}}$ > Max r, $\sqrt{\text{AVE}}$ is bold face diagonal.

In Table 3, some details about EFA, CFA, SEM, mean (M), standard deviation (SD), Cronbach's alpha (α), CR, and AVE are presented. Further, based on all the reliability and validity tests performed, all instruments used in this study were reliable and valid.

Table 3. Summary of reliability and validity.

Var.	Items	EFA	CFA	SEM	M	SD	α	CR	AV	AVE (%)	KMO
Min Value		>0.5	>0.5	>0.5			>0.6	>0.7	>0.5	>50	>0.5
ENT	ENT1	0.89	0.88	0.88	3.49	0.93	0.91	0.91	0.72	78.99	0.85
	ENT2	0.88	0.84	0.84							
	ENT3	0.90	0.87	0.87							
	ENT4	0.86	0.81	0.81							
INT	INT1	0.76	0.70	0.70	3.64	0.93	0.83	0.83	0.55	66.10	0.80
	INT2	0.78	0.72	0.72							
	INT3	0.82	0.80	0.80							
	INT4	0.82	0.74	0.74							
TRD	TRD1	0.88	0.84	0.84	3.23	1.09	0.75	0.75	0.61	79.96	0.50
	TRD2	0.89	0.72	0.71							
CUS	CUS1	0.82	0.75	0.76	3.35	0.92	0.81	0.81	0.52	63.45	0.79
	CUS2	0.73	0.67	0.66							
	CUS3	0.80	0.75	0.75							
	CUS4	0.76	0.69	0.69							
WOM	WOM1	0.85	0.92	0.93	3.49	0.98	0.70	0.74	0.60	77.12	0.50
	WOM4	0.87	0.59	0.59							
TRU	TRU1	0.80	0.83	0.83	3.75	0.84	0.84	0.84	0.52	61.49	0.85
	TRU2	0.76	0.69	0.70							
	TRU3	0.78	0.74	0.74							
	TRU4	0.75	0.66	0.66							
BI	BI1	0.74	0.66	0.66	3.58	0.90	0.80	0.81	0.51	62.98	0.79
	BI2	0.81	0.80	0.81							
	BI3	0.78	0.72	0.72							
	BI4	0.75	0.65	0.65							
PI	PI1	0.77	0.67	0.67	3.75	0.86	0.81	0.81	0.51	63.51	0.80
	PI2	0.75	0.74	0.74							
	PI3	0.78	0.73	0.73							
	PI4	0.79	0.71	0.71							
Total							0.83			68.55	0.81

Items details for each construct (questionnaire).

ENT: ENT1. Content seems interesting; ENT2. Looking for information is exciting; ENT3. It is fun to collect information; ENT4. It is easy to kill time by looking for information;

INT: INT1. It enables information-sharing with others; INT2. Conversation or opinion exchange with others is possible; INT3. It is easy to provide my opinion; INT4. It is possible to achieve a two-way interaction;

TRD: TRD1. Information is the newest information; TRD2. Contents are up to date;

TRU: TRU1. GO-JEK is trustworthy; TRU2. GO-JEK is honest and truthful to me; TRU3. I trust information about GO-JEK on social media; TRU4. I believe that GO-JEK's social media account is trustworthy; TRU5. I believe GO-JEK will keep its promises and commitments;

PI: PI1. The probability that I would consider using GO-JEK's service is high; PI2. If I were to use an online service, I would consider using GO-JEK's service; PI3. The likelihood of my using a service from GO-JEK is high; PI4. My willingness to use GO-JEK's service is high.

After obtaining acceptable model from the analysis results, structural equations modeling (SEM), especially path analysis, was executed on the research variables. SEM is an extension of factor analysis and a methodology principally considered to test substantive theories from empirical data sets [66]. Meanwhile, the path analysis technique was used to determine the extent to which a model matches a dataset and test the interrelationship between a set of variables simultaneously. SEM was used to test hypotheses and the significance of the relationship between research variables. By using AMOS 21, the proposed model was analyzed, and the results of the SEM path analysis are illustrated in Figure 1.

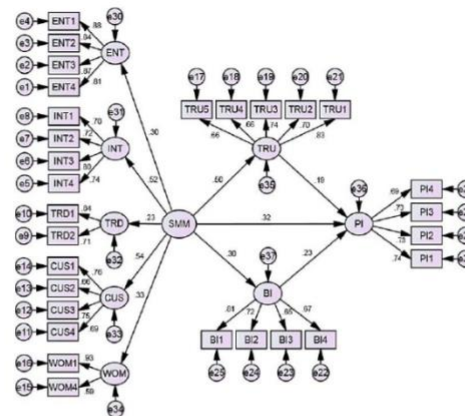


Table 4 presents detailed results of the model fit indices of the proposed model in this study. $\chi^2/\text{df} = 1.16$, $p\text{-value} = 0.01$, GFI = 0.93, AGFI = 0.91, CFI = 0.99, and RMSEA = 0.02. Each GFI value exceeded the minimum criteria of acceptable values.

Table 4. The result of SEM goodness-of-fit statistic.

GOF Index	Acceptable Value	SEM Model
χ^2/df	<3	1.16
GFI	>0.90	0.93
AGFI	>0.90	0.91
CFI	>0.90	0.99
RMSEA	≤0.08	0.02
SRMR	≤0.08	0.05

The standardized coefficient was used for a normalized value. As shown in Table 5, all hypotheses are accepted. SMM affected TRU, proven by the value = 0.50 ***, with p -value = 0.000. SMM was also proven to influence BI, as justified by the value = 0.30 **, with p -value = 0.002. TRU to PI (H3) showed the influencing relationship, with 0.20 *. The path from BI to PI showed a strong influence, with 0.23 ***. SMM was also found to positively affect PI = 0.32 **. Moreover, the analysis results showed that SMM's significant dimensions in this study included customization, interaction, word of mouth, entertainment, and trendiness.

Table 5. Result of hypothesis testing using standardized estimates.

Hypothesis	Path	β	S.E.	C.R. (T Statistics)	p -Value	Result
H1	SMM→TRU	0.50 ***	0.21	4.18	0.000	Supported
H2	SMM→BI	0.30 **	0.18	3.15	0.002	Supported
H3	TRU→PI	0.20 *	0.09	2.29	0.022	Supported
H4	BI→PI	0.23 ***	0.07	3.25	0.000	Supported
H5	SMM→PI	0.32 **	0.22	2.54	0.010	Supported

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, NS = Not Significant.

This study also investigated the specific influence of each dimension of SMM on TRU, BI, and PI. The analysis of each SMM dimension on PI without a mediating variable demonstrated that entertainment and word of mouth have a significant direct influence on PI, whereas interaction, trendiness, and customization are not significant.

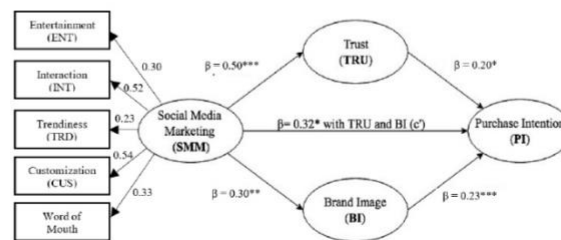
4.4. Test of Mediating Variables

Mediating variables can be identified to explain the type and effect of the relationship between the independent and dependent variables to attain more accurate and useful research [67]. From bootstrapping, some important parameters included standard errors, and confidence intervals were accurately calculated. The bootstrap used in this study had 5000 bootstrap samples, percentile confidence intervals were set at 95% CI, and bias-corrected confidence intervals were set at 95% CI. The total, direct, and indirect effects could be calculated from bootstrapping to determine the mediating effect. If the mediating effect existed, the next step was to calculate the mediating variable effect size.

The results show that H6 and H7 had mediating effects. Further, Figure 2 shows the SEM results summary with TRU and BI as mediating variables. Each dimension of the SMM effect was further analyzed on PI, with TRU as a mediating variable. Based on the statistical analysis results, interaction and customization were two dimensions of SMM that had significant indirect influences on PI through TRU, while entertainment, trendiness, and word of mouth had no significant effect (Table 6).

Table 6. Summary of mediation analysis results.

	Path	Total	Direct	Indirect	Mediation
	SMM→(TRU + BI)→PI	0.49 **	0.32 *	0.17 *	Supported (Partial Mediation)
Hypothesis	Path	Total	Direct	Indirect	Mediation
H6	SMM→TRU→PI	0.47 **	0.36 *	0.11 *	Supported (Partial Mediation)
H7	SMM→BI→PI	0.48 **	0.41 **	0.07 *	Supported (Partial Mediation)

* $p < 0.05$, ** $p < 0.01$, NS = Not Significant.**Figure 2.** The SEM result with TRU and BI as mediation variables.

Next, each dimension of the SMM effect on PI was also analyzed with BI as a mediating variable. Based on the results, customization was the only dimension with a significant indirect influence on PI through BI, while the rest were not significant (Table 6).

As shown in Table 7, both mediation hypotheses (H6 and H7) were supported; in addition, H6 and H7 were partial mediators because the effect of SMM on PI in the presence of TRU and BI as mediators was decreased in absolute size, making the ratio of direct effect (c') smaller than the ratio of total effect (c) (Table 7).

Table 7. Summary of mediation analysis results (post hoc analysis).

Hypothesis	Path	Total (c)	Direct (c')	Indirect (ab)	Mediation
H6	SMM→TRU→PI	0.48 ***	0.36 *	0.12 *	Supported
H7	SMM→BI→PI	0.48 ***	0.41 **	0.07 *	Supported

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, NS = Not Significant.

The next section highlights, in more detail, the discussion, implications of this research, and some limitations and recommendations for further research.

5. Discussion

PI is one of the key predictors for actual purchase behavior, according to, for example, Peña-García et al. [24], in both theoretical and practical aspects. The theoretical side provides more information about the valid predictors that can enhance customers' opportunity to purchase a particular product. In terms of practical aspects, GO-JEK is recommended to conduct its marketing segmentation based on consumers' trust and develop distinct marketing strategies to boost brand image.

Among several PI predictors, this research focused on SMM (with five dimensions including ENT, INT, TRD, CUS, and WOM) for ride-hailing practice and the context of its additional services. SMM was adopted as one of the defining variables since SMM enables organizations to easily and quickly communicate with their customers [31], reduce costs for

arranging interaction with customers [34], and gain greater popularity in the e-commerce context [32]. Other than SMM, TRU has become a pivotal element to encourage consumers' decisions [39]. From a practical view, online purchase typically depends on trust [40], particularly in an online context [41]. Therefore, TRU was treated as the mediating variable that would be influenced by SMM and affects PI. Another mediating variable was BI that would predict PI and was influenced by SMM. BI is recognized as a significant antecedent that directly influences online PI [29]. Further, BI is also explored to prove the mediating role of SMM [53,58].

Furthermore, this study examined seven hypotheses using four variables, including one independent variable (SMM), which has five dimensions (ENT, INT, TRD, CUS, WOM), two mediating variables (TRU and BI), and one dependent variable (PI). To this end, we explored the role of SMM on TRU, BI, and PI among GO-JEK consumers in Indonesia and identified the roles of both TRU and BI on PI. Additionally, this research aimed to confirm the mediating role of TRU and BI in SMM and PI's relationship.

We first found that SMM significantly influences TRU. This finding is consistent with most prior research's findings [37,39,45–47,68,69]. Thus, the evidence infers that the company's marketing activities on social media influence consumers' trust in the company. This means if GO-JEK can appropriately execute a marketing strategy in social media, the consumer's trust in GO-JEK will increase. With the trust of the company owned by the consumers, GO-JEK will be easier to maintain a better relationship with consumers. Our statistical analysis also shows that there are two dimensions of SMM significantly influencing TRU in this study—namely, INT and CUS. SMM through social media makes the company able to communicate directly and easily with consumers [70]. Effective communication has a direct and significant influence on customers' trust [64]. Regarding customization, this is an essential element in the service industry that can be achieved through SMM [38]. Tailored service will provide customers more chances to become involved in the company's service delivery, encouraging better trust among customers.

We also found that SMM significantly influences BI, indicating that its brand image will be more positive if the company can manage SMM well. This finding supports previous research findings [31,48,49,59]. The main goal of companies in their marketing is to have a good BI [31]. BI, as well as all the other factors that influence it, is important in the consumers' minds. Social media is an efficient means of developing a positive BI.

Next, as Kim and Ko [37] suggest that TRU and PI are two correlated variables in luxury branded goods; this research supports their idea that TRU significantly influences PI. Our finding is consistent with the findings from former research [50–52,64]. Our findings infer that the greater the consumer's trust in a brand, the greater the consumers' intention to buy the product from it. TRU is an important key to building relationships between customers and the company, especially in online transactions [68]. TRU is important because online transactions' complexity and diversity can lead to dishonest and unpredictable product providers' behaviors. If there is a low consumer's trust in the brand, the consumer PI will also be low, and vice versa.

We also found that SMM significantly influences PI, supporting the previous findings [10,37,55]. Thus, it can be concluded that consumer PI will be even greater when the SMM is well managed. Further, among the five dimensions of SMM, two dimensions significantly influence PI—namely, entertainment and word of mouth, while the other three do not. Focusing on these two dimensions enables a company to create a higher possibility to purchase among customers. The attractive and appealing contents of SMM are the necessity to encourage PI. In addition, the spread of positive word of mouth will trigger a higher intention to purchase among consumers.

Consistent with the findings from other researchers [30,53,54], this research also shows that BI has a significant direct effect on consumer PI, concluding that a better perception of the BI in the minds of consumers leads to higher consumer PI for the product. Before making a purchase decision, consumers first evaluate the BI of a company. Consumers may have either a poor perception or a good perception of a brand, influencing their purchase

decisions. If the company does not have a good and strong BI, consumers will not buy their products, causing poor market share. Consumers will prefer to buy products that are considered to have good BI.

The last aspect is about TRU and BI's mediating role in the relationship between SMM and PI as the dependent variable. Based on the results, it was found that the mediating effects of trust in the relationship between social media marketing and intention purchase exhibit significant results. This result is in line with previous studies [56,57]. Therefore, it can be stated that consumers might have high PI if the company puts a good amount of effort into SMM because the SMM activities used by the company can increase a sense of consumer TRU in the company. About the mediating role of BI, this research confirmed that BI mediates the role of SMM on PI, consistent with Yunus et al. [53] and Tariq et al. [58]. If the SMM content is significant, it creates better BI that will finally result in higher PI.

6. Conclusions, Limitation, and Recommendations

This research explored how SMM, TRU, and BI influence customer PI. SMM is one of the important aspects of marketing. We provided a theoretical explanation of the factors as the basic consideration for consumers to purchase a product influenced by social media marketing. Our findings showed that social media marketing, trust, and brand image significantly influenced purchase intention. Furthermore, to answer other research questions, in this research, we found that the dimensions of social media marketing with the top two most influential factors on consumer purchase intention are entertainment and word of mouth. Social media is a low-cost and easy tool to spread the word about a company's product or brand. If it can be performed properly, social media will provide many benefits and conveniences for the company. The findings in this study provide further theoretical insight into the importance of SMM to encourage PI.

The findings also revealed that both trust and brand image have mediating roles. Further, TRU and BI's mediation role in the relationship between SMM and PI was also confirmed. Thus, the proposed research question that trust and brand image make consumers' intention to buy with the influence of social media marketing to be more positive was confirmed by our study.

For managerial aspects, the contribution of our paper included the following points: First, social media marketing dimensions consist of entertainment, interaction, trendiness, customization, and word of mouth, all of which affect consumers' purchase intentions. In particular, two factors are more important and directly influence consumers' purchase intention—namely, entertainment and word of mouth. According to this notion, in social media marketing, the companies must put more effort and attention into creating attractive content that can stimulate consumer interest, which will make consumers willing to spread positive information about the company. If GO-JEK could pay more attention to consumers' complaints and suggestions through personal interactions, consumers would feel valued and feel that their needs have been well cared for, which creates consumers' trust in the company. By making constant interactions with consumers, GO-JEK can better understand consumers' needs and the company's weaknesses, which will improve the company's services.

Second, companies should treat social media marketing as an instrument to reach consumers and as a useful tool for creating trust and brand image. This study clearly shows that both trust and brand image are important to consumers. If the company wins consumers' trust in the brand and has a good perception of the brand, consumers will be willing to buy the product. Thus, GO-JEK must initiate, create, and channel social media content according to the image the company wants to instill in the consumers' minds. To support the argument, we found that customization of social media marketing significantly influences this study's brand image. Therefore, GO-JEK must be able to build consumer trust to increase consumers' purchase intentions.

The first limitation is our study is the generalization and respondents involved in this study. The respondents are all Indonesian customers that only focused on a single online

service. The results obtained in the paper are useful for the online service sector but may not hold for other industries. Thus, further research could extend through analyzing the results for other countries, other industries, or other companies. Though the 350 respondents are theoretically sufficient, it will be better to obtain more sample size calculations in future research for attaining better consumer perceptions about the effects of social media marketing on purchase intention in different countries and industries. Suggestions for comparing consumers in different countries, industries, and companies could provide interesting and more in-depth results in the study.

Moreover, this study used only one independent variable (SMM), two mediating variables (TRU and BI), and one dependent variable (PI) in the analysis. Future studies could consider adding other variables that might influence purchase intention, including brand awareness and perceived risk as mediation variables and information and advertisement as other dimensions of social media marketing variables. In addition, this study used quantitative methods to investigate the influence of social media marketing on consumer purchase intentions. Future studies could also use qualitative methods or mixed-method in the analysis.

Author Contributions: Conceptualization, M.M. and B.P.; methodology, M.M. and W.-K.W.; validation, M.M., T.I. and W.-K.W.; formal analysis, B.P.; investigation, B.P.; writing—original draft preparation, M.M. and B.P.; writing—review and editing, M.M. and T.I.; visualization, T.I.; supervision, M.M. and W.-K.W.; project administration, T.I.; funding acquisition, M.M. and W.-K.W. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Acknowledgments: The authors are most grateful for unrelenting helpful comments and suggestions of the editor and the reviewers. The first author would like to acknowledge the continued support from Asia University and California State University San Bernardino.

Conflicts of Interest: The authors declare no conflict of interest.

References

1. Younes, M.B.; Al-Zoubi, S. The impact of technologies on society: A review. *IOSR J. Humanit. Soc. Sci.* **2015**, *20*, 82–86.
2. Stock, T.; Seliger, G. Opportunities of sustainable manufacturing in industry 4.0. *Procedia CIRP* **2016**, *40*, 536–541. [CrossRef]
3. Liu, Y.; Tan, C.-H.; Sutanto, J. A media symbolism perspective on the choice of social sharing technologies. *Electron. Commer. Res. Appl.* **2018**, *29*, 19–29. [CrossRef]
4. Speranza, M.G. Trends in transportation and logistics. *Eur. J. Oper. Res.* **2018**, *264*, 830–836. [CrossRef]
5. Chhonker, M.S.; Verma, D.; Kar, A.K. Review of technology adoption frameworks in mobile commerce. *Procedia Comput. Sci.* **2017**, *122*, 888–895. [CrossRef]
6. Nylander, J. Indonesia Just Became the Fastest-Growing m-Commerce Market. Available online: <https://asiatimes.com/2017/05/indonesia-just-became-fastest-growing-m-commerce-market/> (accessed on 4 February 2020).
7. CNBC.com. CNBC Disruptor 50. Available online: <https://www.cnbc.com/2020/06/16/gojek-disruptor-50.html> (accessed on 13 July 2020).
8. Florene, U. Gojek Contributed USD 7.1 Billions to Indonesia's Economy in 2019, Study Says. Available online: <https://kr-asia.com/gojek-contributed-usd-7-1-billions-to-indonesias-economy-in-2019-study-says> (accessed on 21 September 2020).
9. Chao, J. Who Are the New Investors of Gojek? Available online: <https://thelowdown.momentum.asia/who-are-the-new-investors-of-gojek/> (accessed on 21 April 2020).
10. Gautam, V.; Sharma, V. The mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury fashion brands. *J. Promot. Manag.* **2017**, *23*, 872–888. [CrossRef]
11. Rapp, A.; Beitelspacher, L.S.; Grewal, D.; Hughes, D.E. Understanding social media effects across seller, retailer, and consumer interactions. *J. Acad. Mark. Sci.* **2013**, *41*, 547–566. [CrossRef]
12. Hutter, K.; Hautz, J.; Dennhardt, S.; Fuller, J. The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *J. Prod. Brand Manag.* **2013**, *22*, 342–351. [CrossRef]
13. Hall-Phillips, A.; Park, J.; Chung, T.-L.; Anaza, N.A.; Rathod, S.R. I (heart) social ventures: Identification and social media engagement. *J. Bus. Res.* **2016**, *69*, 484–491. [CrossRef]
14. Tajudeen, F.P.; Jaafar, N.I.; Ainin, S. Understanding the impact of social media usage among organizations. *Inf. Manag.* **2018**, *55*, 308–321. [CrossRef]
15. Grizane, T.; Jurgelane, I. Social media impact on business evaluation. *Procedia Comput. Sci.* **2017**, *104*, 190–196. [CrossRef]

16. Liu, L.; Lee, M.K.; Liu, R.; Chen, J. Trust transfer in social media brand communities: The role of consumer engagement. *Int. J. Inf. Manag.* **2018**, *41*, 1–13. [CrossRef]
17. Pratomo, G.Y. Go-Jek Dikenal Berkat Media Sosial. *cnnindonesia.com*. Available online: <https://www.cnnindonesia.com/teknologi/20150120165729-185-26013/go-jek-dikenal-berkat-media-sosial> (accessed on 19 January 2019).
18. Dai, H.; Palvi, P.C. Mobile commerce adoption in China and the United States: A cross-cultural study. *ACM SIGMIS Database DATABASE Adv. Inf. Syst.* **2009**, *40*, 43–61. [CrossRef]
19. Chong, A.Y.-L.; Chan, F.T.; Ooi, K.-B. Predicting consumer decisions to adopt mobile commerce: Cross country empirical examination between China and Malaysia. *Decis. Support Syst.* **2012**, *53*, 34–43. [CrossRef]
20. Liao, Z.; Shi, X.; Wong, W.-K. Key determinants of sustainable smartcard payment. *J. Retail. Consum. Serv.* **2014**, *21*, 306–313. [CrossRef]
21. Silalahi, S.L.B.; Handayani, P.W.; Munajat, Q. Service Quality Analysis for Online Transportation Services: Case Study of GO-JEK. *Procedia Comput. Sci.* **2017**, *124*, 487–495. [CrossRef]
22. Wirawan, F.W.; Oktivera, E. Analysis on the implementation of digital marketing towards motorbike transport service case study: GO-JEK (online taxi motorbike) Jakarta, Indonesia. In Proceedings of the 2015 International Conference on Information Technology Systems and Innovation (ICITSI), Bali, Indonesia, 16–19 November 2015; IEEE: Bali, Indonesia, 2015; pp. 1–6.
23. Balakrishnan, B.K.; Dahnil, M.I.; Yi, W.J. The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia-Soc. Behav. Sci.* **2014**, *148*, 177–185. [CrossRef]
24. Peña-García, N.; Gil-Saura, I.; Rodríguez-Orejuela, A.; Siqueira-Junior, J.R. Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon* **2020**, *6*, e04284. [CrossRef] [PubMed]
25. Rahim, A.; Safin, S.Z.; Kheng, L.K.; Abas, N.; Ali, S.M. Factors Influencing Purchasing Intention of Smartphone among University Students. *Procedia Econ. Financ.* **2016**, *37*, 245–253. [CrossRef]
26. Martins, J.; Costa, C.; Oliveira, T.; Gonçalves, R.; Branco, F. How smartphone advertising influences consumers' purchase intention. *J. Bus. Res.* **2019**, *94*, 378–387. [CrossRef]
27. Huang, X.; Ge, J. Electric vehicle development in Beijing: An analysis of consumer purchase intention. *J. Clean. Prod.* **2019**, *216*, 361–372. [CrossRef]
28. Ye, S.; Lei, S.L.; Shen, H.; Xiao, H. Social presence, telepresence and customers' intention to purchase online peer-to-peer accommodation: A mediating model. *J. Hosp. Tour. Manag.* **2020**, *42*, 119–129. [CrossRef]
29. Aghekyan-Simonian, M.; Forsythe, S.; Kwon, W.S.; Chattaraman, V. The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *J. Retail. Consum. Serv.* **2012**, *19*, 325–331. [CrossRef]
30. Lien, C.-H.; Wen, M.-J.; Huang, L.-C.; Wu, K.-L. Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pac. Manag. Rev.* **2015**, *20*, 210–218. [CrossRef]
31. Seo, E.-J.; Park, J.-W. A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *J. Air Transp. Manag.* **2018**, *66*, 36–41. [CrossRef]
32. Yadav, M.; Rahman, Z. Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telemat. Inform.* **2017**, *34*, 1294–1307.
33. Felix, R.; Rauschnabel, P.A.; Hinsch, C. Elements of strategic social media marketing: A holistic framework. *J. Bus. Res.* **2017**, *70*, 118–126. [CrossRef]
34. Kim, A.J.; Ko, E. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *J. Bus. Res.* **2012**, *65*, 1480–1486. [CrossRef]
35. Kelly, L.; Kerr, G.; Drennan, J. Avoidance of advertising in social networking sites: The teenage perspective. *J. Interact. Advert.* **2010**, *10*, 16–27. [CrossRef]
36. Dahnil, M.I.; Marzuki, K.M.; Langgat, J.; Fabeil, N.F. Factors Influencing SMEs Adoption of Social Media Marketing. *Procedia-Soc. Behav. Sci.* **2014**, *148*, 119–126. [CrossRef]
37. Kim, A.J.; Ko, E. Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *J. Glob. Fash. Mark.* **2010**, *1*, 164–171. [CrossRef]
38. Sano, K. Do social media marketing activities enhance customer satisfaction, promote positive WOM and affect behavior intention?: An investigation into the effects of social media on the tourism industry. *Dep. Bull. Pap.* **2014**, *66*, 491–515.
39. Moslehpour, M.; Dadvari, A.; Nugroho, W.; Do, B.-R. The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pac. J. Mark. Logist.* **2020**, *33*, 561–583. [CrossRef]
40. El-Said, O.A. Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tour. Manag. Perspect.* **2020**, *33*, 100604. [CrossRef]
41. Featherman, M.S.; Hajli, N. Self-Service Technologies and e-Services Risks in Social Commerce Era. *J. Bus. Ethics* **2015**, *139*, 251–269. [CrossRef]
42. Schmitt, B. The consumer psychology of brands. *J. Consum. Psychol.* **2012**, *22*, 7–17. [CrossRef]
43. Hur, W.; Ahn, K.; Kim, M. Building brand loyalty through managing brand community commitment. *Manag. Decis.* **2011**, *49*, 1194–1213. [CrossRef]
44. Keller, K.L.; Apéria, T.; Georgson, M. *Strategic Brand Management: A European Perspective*; Pearson Education: London, UK, 2008.

45. Yimeng, S.; Huifan, L. A Study on the Influencing Mechanism of Social Media Marketing on Relationship Marketing Outcomes: The Moderating Role of Culture Value. In Proceedings of the 2016 9th International Conference on Service Science (ICSS), Chongqing, China, 15–16 October 2016; IEEE: Chongqing, China, 2016; pp. 150–157.
46. Tatar, S.B.; Eren-Erdogmus, I. The effect of social media marketing on brand trust and brand loyalty for hotels. *Inf. Technol. Tour.* **2016**, *16*, 249–263. [\[CrossRef\]](#)
47. Jung, Y.J.; Kim, J. Facebook marketing for fashion apparel brands: Effect of other consumers' postings and type of brand comment on brand trust and purchase intention. *J. Glob. Fash. Mark.* **2016**, *7*, 196–210. [\[CrossRef\]](#)
48. Perera, G.R.; Perera, I. Influence of Social Media Marketing on the Brand Image of Organizations in the Hospitality Industry of Sri Lanka. *Int. J. Asian Bus. Inf. Manag.* **2016**, *7*, 30–41. [\[CrossRef\]](#)
49. Wang, H.-W.; Wu, Y.-C.J.; Dong, T.-P. Exploring the Impacts of Social Networking on Brand Image and Purchase Intention in Cyberspace. *J. Univ. Comput. Sci.* **2015**, *21*, 1425–1438.
50. Asokan, D.; Saravanan, S. Influence of social media communication on purchase intentions: Role of electronic word-of-mouth, trust aspects and value co-creation. *Int. J. Appl. Bus. Econ. Res.* **2017**, *15*, 145–157.
51. Pothong, C.; Sathitwiriya Wong, C. Factors of s-commerce influencing trust and purchase intention. In Proceedings of the 2016 International Computer Science and Engineering Conference (ICSEC), Chiang Mai, Thailand, 14–17 December 2016; IEEE: Chiang Mai, Thailand, 2016; pp. 1–5.
52. Hsu, L.-L.; Chen, S.-J.; Chiu, M.-C.; Chen, J.C. Determinants of successful online transactions—Effects of transaction assurance seal and reputation rating affecting trust and purchase intention of consumers. *Hum. Syst. Manag.* **2015**, *34*, 105–118. [\[CrossRef\]](#)
53. Yunus, N.H.; Ariff, M.S.M.; Som, N.M.; Zakuan, N.; Sulaiman, Z. The Mediating Effect of Brand Image Between Electronic Word of Mouth and Purchase Intention in Social Media. *Adv. Sci. Lett.* **2016**, *22*, 3176–3180. [\[CrossRef\]](#)
54. Shafiee, M.M.; Sanayei, A.; Shahin, A.; Dolatabadi, H.R. The role of brand image in forming airlines passengers' purchase intention: Study of Iran aviation industry. *Int. J. Serv. Oper. Manag.* **2014**, *19*, 360. [\[CrossRef\]](#)
55. Spackman, J.S.; Larsen, R. Evaluating the Impact of Social Media Marketing on Online Course Registration. *J. Contin. High. Educ.* **2017**, *65*, 151–165. [\[CrossRef\]](#)
56. Khuong, M.N.; Huong, T.T. The Influence of Social Media Marketing on Vietnamese Traveller's Purchase Intention in Tourism Industry in Ho Chi Minh City. *J. Econ. Bus. Manag.* **2016**, *4*, 280–285. [\[CrossRef\]](#)
57. Dutta, N.; Bhat, A. Role of trust on perceived store characteristics and consumer behavioural outcome in the context of online social media marketing. *Indore Manag. J.* **2015**, *7*, 52–62.
58. Tariq, M.; Abbas, T.; Abrar, M.; Iqbal, A. EWOM and brand awareness impact on consumer purchase intention: Mediating role of brand image. *Pak. Adm. Rev.* **2017**, *1*, 84–102.
59. BGodey, B.; Manthiou, A.; Pederzoli, D.; Rokka, J.; Aiello, G.; Donvito, R.; Singh, R. Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *J. Bus. Res.* **2016**, *69*, 5833–5841.
60. Yahia, I.B.; Al-Neama, N.; Kerbache, L. Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. *J. Retail. Consum. Serv.* **2018**, *41*, 11–19. [\[CrossRef\]](#)
61. Hong, I.B.; Cha, H.S. The mediating role of consumer trust in an online merchant in predicting purchase intention. *Int. J. Inf. Manag.* **2013**, *33*, 927–939. [\[CrossRef\]](#)
62. Wright, K.B. Researching Internet-based populations: Advantages and disadvantages of online survey research, online questionnaire authoring software packages, and web survey services. *J. Comput.-Mediat. Commun.* **2005**, *10*, JCMC1034. [\[CrossRef\]](#)
63. Hair, J.; Black, W.; Babin, B.; Anderson, R.; Tatham, R. *Multivariate Data Analysis*, 7th ed.; Pearson: New York, NY, USA, 2010.
64. Moslehpour, M.; Wong, W.-K.; Lin, Y.H.; Nguyen, T.L.H. Top purchase intention priorities of Vietnamese low cost carrier passengers: Expectations and satisfaction. *Eurasian Bus. Rev.* **2018**, *8*, 371–389. [\[CrossRef\]](#)
65. Ab Hamid, M.R.; Sami, W.; Sidek, M.H.M. Discriminant validity assessment: Use of Fornell & Larcker criterion versus HTMT criterion. *J. Phys. Conf. Ser.* **2017**, *890*, 120–163.
66. Sinharay, S. *An Overview of Statistics in Education*; Elsevier: Amsterdam, The Netherlands, 2010.
67. Namazi, M.; Namazi, N. Conceptual Analysis of Moderator and Mediator Variables in Business Research. *Procedia Econ. Financ.* **2016**, *36*, 540–554. [\[CrossRef\]](#)
68. Hajli, M.N. A study of the impact of social media on consumers. *Int. J. Mark. Res.* **2014**, *56*, 387–404. [\[CrossRef\]](#)
69. Wang, Y.; Min, Q.; Han, S. Understanding the effects of trust and risk on individual behavior toward social media platforms: A meta-analysis of the empirical evidence. *Comput. Hum. Behav.* **2016**, *56*, 34–44. [\[CrossRef\]](#)
70. Alalwan, A.; Rana, N.; Dwivedi, Y.K.; Algharabat, R. Social media in marketing: A review and analysis of the existing literature. *Telemat. Inform.* **2017**, *34*, 1177–1190. [\[CrossRef\]](#)