

Brand Trust as Mediator for Interactivity, Informativeness, and Perceived Relevance in Purchase Decision

Dien Faradhilla^{1*}
Arasy Alimuddin²
Joko Suyono³
Bambang Widjanarko⁴

^{1,2,3,4} Universitas Narotama, Surabaya, Indonesia

*Email: dienfaradhilla@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh fitur pemasaran media sosial yang terdiri dari interaktivitas, keinformatifan, dan relevansi yang dirasakan terhadap kepercayaan merek dan keputusan pembelian. Penelitian ini juga mengkaji peran kepercayaan merek sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis pemodelan persamaan struktural. Jenis data yang digunakan dalam penelitian ini adalah data primer dengan menggunakan sumber data berupa kuesioner yang disebarluaskan kepada sampel penelitian. Kuesioner merupakan teknik pengumpulan data yang dilakukan oleh peneliti melalui pertanyaan-pertanyaan yang disusun secara sistematis untuk disebarluaskan kepada responden yang menjadi sampel penelitian. Jumlah sampel sebanyak 187 responden dari salah satu perusahaan keuangan yang ada di Jawa Timur. Terdapat pengaruh yang signifikan dari fitur marketing media sosial yaitu interaktivitas, keinformatifan, dan relevansi yang dirasakan terhadap kepercayaan merek. Terdapat pengaruh yang signifikan dari fitur marketing media sosial yaitu interaktivitas, keinformatifan, dan relevansi yang dirasakan terhadap keputusan pembelian. Fitur marketing media sosial yaitu interaktivitas, keinformatifan, dan relevansi yang dirasakan berpengaruh positif dan signifikan terhadap keputusan pembelian melalui kepercayaan merek.

Kata Kunci: Interaktivitas, Keinformatifan, Relevansi, Merk, Pembelian.

ABSTRACT

This study aims to analyze the influence of social media marketing features consisting of interactivity, informativeness, and perceived relevance on brand trust and purchasing decisions. The study also examines the role of brand trust as a mediating variable. This study used a quantitative approach with structural equation modeling analysis. Type of data used in this study is primary data using data sources in the form of questionnaires distributed to research samples. A questionnaire is a data collection technique carried out by researchers through systematically arranged questions to be distributed to respondents who are the research sample. The number of samples was 187 respondents from a financial company in East Java. There is significant influence social media marketing features consist of interactivity, informativeness, and perceived relevance on brand trust. There is significant influence social media marketing features consist of of interactivity, informativeness, and perceived relevance on purchase decision. The interactivity, informativeness, and perceived relevance has a positive and significant effect on purchasing decisions through brand trust.

Key words: Interactivity, Informativeness, Relevance, Brand, Purchase.

INTRODUCTION

Social media has a role that is more than just entertainment media in today's digital era because it can be used as a medium to market products online. Along with the advancement of communication technology, consumers are starting to rely on information posted on social media when they want to buy a product or service. The trend of promotional activities through social media has brought about major changes in the world of marketing. Companies have started using social media to spread promotional activities for products or services to influence purchasing decisions (Ardiansyah and Sarwoko, 2020). Companies decide to promote on social media because the costs are relatively low compared to traditional methods by advertising in mass media (such as television, billboards, newspapers, magazines, etc.). This has led to companies also using social media as a marketing tool to communicate their product or service offerings online in an effort to generate consumer purchasing decisions.

Social media marketing activities have a direct impact on buyer behavior, but social media activities can also influence purchasing decisions by using brand trust as a mediator (Hanaysha, 2022). Social media interactions play an important role in building brand trust. Interaction on social media can be developed through content produced by the company (Ebrahim, 2020). As brand trust grows among consumers in the target market, it will be easier for companies to convey the desired marketing message and create a good impression of their brand in the minds of consumers. Hanaysha (2022) in his study stated that there are four features in social media marketing, namely interactivity, informativeness, entertainment, and perceived relevance. Each feature in social media can contribute to building brand trust and influencing consumer purchasing decisions.

Social media marketing is utilizing social media platforms and using them as a marketing tool to create two-way communication between consumers and companies (Ebrahim, 2020). Social media marketing is a company's process in creating and promotion online its brand value to

consumers (Pham and Gammoh, 2015). Social media marketing is designed to connect with stakeholders such as customers, competitors, suppliers, and the public by providing information, facilitating interactions, and offering purchasing recommendations (Yadav and Rahman, 2018).

Interactivity as the ability of marketing through social media to provide timely responses, real-time and two-way information exchange (Alalwan, 2018). Interactivity makes it easier for social media users to share information, ideas, and opinions with others (Bilgin and Kethüda, 2022). Interactivity can strengthen the relationship between customers and companies, resulting in profitable exchanges (Hanaysha, 2022). Interactivity reflects the extent to which social media marketing activities support two-way communication between consumers and brands, as well as the exchange of brand-related information and ideas between consumers and other social media users (Cheung et al., 2021).

Informativeness is the ability of social media content to convey important messages to consumers (Hanaysha, 2022). Informative content can help attract more social media users and influence their behavior towards marketing content (Lee and Hong, 2016). Informativeness means providing accurate, practical, and comprehensive information to the target audience (Bilgin and Kethüda, 2022). Consumers search and obtain product information through social media platforms because it is more up-to-date than using conventional media (Cheung et al., 2020).

Perceived relevance is the extent to which social media content is targeted to meet consumers' specific needs and expectations (Hanaysha, 2022). Another definition of perceived relevance is the extent to which consumers consider content on social media to be relevant to themselves or in some way play a role in achieving consumers' personal goals and values (Alalwan, 2018). Perceived relevance as the extent to which consumers perceive content on social media as personalized to be related to themselves or in some way instrumental to achieving their personal goals and values. The

extent to which consumers perceive an object as related to themselves or in some way instrumental to achieving their personal goals and values (Zhu and Chang, 2016).

Brand trust is defined as the willingness of consumers to rely on a brand to deliver on its stated or implied promises. Brand trust exists when consumers have confidence in the reliability and integrity of the service provider (Hanaysha, 2022). Another definition explains that brand trust is defined as the willingness of consumers to rely on a brand's ability to deliver on its promises (Chaudhuri and Holbrook, 2001). Brand trust as the willingness of the average consumer to rely on the ability of the brand to perform its stated function (Zehir et al., 2011). Brand trust is the customer's willingness to rely on a brand and its promises which is considered an important antecedent of brand loyalty (He et al., 2012).

Purchasing decisions are decisions made by someone to choose a particular product or service introduced by a company compared to its competitors' products or services (Hanaysha, 2022). Consumer purchasing decisions are the purchasing behavior of final consumers, both individuals and households, who purchase goods or services for personal consumption (Chaerudin and Syafarudin, 2021). Purchasing decisions can be defined as a process in which consumers evaluate various alternative choices and choose one or more alternatives needed based on certain considerations. Purchasing decisions made by consumers illustrate the extent to which marketing efforts influence a product so that marketers must know consumer behavior in determining their purchasing decisions (Mubarak, 2018).

Previous studies have shown inconsistent results on the influence of social media marketing features on brand trust. Research by Hanaysha (2022); Hasan and Scorpianti (2022) showed that interactivity has an effect on brand trust. Meanwhile, different results were found in research by Febriyani and Indriani (2023) which showed that interactivity did not affect brand trust. Different results are also found in the influence of entertainment on brand trust. Research conducted by Hanaysha (2022) and

Moslehpour et al. (2021) proves that entertainment features have an effect on brand trust, while different results were found in the research of Hasan and Scorpianti (2022), Febriyani and Indriani (2023) which showed that brand trust was not influenced by entertainment features. Inconsistent research results are also found in the influence of brand trust on purchasing decisions. Several studies have shown that brand trust has an effect on purchasing decisions (Hanaysha, 2022; Moslehpour et al., 2021; Liao et al., 2019; Febriyani and Indriani, 2023). However, on the other hand, there are studies that show the opposite results that brand trust does not affect purchasing decisions (Hasan and Scorpianti, 2022).

The inconsistency of the results of previous studies has encouraged the author to conduct further research on the influence of social media marketing features on purchasing decisions with brand trust as a mediating variable. The research was conducted at a financial company located in East Java Province. The social media used by the company is TikTok, which currently has 524.9 thousand followers and has been liked by 1.6 million users. The research takes the title "Brand Trust as Mediator for Interactivity, Informativeness, and Perceived Relevance in Purchase Decision"

Hypothesis

Companies that use social media to communicate and interact with consumers tend to gain higher brand trust (Cheung et al., 2021). Consumers generally do not trust brands that are less interactive in social media marketing (Alalwan, 2018). Interactions such as sharing information and expressing opinions on social media are seen as a way to build trust (Moslehpour et al., 2021). Interactivity refers to the two-way communication between consumers and content creators, which can strengthen brand trust (Vidyanata, 2022). Based on this, the proposed hypothesis is:

H1: Interactivity has a significant effect on brand trust

Consumers tend to trust information shared on social media, especially when online reviews are provided. Information about product

or service quality can build brand trust (Hanaysha, 2022). Informative messages on social media have been found to enhance brand trust (Bilgin and Kethüda, 2022). Updated product information and reviews can further strengthen brand trust (Godey et al., 2016). Based on this, the proposed hypothesis is:

H2: Informativeness has a significant effect on brand trust.

Relevant marketing content that aligns with consumer interests can enhance brand trust (Hanaysha, 2022). Customized content that caters to consumer preferences provides a personal experience that strengthens trust and brand loyalty (Yadav and Rahman, 2018). Personalized content based on perceived relevance and consumer needs makes the brand more trustworthy in meeting those needs. Based on this, the proposed hypothesis is:

H3: Perceived relevance has a significant effect on brand trust.

Social media is crucial for engaging consumers and encouraging purchases (Liao et al., 2019). Interactivity helps consumers exchange information and ask questions, aiding their purchasing decisions (Tang, 2020). Unlike physical stores, social media lacks tactile experiences (Summerlin and Powell, 2022). Thus, interactive content is vital for influencing purchase behavior. Based on this, the proposed hypothesis is:

H4: Interactivity has a significant effect on purchase decision.

Consumers now seek information from social media instead of traditional media before making purchase decisions. Companies focus on creating marketing content and posting frequency to increase sales (Chen and Lin, 2019). Informativeness on social media refers to how well companies provide useful, up-to-date information to aid consumer decision-making (Alalwan, 2018). Informative messages can positively influence buying behavior (Hanaysha, 2022) and lead to favorable reactions to social media ads (Lee and Hong, 2016). Based on this, the proposed hypothesis is:

H5: Informativeness has a significant effect on purchase decision

Social media content made specifically for a brand's target audience can have a positive effect on buyer behavior (Naeem, 2021). Brand messages that are relevant to consumers on social media increase the chances of them engaging with the brand's ads, which can encourage purchases (Moslehpour et al., 2021). When a company shares messages that are relevant and tailored to consumers, positive responses can influence their buying decisions (Hanaysha, 2022). Based on this, the proposed hypothesis is:

H6: Perceived relevance has a significant effect on purchase decision.

Consumers who trust a brand believe it will not harm them. Lack of trust can prevent customers from buying (Moslehpour et al., 2021). Brand trust is crucial for purchase decisions. Confident consumers are more likely to buy based on their needs (Wijaya and Annisa, 2020). Studies show brand trust significantly influences purchasing (Nurhasanah et al., 2021). When consumers trust a brand, they feel their expectations will be met, increasing their confidence in buying. Therefore, the proposed hypothesis is:

H7: Brand trust has a significant effect on purchase decision.

Social media interactivity positively affects purchase decisions directly and indirectly through brand trust. Previous research shows significant impacts of social media interaction on buying decisions (Islam et al., 2021). Studies also indicate that brand trust partially mediates this relationship (Ibrahim and Aljarah, 2018). Companies that engage customers on social media are likely to build high brand trust and become preferred choices (Cheung et al., 2021). Thus, the proposed hypothesis is:

H8: Interactivity has a significant affects purchase decision through brand trust.

Informative social media messages influence consumer purchase decisions through brand trust (Hanaysha, 2022). Research shows that brand trust mediates the relationship between social media marketing and buying behavior (Moslehpour et al., 2021). There's a positive link between informativeness and purchase decisions, with brand trust as a mediator (Kang et al., 2020).

Building brand trust through social media is crucial, as positive messaging enhances consumer trust and leads to higher purchase decisions (Dhanesh and Duthler, 2019). Thus, the proposed hypothesis is:

H9: Informativeness has a significant affect purchase decision through brand trust

Perceived relevance significantly impacts purchase decisions, both directly and indirectly through brand trust as a mediator (Hanaysha, 2022). Customized social media content positively influences buyer behavior (Naem, 2021) and increases customer engagement with brand ads, stimulating purchases (Moslehpour et al., 2021). Relevant and tailored messages foster trust, which can predict purchase decisions (Hewett et al., 2016). Thus, the proposed hypothesis is:

H10: Perceived relevance has significant affects purchase decision through brand trust.

METHOD

The current research is included in the quantitative approach. This research is included in conclusive research which aims to test the hypothesis of the relationship between variables. This is in accordance with the current research conducted to analyze the influence of TikTok social media marketing on purchasing decisions with brand trust as a mediating variable. Type of data used in this study is primary data using data sources in the form of questionnaires distributed to research samples. A questionnaire is a data collection technique carried out by researchers through systematically arranged questions to be distributed to respondents who are the research sample.

The measurement scale used in the questionnaire is a Likert scale with the lowest score being 1 and the highest score being 5. The answer choices in the questionnaire range from strongly disagree to strongly agree. The technique used in data collection is a survey. The measurement of interactivity features consists of 4 items (Cheung et al., 2020), informativeness consists of 3 items (Alalwan, 2018), and perceived relevance consists of 4 items (Alalwan, 2018). The measurement of brand trust consists of

3 items (Ebrahim, 2020) and purchase decision consists of 3 items (Alalwan, 2018). The research population is consumers of a financial company in the province of East Java. The technique in sampling chosen is purposive sampling. The characteristics of the research sample are consumers who have TikTok social media accounts, follow of the company's TikTok social media dan use pawn product. Based on calculations using the Slovin formula, the number of samples obtained is 187 consumers. The data analysis technique used in this research was Structural Equation Modeling (SEM) which was processed using Smart PLS 4. Data analysis in PLS consists of inner model analysis, outer model analysis, and hypothesis testing..

RESULTS

**Partial Least Square Analysis
Convergent Validity**

Hypothesis testing in this study use Partial Least Square (PLS) with the Smart PLS 4 program. The research model being tested is described as follows.

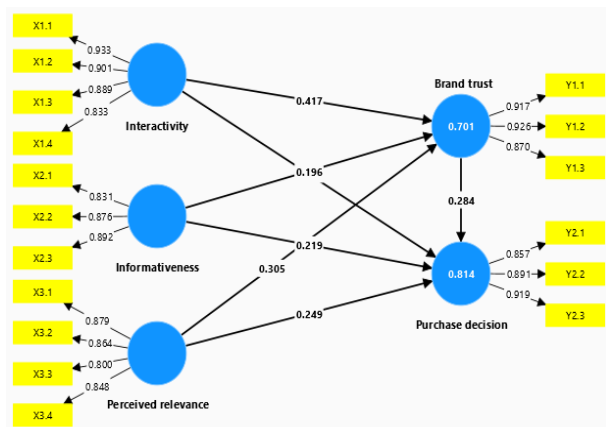


Figure 1. PLS Model

Based on figure 1 the outer loading value of each statement contained in the social media marketing feature (interactivity, informativeness, perceived relevance) > 0.07 so it is valid because it meets the prerequisites for convergent validity based on the outer loading value. The brand trust variable consists of three statements that have an outer loading value > 0.07 so it is valid because it meets the prerequisites for convergent validity based on the outer loading value. The purchase decision variable consists of three statements that have an

outer loading value > 0.07 so it is valid because it meets the prerequisites for convergent validity based on the outer loading value. Questionnaire statement items are worthy of further analysis.

Convergent validity testing can also be based on the AVE (Average Variance Extracted) value. Variables are declared valid if the AVE value is > 0.5. The AVE values the variables interactivity, informativeness, perceived relevance, brand trust, and purchasing decisions in this study can be seen in Table 2.

Table 1. AVE Value

Variable	AVE Value
Interactivity (X1)	0,792
Informativeness (X2)	0,751
Perceived relevance (X3)	0,720
Brand Trust (Y1)	0,818
Purchase Decision (Y2)	0,791

Overall, the variables in the research model produce an AVE value greater than 0.5. So it can be concluded that interactivity, informativeness, perceived relevance, brand trust, and purchasing decisions are valid based on the AVE value.

Reliability Testing

Reliability is tested based on the value of cronbach's alpha and composite reliability. The guidelines used to determine the limit of the value of cronbach's alpha and composite reliability are 0.7. Research variables that have a value of cronbach's alpha and composite reliability > 0.7 can be concluded as reliable. The results of the reliability test can be seen in Table 3.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Interactivity	0,912	0,916
Informativeness	0,834	0,838
Perceived relevance	0,872	0,890
Brand Trust	0,889	0,890
Purchase Decision	0,868	0,870

Table 2 shows the value of Cronbach's alpha and composite reliability on all research variables, namely interactivity, informativeness,

perceived relevance, brand trust, and purchase decision have values of more than 0.7. So it can be interpreted that each research variable is reliable or has consistency.

R Square

The R Square value has three categories, namely substantial (0.75), moderate (0.5), and values considered weak (0.25) (Hair et al., 2017). The results of R Square in this study are as follows.

Table 3. R Square Results

Variable	R Square
Brand Trust	0,701
Purchase Decision	0,814

The R Square value on the brand trust variable is 0,701 where the result means the brand trust which can be explained by interactivity, informativeness, perceived relevance of 70,1% while the remaining 29,9% is explained by other variables not included in the research model. The R Square value of 0,701 is included in the moderate category.

The R Square value on the purchase decision variable is 0,814 where the result means the purchase decision which can be explained by interactivity, informativeness, perceived relevance of 81,4% while the remaining 18,6% is explained by other variables not included in the research model. The R Square value of 0,814 is included in the substansial category.

F Square

Based on Hair et al. (2017) that the f square value has several categories, namely 0.02 has a small effect, 0.15 has a medium effect, and 0.35 has a large effect. For f square values lower than 0.02, it means there is no effect. The f square value in this study is shown in Table 5 below.

Table 4. F Square Results

Relationship Between Variables	f square
Interactivity -> Brand trust	0,185

Interactivity -> Purchase decision	0,091
Informativeness -> Brand trust	0,050
Informativeness -> Purchase decision	0,096
Perceived relevance -> Brand trust	0,128
Perceived relevance -> Purchase decision	0,122
Brand trust -> Purchase decision	0,131

Based on table 4 it can be known the effect of interactivity feature on brand trust is 0,185 which is included in the medium effect. Then the effect of interactivity feature on purchase decision is 0,091 which is included in the small effect. The effect of informativeness feature on brand trust is 0,050 which is included in the small effect. Then the effect of informativeness feature on purchase decision is 0,096 which is included in the small effect. The effect of perceived relevance feature on brand trust is 0,128 which is included in the small effect. Then the effect of perceived relevance feature on purchase decision is 0,122 which is included in the small effect. The effect of brand trust on purchase decision is 0,131 which is included in the small effect

Hypothesis Test

Table 5. Hypothesis Testing

Hypothesis	Influence	T Statistics	P Values
H1	Interactivity -> Brand trust	4,757	0,000
H2	Informativeness -> Brand trust	2,176	0,030
H3	Perceived relevance -> Brand trust	3,428	0,001
H4	Interactivity -> Purchase decision	2,889	0,004
H5	Interactivity -> Purchase decision	2,709	0,007
H6	Perceived relevance -> Purchase decision	3,149	0,002
H7	Brand trust -> Purchase decision	3,915	0,000
H8	Interactivity -> Brand trust -> Purchase decision	2,805	0,005
H9	Informativeness -> Brand trust -> Purchase decision	2,030	0,014
H10	Perceived relevance -> Brand trust -> Purchase decision	2,558	0,011

Based on table 5, the results of the hypothesis testing can be explained as follows

1. Effect of interactivity on brand trust
The effect of interactivity on brand trust has a T statistic of 4.757, greater than 1.96 and P value of 0,000 smaller than 0,05. This means that the interactivity variable has a significant effect on brand trust.
2. Effect of informativeness on brand trust
The effect of informativeness on brand trust has a T statistic of 2.176, greater than 1.96, and a P value of 0,030 smaller than 0,05. This

means that the informativeness variable has a significant effect on brand trust.

3. Effect of perceived relevance on brand trust
The effect of perceived relevance on brand trust has T statistic of 3.428, greater than 1.96, and a P value of 0,001 smaller than 0,05. This means that the perceived relevance variable has a significant effect on brand trust.
4. Effect of interactivity on purchase decision
The effect of interactivity on purchase decision has a T statistic of 2.889, greater than 1.96, and a P value of 0,004 smaller than 0,05. This means that the interactivity variable has a significant effect on purchase decision.
5. Effect of informativeness on purchase decision
The effect of informativeness on purchase decision has a T statistic of 2.709, greater than 1.96, and P value of 0,007 smaller than 0,05. This means that the informativeness variable has a significant effect on purchase decision.
6. Effect of perceived relevance on purchase decision
The effect of perceived relevance on purchase decision has a T statistic of 3.149, greater than 1.96, and a P value of 0,002 smaller than 0,05. This means that the perceived relevance variable has a significant effect on purchase decision.
7. Effect of brand trust on purchase decision
The effect of brand trust on purchase decision has a T statistic of 3.915, greater than 1.96, and a P value of 0.000, smaller than 0.05. This means that the brand trust variable has a significant effect on purchase decision.
8. Effect of interactivity on purchase decision through brand trust
The effect of interactivity on purchase decision through brand trust has a T statistic of 2.805, greater than 1.96, and a P value of 0,005 smaller than 0,05. This means that the brand trust variable is able to significantly mediate the effect of interactivity on purchase decision.

9. Effect of informativeness on purchase decision through brand trust

The effect of informativeness on purchase decision through brand trust has a T statistic of 2.030, greater than 1.96, and a P value of 0,014 smaller than 0,05. This means that the brand trust variable is able to significantly mediate the effect of informativeness on purchase decision.

10. Effect of perceived relevance on purchase decision through brand trust

The effect of perceived relevance on purchase decision through brand trust has a T statistic of 2.558, greater than 1.96, and P value of 0,011 smaller than 0,05. This means that the brand trust variable is able to significantly mediate the effect of perceived relevance on purchase decision

DISCUSSION

Effect of Interactivity on Brand Trust

Based on the results of the direct influence hypothesis test, it can be seen that interactivity has a positive and significant effect on brand trust, so that hypothesis H1 is accepted. The results of this study support previous research by Hanaysha (2022) that interactivity has a positive and significant effect on brand trust. The positive effect that occurs between interactivity and brand trust means that the more interactive social media is, the more it increases consumer trust in the brand. These results show that creating brand trust through social media networks is very important. Interactivity means the ability for consumers to interact with companies and allows real-time communication. Respondents in this study had the opportunity to exchange opinions or ideas about the company's products which ultimately strengthened trust in the brand. According to Alalwan (2018), trust in a brand can be built through interactive social media. Conversely, consumers tend not to trust brands that are less interactive in marketing on social media.

Effect of Informativeness on Brand Trust

Based on the results of the direct influence hypothesis test, it can be seen that

informativeness has a positive and significant effect on brand trust, so that hypothesis H2 is accepted. The results in this study are in accordance with previous research by Bilgin and Kethuda (2021) that informativeness has a positive and significant effect on brand trust. The positive effect that occurs between informativeness and brand trust means that the more informative the content presented on social media, the more it increases consumer trust in the brand. Informativeness means the ability of content on social media to convey current and accurate messages to consumers. Thus, it can be said that brand trust can be formed by providing consumers with up-to-date, accurate, and complete product information on social media. The results of this study are also supported by the opinion of Bilgin and Kethüda (2022) that informative messages in social media marketing have a positive impact on brand trust.

Effect of Perceived Relevance on Brand Trust

Based on the results of the direct influence hypothesis test, it can be seen that perceived relevance has a positive and significant effect on brand trust, so that hypothesis H3 is accepted. The results obtained in this study support the research of Bilgin and Kethuda (2021) that perceived relevance has a positive and significant effect on brand trust. The positive effect of the perceived relevance feature of social media means that the more relevant the social media content is to consumer needs, the more it increases brand trust. Perceived relevance is the extent to which consumers consider the content on social media to be related to themselves. When social media marketing content is in accordance with consumer needs, consumers will assume that the company cares about consumer needs so that this can increase brand trust. As stated by Hanaysha (2022) that marketing content that is relevant to consumers' specific needs or interests can positively influence brand trust.

Effect of Interactivity on Purchase Decision

Based on the results of the direct influence hypothesis test, it can be seen that interactivity has a positive and significant effect on purchase

decision, so that hypothesis H4 is accepted. The results obtained support previous research by Alalwan (2018) that the interactivity feature in social media has a positive and significant effect on purchasing decisions. The positive effect of the interactivity feature on purchasing decisions means that the more interactive social media is in marketing activities, the more it will increase consumer purchasing decisions. In marketing activities using social media, interactivity will greatly shape consumers' views on the benefits associated with the products offered by the company so that it can influence purchasing decisions. As conveyed by Tang (2020), social media channels are considered an important medium for reaching and interacting with consumers so that they are encouraged to make purchases. The interactivity of social media is useful in marketing activities because it can help consumers in the purchasing decision process.

Effect of Informativeness on Purchase Decision

Based on the results of the direct influence hypothesis test, it can be seen that interactivity has a positive and significant effect on purchase decision, so that hypothesis H5 is accepted. The results in this study support the findings of previous research by Hanaysha (2022) that informativeness has a positive and significant effect on purchasing decisions. The positive effect of informativeness on purchasing decisions means that the more informative the social media used in marketing activities, the more it will increase consumer purchasing decisions. Informativeness means that social media can provide accurate, practical, and comprehensive information to consumers so that consumers are interested in making purchases. This is supported by Alalwan's opinion (2018) that informativeness is the extent to which a company can provide useful and up-to-date information on social media so that consumers make purchasing decisions.

Effect of Perceived Relevance on Purchase Decision

Based on the results of the direct influence hypothesis test, it can be seen that perceived relevance has a positive and significant effect on

purchase decision, so that hypothesis H6 is accepted. The results of this study support previous research conducted by Hanaysha (2022) that perceived relevance has a positive and significant effect on purchasing decisions. A positive effect means that the more relevant the social media content is to the needs and interests of consumers, the higher the consumer's purchasing decision will be. Thus, social media content from a brand that is specifically designed according to its target consumers can have a positive impact on buyer behavior. This is supported by the opinion of Moslehpour et al. (2021) that brand messages that are relevant to consumers on social media platforms will provide a greater opportunity to stimulate purchasing behavior.

Effect of Brand Trust on Purchase Decision

Based on the results of the direct influence hypothesis test, it can be seen that brand trust has a positive and significant effect on purchase decision, so that hypothesis H6 is accepted. The results of this study support the findings of previous research by Nurhasanah et al. (2021) that brand trust is a variable that has a positive and significant influence on purchasing decisions. Trust is built because of the belief and hope that the brand is in accordance with the needs and desires of consumers. The influence of brand trust on purchasing decisions is positive, meaning that the higher the brand trust, the higher the purchase decision for pawned products. Consumers who have trust in the company feel confident that the company will not carry out activities that can harm consumers. According to Moslehpour et al. (2021) one of the reasons customers decide to buy a product or service is because of trust in the brand. Trust in a brand can be a determining factor for consumers in buying a product.

Effect of Interactivity on Purchase Decisions through Brand Trust

The results of the indirect influence hypothesis test show that interactivity has a positive and significant influence on purchase decisions through brand trust. Social media interactivity has a positive effect on purchasing decisions directly

and indirectly through brand trust. These results are in line with previous studies which concluded that social media interaction has a significant effect on purchasing decisions (Islam et al., 2021). Further support is seen in other studies which report that brand trust is a partial mediator in the relationship between interactivity and consumer purchasing behavior (Ibrahim and Aljarah, 2018). Thus, companies that rely on social media to communicate and interact with their consumers will gain brand trust and become one of the brand choices to be purchased.

Effect of Informativeness on Purchase Decisions through Brand Trust

The results of the indirect influence hypothesis test show that informativeness has a positive and significant influence on purchase decision through brand trust. Increasingly informative social media content can lead to higher trust in the brand which ultimately has an impact on increasing purchasing decisions. Thus, informative messages in social media marketing directly and indirectly influence consumer purchasing decisions through brand trust. The findings in this study support previous research which confirms that brand trust mediates the relationship between social media marketing activities and purchasing behavior (Moslehpour et al., 2021). Other studies have also found a positive relationship between informativeness (a social media marketing feature) and purchasing decisions with trust as a mediator (Kang et al., 2020). Consistent dissemination of positive information about a product can increase consumer perceptions and trust in the brand. If brand trust among consumers is high, then purchasing decisions are also high

Effect of Perceived Relevance on Purchase Decisions through Brand Trust

The results of the indirect influence hypothesis test show that perceived relevance has a positive and significant influence on purchase decision through brand trust. These results indicate that social media content that is increasingly relevant to consumer needs and expectations can lead to

higher trust in brands which ultimately has an impact on increasing purchasing decisions on pawn products. The direct impact of perceived relevance on purchasing decisions is significant, while the indirect impact with brand trust as a mediator is also significant. The mediating effect of brand trust between perceived relevance and confirmed purchasing decisions. Customized, designed, and shared social media content can have a positive impact on buyer behavior (Naeem, 2021). These results are supported by the opinion of Hewett et al. (2016) that when a company shares customized and relevant brand messages with its customers online, and then responds to those messages personally, it tends to be perceived positively and fosters trust that can be used to predict consumer behavior in purchase decisions.

CONCLUSION

The research results show that the instrument test results for all variables are valid and reliable. Based on the results of hypothesis testing, it shows that social media marketing features consisting of interactivity, informativeness, and perceived relevance have a positive and significant effect on brand trust. Social media marketing features consisting of interactivity, informativeness, and perceived relevance have a positive and significant effect on purchasing decisions. Furthermore, brand trust has a positive and significant effect on purchase decisions.

Based on the results of testing the indirect influence hypothesis, it shows that social media marketing features consisting of interactivity, informativeness, and perceived relevance have a positive and significant influence on purchase decisions through brand trust.

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