

ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING AND E-WOM ON PURCHASE INTENTION OF SOMETHINC PRODUCTS MEDIATED BY BRAND TRUST IN SOLO RAYA



Az-zhahra Ramadhani Margitarino¹
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
b100210352@student.ums.ac.id

Sri Murwanti^{2*}
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
sm127@ums.ac.id*

Abstract

This study investigates the influence of Social Media Marketing and electronic Word of Mouth (e-WOM) on Purchase Intention for Somethinc products, with Brand Trust as a mediating variable in the Solo Raya region. Using a quantitative approach, data were collected via an online questionnaire from 178 individuals who had previously purchased Somethinc products, selected through purposive sampling, and analyzed using Smart PLS 4.0 software. The study acknowledges that purposive sampling may introduce bias by excluding non-customers, and future research should include broader demographics to capture a comprehensive view of consumer behavior. While the sample size was adequate, expanding it in future studies would enhance generalizability. Social Media Marketing was measured through content consistency, interactivity, and customer engagement on platforms like Instagram and TikTok, while e-WOM was assessed via online reviews, recommendations, and discussions. Results indicate that both Social Media Marketing and e-WOM significantly and positively affect Purchase Intention, directly and indirectly via Brand Trust. To enhance Purchase Intention, Somethinc should prioritize consistent, engaging content, active customer feedback responses, and environmentally sustainable marketing strategies.

Keywords: Brand Trust, Electronic Word of Mouth (e-WOM), Purchase Intention, Social Media Marketing

INTRODUCTION

Indonesia has witnessed a significant digital transformation in recent years, with internet usage growing rapidly and altering many aspects of life. Modernization has made people more flexible and inclined toward practical, technology-driven solutions. This shift has been especially evident in the rise of digital marketing, which has become a central component of business strategies. The transition from traditional marketing methods to digital marketing channels, such as email marketing, web marketing, and social media marketing, has reshaped consumer behavior. According to the Indonesia Digital Report 2020, approximately 93% of internet users in Indonesia search for products online, and 88% make online purchases. This indicates the growing importance of online platforms in shaping consumer decisions, and highlights the crucial role that technology plays in daily activities, including communication and commerce via social media.

The cosmetics sector in Indonesia has grown significantly, with a 9.61% increase in 2022 driven by both domestic demand and exports. Cosmetics, especially skincare products, have become essential items for many, particularly women. One notable brand that has capitalized on this growth is Somethinc, a local beauty brand launched in 2019. Somethinc has become widely recognized, particularly among younger generations, with its products such as serums, toners, and cushions gaining popularity for their clean beauty concept, technological innovation, and halal certification. According to an iPrice survey, Somethinc is the most popular skincare brand on TikTok, with 57.3 million hashtag views, demonstrating its strong presence on digital platforms.

Somethinc's tagline, "Halal, Breathable, Be You Be Somethinc!", reflects its commitment to providing high-quality, halal-certified beauty products. The brand has succeeded in building positive consumer relationships, thanks to its ability to adapt to technological trends and effectively use social media marketing. Founder Irene Ursula has leveraged platforms like Instagram (@somethincofficial) with millions of followers and TikTok, with 3.5 million followers, as key marketing tools to promote the brand. Somethinc's marketing strategy is heavily reliant on Electronic Word of Mouth (e-WOM), which plays a pivotal role in shaping consumer perceptions through positive reviews from influencers and

peers. These reviews significantly influence consumer trust, which is crucial for fostering brand loyalty and encouraging repurchase behavior.

Brand trust is central to Somethinc's success, and it is built through consistent engagement with consumers via social media and e-WOM. Trust in the brand strengthens consumer attachment, which in turn drives repurchase intentions. As consumers increasingly rely on digital platforms for product discovery and decision-making, Somethinc's strategic use of social media and e-WOM has allowed it to not only boost customer loyalty but also expand its brand influence. These efforts underscore the importance of understanding the relationship between social media marketing, e-WOM, brand trust, and repurchase intention.

This research aims to analyze the influence of social media marketing and e-WOM through brand trust as a mediation variable on the repurchase intention of Somethinc products in the Solo Raya region. The study seeks to contribute to the growing body of literature on digital marketing in the cosmetics industry by examining how these factors interact to influence consumer behavior.

To provide a theoretical framework, this study will draw upon well-established theories such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). These frameworks help explain the decision-making processes that lead to product acceptance and purchase intention. In the context of Somethinc, e-WOM and social media marketing are expected to influence brand trust, which then mediates the relationship between these variables and repurchase intention.

REVIEW OF LITERATURE

Purchase Intention

Purchase intention refers to the stage in the consumer decision-making process where a person has developed a strong willingness to buy a product. It involves several considerations, including what product to buy, when to purchase, and through which method. This intention is influenced by a combination of information, personal evaluations, and emotional responses that guide the consumer's choice among available alternatives. Key factors influencing purchase intention include emotional reactions, cultural values, social influence, and price sensitivity. According to the Theory of Reasoned Action (TRA) and the

Theory of Planned Behavior (TPB), consumers' attitudes, subjective norms, and perceived behavioral control play critical roles in shaping their intention to purchase (Ajzen, 1991). These theories suggest that attitude toward the product, social influence, and perceived control over the purchasing process directly influence purchase intention. Additionally, factors such as consumer trust, product familiarity, and brand reputation are significant predictors of purchase intention (Desi Lestari & Gunawan, 2021; Putra & Sulistyawati, 2019).

Brand Trust

Brand trust refers to the confidence consumers place in a brand, shaped by past interactions and perceptions. In digital environments, brand trust is especially critical, as online transactions often lack face-to-face interaction, increasing the perceived risk for consumers. Several factors influence the development of brand trust in digital contexts, such as customer service quality, transparency in communication, product quality, and influencer endorsements. In particular, the presence of positive reviews and endorsements from trusted influencers can significantly enhance brand trust (Tantra, 2023). Furthermore, factors like prompt customer support, clear product information, and consistent delivery of promises also play a crucial role in fostering consumer trust in a brand, particularly on social media platforms. Transparency and authenticity in brand communications are essential, as they help reduce perceived risk and improve consumers' confidence in their purchasing decisions.

Social Media Marketing

Social media marketing refers to using social media platforms to promote products, build brand awareness, and foster relationships with consumers. Different strategies can be employed, including influencer partnerships, paid ads, and content marketing. Each strategy can uniquely affect brand trust and consumer engagement. Influencer partnerships, in particular, can be highly effective in influencing consumer behavior, as consumers often trust influencers' recommendations over traditional advertising (Tong & Subagio, 2020). The choice of platform such as Instagram and TikTok also matters significantly. Instagram, with its visually-driven format, is ideal for showcasing beauty products and building brand aesthetics, while TikTok is more effective for viral content and engaging younger audiences. Somethinc, for instance, leverages both platforms effectively to drive engagement and

increase brand trust. Evaluating key metrics such as engagement rates, follower growth, and consumer feedback helps assess the impact of social media marketing strategies (Yunikartika & Harti, 2022).

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is the process by which consumers share opinions and feedback about products or brands through online channels. Positive and negative reviews, along with consumer-generated content, play a crucial role in shaping potential buyers' perceptions. E-WOM has been shown to significantly influence purchasing decisions, especially in the cosmetics industry, where personal experience and trust in product quality are key concerns. The effectiveness of E-WOM is influenced by factors like the intensity of reviews, the credibility of the reviewer, and the informational value of the content (Rosario et al., 2016; Zahra, Listyorini, & Pinem, 2021). For example, in the context of Somethinc, positive user-generated content on TikTok and Instagram can enhance consumer trust, leading to increased purchase intention.

Hypotheses

1. **H1:** There is a positive and significant effect of social media marketing on brand trust for Somethinc products in the Solo Raya region.
2. **H2:** E-WOM has a positive and significant impact on brand trust for Somethinc products in Solo Raya.
3. **H3:** Brand trust has a positive and significant influence on the purchase intention of Somethinc products.
4. **H4:** Social media marketing significantly affects purchase intention, with brand trust acting as a mediating variable.
5. **H5:** E-WOM significantly influences purchase intention for Somethinc products, mediated by brand trust.

Gaps and Contradictions in the Literature

While many studies emphasize the positive effects of social media marketing and E-WOM on brand trust, some research suggests that these factors do not always lead to increased trust or purchase intention. For example, in cases where influencers are not seen as authentic or transparent, their endorsements may not have the intended effect (Chen et al.,

2020). Additionally, the effectiveness of E-WOM can vary depending on the platform and the type of content shared. Some studies have shown that while E-WOM can positively influence consumer behavior, negative reviews or misinformation can lead to decreased trust and harm purchase intention (Zahra et al., 2021). These contradictions highlight the need for further research into the conditions under which social media marketing and E-WOM are most effective in building brand trust and driving repurchase intentions.

RESEARCH METHOD

This study adopts a quantitative approach, utilizing statistical analysis to derive valid and generalizable conclusions. The population for this research consists of residents in the Solo Raya region who are consumers of Somethinc products. Given the specific focus of this study, a non-random sampling method, specifically purposive sampling, was employed. This sampling technique was chosen to target consumers who have direct experience with Somethinc products. The key criterion for selection was that participants must be Somethinc consumers residing in the Solo Raya region. While purposive sampling allows for a more focused study of specific behaviors or attributes related to the research, it is important to acknowledge that this approach may limit generalizability to the broader population of Solo Raya and could introduce selection bias. However, purposive sampling was deemed appropriate given the research goal of studying specific consumer behavior in relation to Somethinc's marketing efforts.

The minimum sample size was calculated using a standard sampling formula, with a requirement for at least 100 respondents, ensuring a robust sample size with at least five observations per estimated parameter. To improve the accuracy and reliability of the analysis, the sample size was increased to 150 respondents. This increase is expected to provide a more representative sample and enhance the validity of the results.

Primary data was collected directly from the target population through an online Google Form questionnaire. The questionnaire was designed using a Likert scale to measure respondents' agreement with various statements regarding the study variables: Social Media Marketing, Electronic Word of Mouth (e-WOM), and Brand Trust. The use of a Likert scale enables the measurement of respondents' attitudes toward these constructs, facilitating the

analysis of their potential influence on purchase intention. However, it is essential to ensure that the Likert scale items are carefully designed to reflect the constructs accurately. To enhance the reliability and validity of the scale, the items were reviewed for clarity and relevance based on prior research and established measures. The final questionnaire was pre-tested to confirm its suitability and reliability for the target audience.

The study uses Partial Least Squares (PLS) for data analysis, a robust statistical method for examining complex relationships between variables in social science research. PLS-SEM (Structural Equation Modeling) will be applied using SmartPLS software, which allows for the estimation of both the measurement model (outer model) and the structural model (inner model). The measurement model evaluates the reliability and validity of the constructs (e.g., Social Media Marketing, e-WOM, Brand Trust) by examining the factor loadings and composite reliability. The structural model will assess the relationships between the variables, focusing on how Social Media Marketing and e-WOM affect Brand Trust, and how Brand Trust mediates the relationship between these factors and purchase intention.

To assess the goodness of fit of the models, key fit indices such as R^2 (coefficient of determination), Goodness of Fit (GoF), and SRMR (Standardized Root Mean Square Residual) will be used. These fit indices will ensure that the model adequately represents the data and that the relationships between variables are meaningful.

Regarding the operationalization of the study variables, indicators for each construct were drawn from existing academic literature. These indicators were adapted to suit the local context of Solo Raya, acknowledging any cultural or regional differences that may affect consumer behavior. The rationale for selecting Social Media Marketing, e-WOM, and Brand Trust as key variables lies in their established influence on consumer behavior in digital environments, as evidenced by prior research. These factors are particularly relevant in understanding purchase intention, as they reflect modern consumer behaviors in the digital age, especially within the context of online shopping and social media engagement.

RESULTS AND DISCUSSION

Respondent Description

This study involves 178 respondents from the Solo Raya community who are familiar with and have used Skintific products. Using purposive sampling, data was collected through an online questionnaire via Google Forms. A Likert scale assessed responses, and demographic details such as gender, occupation, income, and skincare spending were included to provide a comprehensive profile of the respondents.

Table 1.
Respondent Gender Characteristics Based on Gender

Gender	Frequency (Respondents)	Percentage (%)
Male	19	10,7
Female	159	89,3
Total	178	100

Source: Data collected and analyzed by the author, 2024.

From Table 1, it can be seen that the respondents' gender is grouped into two categories: male and female, with females being the majority. Out of the total respondents in the sample, 19 respondents, or 10.7%, are male, and 159 respondents, or 89.3%, are female.

Table 2.
Respondent Characteristics Based on Occupation

Work	Frequency (Respondents)	Percentage (%)
Students	146	82
Self-Employed	17	10
Employees	15	8
Number	178	100

Source: Data collected and analyzed by the author, 2024.

From Table 2, it can be seen that 147 respondents, or 82.5%, are students, 17 respondents, or 9.5%, are entrepreneurs, and 14 respondents, or 8%, are employees.

Table 3
Respondent Characteristics Based on Place of Residence

Place of Residence	Frequency (Respondents)	Percentage (%)
Surakarta	71	40
Sragen	10	6
Boyolali	12	7
Karanganyar	26	15
Sukoharjo	34	19
Wonogiri	8	4
Klaten	17	9
Total	178	100

Source: Data collected and analyzed by the author, 2024.

From Table 3, it can be seen that 71 respondents, or 40%, live in Surakarta, 10 respondents, or 6%, live in Sragen, 12 respondents, or 7%, live in Boyolali, 26 respondents, or 15%, live in Karanganyar, 34 respondents, or 19%, live in Sukoharjo, 8 respondents, or 4%, live in Wonogiri, and 17 respondents, or 9%, live in Klaten.

Table 4.
Respondent Characteristics Based on Monthly Income

Monthly Income (Rp)	Frequency (Respondents)	Presentage (%)
<1.000.000	113	63
1.000.000 – 2.999.999	47	26
3.000.000 – 5.000.000	10	6
> 5.000.000	8	5
Total	178	100

Source: Data collected and analyzed by the author, 2024.

According to Table 4, the distribution of respondents' monthly income is as follows: 113 respondents (63%) earn less than IDR 1,000,000, 47 respondents (26%) earn between IDR 1,000,000 and IDR 2,999,999, 10 respondents (6%) earn between IDR 3,000,000 and IDR 5,000,000, and 8 respondents (5%) earn more than IDR 5,000,000.

Table 5.
Respondent Characteristics Based on Monthly Skincare Purchase Expenditure

Monthly Skincare Purchase Expenditure (Rp)	Frequency (Respondents)	Percentage (%)
< 300.000	123	69
300.000 – 500.000	50	28
> 500.000	5	3
Jumlah	178	100

Source: Data collected and analyzed by the author, 2024.

Table 5 shows that 123 respondents, or 69%, have monthly skincare spending of less than IDR 300,000, 50 respondents, or 28%, have monthly skincare spending between IDR 300,000 and IDR 500,000, and 5 respondents, or 3%, have monthly skincare spending greater than IDR 500,000.

Table 6.
Respondent Characteristics Based on Product Knowledge

Respondents Know the Product	Frequency (Respondents)	Percentage (%)
-------------------------------------	--------------------------------	-----------------------

Yes	178	100
No	0	0
Total	178	100

Source: Data collected and analyzed by the author, 2024.

Table 6 shows that 178 respondents, or 100%, are aware of the product.

Table 7.
Respondent Characteristics Based on Last Product Purchase

Last Purchased Product	Frequency (Respondents)	Percentage (%)
<1 month	88	50
1 month – 3 months	38	21
>3 months	52	29
Total	178	100

Source: Data collected and analyzed by the author, 2024.

Table 7 shows that 88 respondents, or 50%, made a product purchase in the last month, 38 respondents, or 21%, made a purchase between 1 and 3 months ago, and 52 respondents, or 29%, made a purchase more than 3 months ago.

Outer Model Evaluation

The analysis of the outer model is conducted to verify that the measurement tools are suitable for assessment, ensuring they are valid, reliable, and free of multicollinearity. The results of this evaluation, using Smart-PLS 4.0, are presented below.

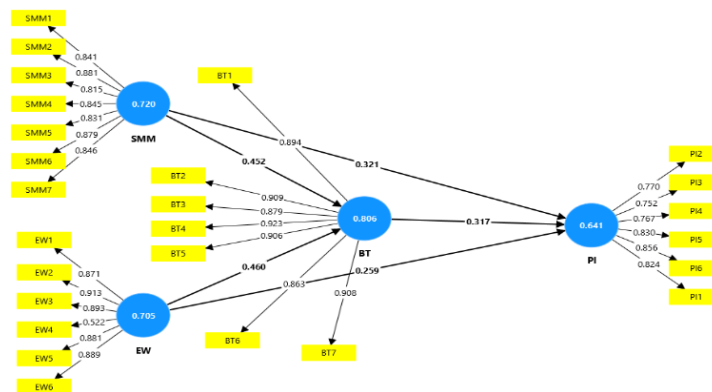


Figure 1.
Outer Model Schematic

The model assessment was carried out by performing validity tests (including convergent and discriminant validity), reliability checks (composite reliability and Cronbach’s alpha), and multicollinearity analysis.

Validity Test

Convergent Validity Test

Table 8.
Outer Loading Results

Variable	Indicator	Outer Loading	Information
Brand Trust	BT11	0.894	VALID
	BT12	10.909	VALID
	BT3	0.879	VALID
	BT4	0.923	VALID
	BT5	0.906	VALID
	BT6	0.863	VALID
	BT7	0.908	VALID
e-WOM	EW1	0.871	VALID
	EIW2	0.913	VALID
	EW3	0.893	VALID
	EW4	0.522	VALID
	EW5	0.881	VALID
	EW6	0.889	VALID
Purchase Intention	PI1	0.824	VALID
	PI2	0.770	VALID
	PI3	0.752	VALID
	PI4	0.767	VALID
	PI5	0.830	VALID
	PI6	0.856	VALID
Social Media Marketing	SMM1	0.841	VALID
	SMM2	0.881	VALID
	SMM3	0.815	VALID
	SMM4	0.845	VALID
	SMM5	0.831	VALID
	SMM6	0.879	VALID
	SMM7	0.846	VALID

Source: Data collected and analyzed by the author, 2024.

The results in Table 8 show that the outer loading values for all indicators exceed 0,5. According to Ghozali (as cited in Andhika Luthfi Ramadestian and Sri Murwanti, 2024), a loading factor between 0.5 and 0.6 is acceptable. The data shows that all indicators have outer loading values above 0.5, indicating that they are valid and appropriate for further analysis.

Discriminant Validity Test

Table 9.
Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Trust	0.806
e-WOM	0.705
Purchase Intention	0.641

Source: Data collected and analyzed by the author, 2024.

According to the results in Table 9, all variables demonstrate an Average Variance Extracted (AVE) greater than 0.5. Specifically, Brand Trust (0.806), Electronic Word of Mouth (e-WOM) (0.705), Purchase Intention (0.641), and Social Media Marketing (0.720). These findings indicate that each variable is considered valid in terms of discriminant validity.

Reliability Test

Table 10
Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Brand Trust	0.960	0.960
e-WOM	0.910	0.928
Purchase Intention	0.888	0.893
Social Media Marketing	0.935	0.936

Source: Data collected and analyzed by the author, 2024.

Based on the results presented in Table 10, all variables demonstrate a Cronbach's alpha and Composite Reliability score above the 0.7 threshold. The Cronbach's alpha values are as follows: Brand Trust (0.960), Electronic Word of Mouth (e-WOM) (0.858), Purchase Intention (0.888), and Social Media Marketing (0.935). The corresponding Composite Reliability values are: Brand Trust (0.960), e-WOM (0.928), Purchase Intention (0.893), and Social Media Marketing (0.936). These findings confirm that each variable in the study is deemed reliable.

Multicollinearity Test

Table 11.
Variance Inflation Factor (VIF)

Variable	Brand Trust	e-WOM	Social Media Marketing	Purchase Intention
Brand Trust				4.923
e-WOM	6.345			7.385
Social Media Marketing	6.345			7.351
Purchase Intention				

Source: Data collected and analyzed by the author, 2024.

Based on the test results in Table 11 above, the correlation between variables shows a VIF (Variance Inflation Factor) of less than 10, with the details as follows: the VIF for e-WOM (X2) and Brand Trust is 6.345, for Social Media Marketing (X1) and Brand Trust is 6.345, for Brand Trust (Z) and Purchase Intention (Y) is 4.923, for e-WOM (X2) and Purchase Intention (Y) is 7.385, and for Social Media Marketing (X1) and Purchase Intention (Y) is 7.351. This indicates that the regression model in this study is free from multicollinearity.

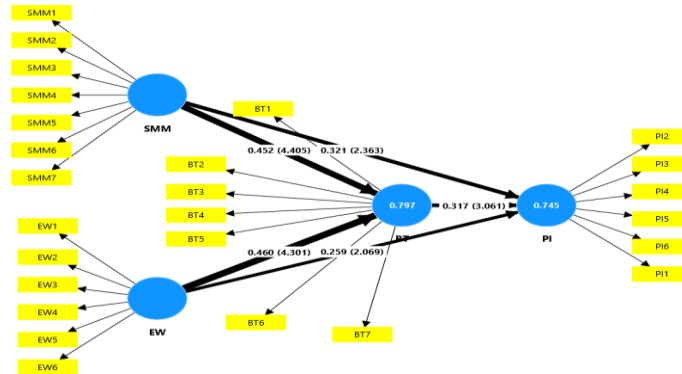


Figure 2.
Inner Model Scheme

The evaluation of the model involves assessing the coefficient of determination (R^2), conducting a Goodness of Fit test to determine model suitability, and performing an effect size test (F^2) to gauge the impact of each variable.

Coefficient of Determination (R²)

**Table 12.
 R-Square**

Variable	R-Square
Brand Trust	0.797
Purchase Intention	0.745

Source: Data collected and analyzed by the author, 2024.

As shown in Table 12, Brand Trust has an R² value of 0.797, while Purchase Intention has an R² value of 0.745. These values indicate a robust and significant relationship between the variables.

Model Feasibility Test (Goodness of Fit)

**Table 13.
 Q-Square**

Variable	Q-Square
Brand Trust	0.797
Purchase Intention	0.717

Source: Data collected and analyzed by the author, 2024.

A Q-squared value above 0 suggests that the model has strong predictive relevance. The closer the value is to 1, the higher the model's ability to account for the data's variability. The Q-Squared value for Brand Trust of 0.797 suggests that the independent variables predict this variable well. Similarly, the Purchase Intention value of 0.717 indicates strong predictive relevance in forecasting consumer purchase intentions. Overall, these values support the model's feasibility and goodness of fit, demonstrating that the model accurately represents the relationships between the investigated variables.

Effect Size Test (F²)

**Table 14.
 F-Square Result**

Variable	Brand Trust	e-WOM	Social Media Marketing	Purchase Intention
Brand Trust				0.080
e-WOM	0.164			0.036
Social Media Marketing	0.158			0.055
Purchase Intention				

Source: Data collected and analyzed by the author, 2024.

The F2 value of 0.164 for the e-WOM variable affecting Brand Trust indicates a moderate effect, as it is greater than 0.02 and less than 0.35, The F² value of 0.158 for the impact of Social Media Marketing on Brand Trust indicates a moderate level of influence, demonstrating that Social Media Marketing contributes a notable proportion of the effect on Brand Trust. The F2 value of 0.080 for Brand Trust's effect on Purchase Intention, being less than 0.15, indicates a small influence on Purchase Intention. Similarly, the F2 values of 0.036 for e-WOM and 0.055 for Social Media Marketing's effects on Purchase Intention suggest small proportions of influence on Purchase Intention.

Hypothesis Testing

T-Test

Table 15.
Path Coefficient (Direct Effect)

Variable	Original Sample (O)	T statistics (O/STDEV)	P values
Brand Trust-> Purchase Intention	0.317	3.061	0.002
e-WOM -> Brand Trust	0.460	4.301	0.000
e-WOM -> Purchase Intention	0.259	2.069	0.039
Social Media Marketing -> Brand Trust	0.452	4.405	0.000
Social Media Marketing -> Purchase Intention	0.321	2.363	0.018

Source: Data collected and analyzed by the author, 2024.

The Brand Trust variable (3.061), e-WOM variable (2.069), and Social Media Marketing variable (2.363) in the Table above indicate a strong correlation, showing that Brand Trust, e-WOM, and Social Media Marketing significantly influence Purchase Intention. The e-WOM variable (4.301) and Social Media Marketing variable (2.363) further demonstrate a strong correlation, highlighting the significant influence of e-WOM and Social Media Marketing on Brand Trust. For indirect effects (mediation), the specific indirect effect Table is used. The t-test results for the specific indirect effect are as follows:

Table 16.

Specific Indirect Effect (Indirect Effect)

Variable	Original Sample (O)	T statistics (O/STDEV)	P values
e-WOM -> Brand Trust - > Purchase Intention	0.146	2.529	0.012
Social Media Marketing - > Brand Trust -> Purchase Intention	0.143	2.370	0.018

Source: Data collected and analyzed by the author, 2024.

The path coefficients for e-WOM > Brand Trust > Purchase Intention (2.529) and Social Media Marketing (2.370), as shown in the table above, reveal a significant relationship, indicating that both e-WOM and Social Media Marketing have a strong influence on Purchase Intention, with Brand Trust serving as a mediator. Path analysis (Path Coefficient) is employed to assess both the direct and indirect effects of independent variables on the dependent variable. These path coefficients are calculated using bootstrapping in Smart PLS 4.0, which helps evaluate the connections between variables. A variable is considered significant if its p-value is below 0.05, while a p-value higher than 0.05 suggests the variable does not significantly affect the model, according to Ghazali (in Andhika Luthfi Ramadestian & Sri Murwanti, 2024). The path coefficient analysis results for this research are as follows:

Table 17.

Path Coefficient (Direct Effect)

Variable	Original Sample (O)	T statistics (O/STDEV)	P values
Brand Trust-> Purchase Intention	0.317	3.061	0.002
e-WOM -> Brand Trust	0.460	4.301	0.000
e-WOM -> Purchase Intention	0.259	2.069	0.039
Social Media Marketing -> Brand Trust	0.452	4.405	0.000
Social Media Marketing ->	0.321	2.363	0.018

Purchase Intention

Source: Data collected and analyzed by the author, 2024.

Table 18.
Specific Indirect Effect (Indirect Effect)

Variable	Original Sample (O)	T statistics (O/STDEV)	P values
e-WOM -> Brand Trust -> Purchase Intention	0.146	2.529	0.012
Social Media Marketing -> Brand Trust -> Purchase Intention	0.143	2.370	0.018

Source: Data collected and analyzed by the author, 2024.

The first hypothesis demonstrates that Social Media Marketing has a positive impact on Brand Trust for Somethinc products, as indicated by a t-statistic of 4.405 and a p-value of 0.000. Similarly, the second hypothesis confirms that e-WOM significantly influences Brand Trust, with a t-statistic of 4.301 and a p-value of 0.000.

The third hypothesis highlights that Brand Trust has a positive effect on Purchase Intention, supported by a t-statistic of 3.061 and a p-value of 0.002. The fourth hypothesis suggests that Social Media Marketing affects Purchase Intention through Brand Trust as a mediator, with a t-statistic of 2.258 and a p-value of 0.012.

Finally, the fifth hypothesis asserts that e-WOM influences Purchase Intention via Brand Trust, with a t-statistic of 2.370 and a p-value of 0.018.

The Influence of Social Media Marketing on Brand Trust for Somethinc Products

Social Media Marketing has proven to enhance brand trust. Pramudita and Suharyati (2024) found that marketing strategies through social media simplify access to up-to-date information, increasing sales and strengthening relationships between companies and consumers. Direct interactions, such as comments and direct messages, play a significant role in fostering brand trust. Similarly, Rachmadhaniyati and Sanaji (2021) concluded that social media marketing positively influences brand trust. This study confirms that active social media promotions by Somethinc significantly improve brand trust among consumers in Solo Raya. However, the impact may vary depending on market context and the strategies implemented, highlighting the importance of selecting appropriate platforms and content

tailored to the target audience, as suggested by Pramudita and Suharyati (2024). Continuous adaptation to social media trends is essential for maintaining effectiveness in building trust.

The Influence of Electronic Word of Mouth (e-WOM) on Brand Trust for Somethinc Products

e-WOM plays a pivotal role in building brand trust, as positive online reviews enhance consumer confidence in products. Yunikartika and Harti (2022) demonstrated that e-WOM significantly influences brand trust, with shared positive experiences reducing perceived risks for potential buyers. This aligns with findings by Lestari and Gunawan (2021), emphasizing that positive e-WOM strengthens trust, particularly among first-time buyers. This study reveals that Somethinc effectively leverages e-WOM, as consumers tend to trust recommendations and reviews from others. However, negative or unclear e-WOM can undermine brand trust, underscoring the importance of actively monitoring and managing consumer feedback to safeguard the brand's reputation.

The Influence of Brand Trust on Purchase Intention for Somethinc Products

Brand trust is a crucial driver of purchase intention. Ramadhani, Supeni, and Setianingsih (2022) showed that increased trust directly correlates with stronger purchase decisions. This study confirms that enhanced brand trust for Somethinc in Solo Raya encourages consumer purchase intention, aligning with theories that trust is a key factor in buying behavior. Consistent with Ramadhan and Nasir (2023), brand trust significantly impacts purchase intention. However, other factors, such as price, product quality, and personal experiences, also influence purchasing decisions. Companies must consider these elements to refine their marketing strategies.

The Role of Brand Trust as a Mediator Between Social Media Marketing and Purchase Intention

Social Media Marketing effectively boosts purchase intention, primarily through brand trust as a mediating variable. Yunikartika and Harti (2022) found that interactions on social media strengthen consumer trust, which in turn fosters purchase decisions. Brand trust bridges the gap between social media marketing and purchase intention, highlighting the importance of trust in driving buying behavior. Similar findings by Ellitan, Harvina, and Lukito (2022) suggest that social media marketing enhances brand value by expanding

audience reach. Companies must continually innovate their social media strategies to maintain relevance and competitiveness in fostering trust and purchase intention.

The Role of Brand Trust as a Mediator Between e-WOM and Purchase Intention

E-WOM significantly influences purchase intention, with brand trust acting as a critical mediator. Positive reviews encourage consumer trust, making them more likely to purchase products. Sinaga and Sulistiono (2020) emphasized that e-WOM positively impacts purchase intention when trust mediates this relationship. This study supports similar conclusions by Yunikartika and Harti (2022), noting that credible, positive e-WOM is essential for building brand trust and encouraging purchase behavior. Conversely, negative e-WOM can deter potential buyers, highlighting the need for companies to promote favorable feedback and ensure the credibility of online consumer reviews.

CONCLUSION

This research highlights the significant impact of Social Media Marketing, e-WOM, and Brand Trust on Purchase Intention for Somethinc products in Solo Raya. These findings suggest that Somethinc should create tailored marketing strategies leveraging consumer trust through targeted social media content. For instance, platforms like Instagram, where engagement is high, could benefit from more interactive content, such as tutorials, user-generated content, and influencer partnerships, to boost brand trust and purchase intention. Future research could explore the distinct roles of social media platforms like Instagram versus Facebook, and examine the effects of influencer marketing or paid ads on consumer behavior. More specific variables, such as sustainability or personalized content, could also offer deeper insights into consumer decision-making in the cosmetics industry.

REFERENCES

- Alya Nadhiah, Sri Vandayuli Riorini, Chairunnisa Aldiva Achmad, & Hendrik Aprianto. (2023). Dampak Argumen Kualitas, Kredibilitas Sumber, Dan Keباikan Terhadap Kesejahteraan Pelanggan Dan Niat Membeli. *Journal of Social and Economics Research*, 5(2), 662–675. <https://doi.org/10.54783/jser.v5i2.170>.
- Amelia Ibnu Wasiat, F., & Bertuah, E. (2022). Pengaruh Digital Marketing, Social Media Influencer Terhadap Niat Beli Produk Fashion Pada Generasi Milenial Melalui Customer Online Review di Instagram. *SINOMIKA Journal: Publikasi Ilmiah Bidang*

- Ekonomi Dan Akuntansi, 1(3), 513–532. <https://doi.org/10.54443/sinomika.v1i3.295>
- Briliantine Caesar Eka Wantoro, F. I. (2024). Pengaruh Kualitas Argumen Terhadap Kredibilitas Ulasan (Studi Kasus Pengguna Layanan Gofood). *Jurnal Pemasaran Bisnis & Industri*, 159-180.
- Dr. Duryadi, M. S. (2021). Metode Penelitian Ilmiah Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS. In Penerbit Yayasan Prima Agus Teknik (Vol. 7, Issue 1).
- Djamaly, M. F., Djumarno, D., Astini, R., & Asih, D. (2023). Literature Review: Peran Media Sosial Dalam Pemasaran Andhika Luthfi Ramadestian, and Sri Murwanti. 2024. “Analisis Pengaruh Resonansi Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek Pengguna Produk Handphone Xiaomi Di Kabupaten Wonogiri.” *Economic Reviews Journal* 3(1): 140–57.
- Anggraeni, Ruri, Layaman, and Diana Djuwita. 2019. “Customer Loyalty Yang Menggunakan Brand Trust Sebagai Variabel Mediasi.” *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT* 4(3): 445–55. <https://garuda.kemdikbud.go.id/documents/detail/1218145>.
- Ardhiansyah, Arvi Nurizza, and Novi Marlina. 2021. “Pengaruh Social Media Marketing Dan E-Wom Terhadap Minat Beli Produk Geoffmax.” *AkunTable* 18(3): 2021–2379. <http://journal.feb.unmul.ac.id/index.php/AKUNTABLE>.
- Arif., Muhammad. 2021. “Pengaruh Social Media Marketing, Electronic Word Of Mouth (EWOM) Dan Lifestyle Terhadap Keputusan Pembelian Online.” *SiNTESa Seminar Nasional Teknologi Edukasi Sosial dan Humaniora* 1(1): 111–22.
- Armawan, Ivan, Sudarmiatin, Agus Hermawan, and Wening Patmi Rahayu. 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): 141–52.
- Aulia, Annisa, and Felicia Abednego. 2023. “Pengaruh Word Of Mouth Dan Social Media Activities Terhadap Minat Beli Konsumen Menantea Jawa Barat.” *Jurnal Bisnis dan Manajemen* 19(1): 18–27. <http://doi.org/10.23960/jbm.v19i1.856>.
- Chen, Zoey, and May Yuan. 2020. “Psychology of Word of Mouth Marketing.” *Current Opinion in Psychology* 31: 7–10. <https://doi.org/10.1016/j.copsy.2019.06.026>.
- Henry, D. et al. 2020. “Title.” *Journal of the European Academy of Dermatology and Venereology* 34(8): 709.e1-709.e9. <http://dx.doi.org/10.1016/j.jaad.2013.01.032>.
- Indrawati, Prily Calista Putri Yones, and Saravanan Muthaiyah. 2023. “EWOM via the TikTok Application and Its Influence on the Purchase Intention of Somethinc Products.” *Asia Pacific Management Review* 28(2): 174–84. <https://doi.org/10.1016/j.apmr.2022.07.007>.
- Putri, Fariza Nurfaida, and Tarandhika Tantra. 2023. “Jurnal Manajemen Bisnis Eka Prasetya Influence Of Social Media Marketing Activity Instagram Towards Purchase Intention With Brand Equity And Electronic Word Of Mouth As Intervening Variables In Pass

- The Trend Bandung Pengaruh Social Media Marketing Activi.” *Jurnal Manajemen Bisnis Eka Prasetya* 9(2): 150–61.
- Putri, Silvia, and Yuliani Rachma Putri. 2023. “The Effect of Social Media Marketing and Electronic Word of Mouth Through Instagram @menantea.Toko on Brand Awareness in Menantea Produkts Pengaruh Social Media Marketing Dan Electronic Word of Mouth Melalui Instagram @menantea.Toko Terhadap Brand Awarene.” *Management Studies and Entrepreneurship Journal* 4(4): 3988–97.
<http://journal.yrpioku.com/index.php/msej>.
- Rachmadhaniyati, Rachmadhaniyati, and Sanaji Sanaji. 2021. “Pengaruh Social Media Marketing Terhadap Customer Engagement Dengan Loyalitas Merek Dan Kepercayaan Sebagai Variable Mediasi.” *Jurnal Ilmu Manajemen* 9(3): 1124–37.
- Rahayu, Dian Sri, and Bambang Sutedjo. 2022. “Pengaruh Country Of Origin, Persepsi Harga, Dan Brand Ambassador Terhadap Keputusan Pembelian (Studi Pada Konsumen Produk Kosmetik YOU Di Terang” *SEIKO: Journal of Management & Business* 5(1): 2022–2182.
<https://doi.org/10.37531/sejaman.v5i1.1904%0Ahttps://www.journal.steamkop.ac.id/index.php/seiko/article/download/1904/1261>.
- Ramadhan, Rachmat, and Moechamad Nasir. 2023. “Analisis Pengaruh Sosial Media Marketing Dan Diskon Harga Terhadap Keputusan Pembelian Online Dengan Brand Trust Sebagai Variable Intervening Pada Aplikasi Tik-Tokshop Di Soloraya.” *BRIDGING Journal Of Islamic Digital Economic and Management* 1(1): 29–40.
<https://journal.alshobar.or.id/index.php/bridging>.
- Ramadhani, Hellena, Retno Endah Supeni, and Wahyu Eko Setianingsih. 2022. “Pengaruh Brand Image, Brand Trust, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Emina Di Masa Pandemi Covid-19.” *National Multidisciplinary Sciences* 1(3): 402–9.
- Rosario, Ana Babić, Francesca Sotgiu, Kristine De Valck, and Tammo H.A. Bijmolt. 2016. “The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors.” *Journal of Marketing Research* 53(3): 297–318.
- Sari, Nasya Nirma, Amrin Fauzi, and Endang Sulistya Rini. 2021. “The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline.” *International Journal of Research and Review* 8(9): 81–91.
- Sinaga, Bona Aripin, and Sulistiono Sulistiono. 2020. “Pengaruh Electronic Word Of Mouth Dan Promosi Media Sosial Terhadap Minat Beli Pada Produk Fashion Eiger.” *Jurnal Ilmiah Manajemen Kesatuan* 8(2): 79–94.
- Takdir, Soltan, Defran Siska, and Rivandi Rivandi. 2022. “Pengaruh Social Media Marketing Melalui Platform Whatsapp Pada Minat Beli Masyarakat.” *Economics and Digital Business Review* 3(1): 42–51.
- Tong, Thomas Kevin Putra Bawono, and Hartono Subagio. 2020. “Analisa Pengaruh Social

- Media Marketing Terhadap Repurchase Intention Melalui Brand Trust Sebagai Variable Mediasi Pada Instagram Adidas Indonesia Di Surabaya.” *Jurnal Strategi Pemasaran* 7(1): 10.
- Yudhi P. *SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF MOUTH DAN CUSTOMER ENGAGEMENT*.
- Yunikartika, Lela, and Harti Harti. 2022. “Pengaruh Social Media Marketing Dan Electronic Word Of Mouth (E-WOM) Terhadap Minat Beli Kuliner Melalui Kepercayaan Sebagai Variable Intervening Pada Akun Instagram @carubanmangan.” *Jurnal E-Bis (Ekonomi-Bisnis)* 6(1): 212–30.
- Zahra, Keviana Fatmanissa, Sari Listyorini, and Robetmi Jumpakita Pinem. 2021. “Pengaruh Celebrity Endorser, Electronic Word of Mouth, Dan Harga Terhadap Keputusan Pembelian (Studi Pada Konsumen Kosmetik Wardah Di Kota Semarang).” *Jurnal Ilmu Administrasi Bisnis* 10(1): 965–73 *Film Indonesia: Analisis Kepuasan Dan Niat Beli Penonton. SCIENTIFIC JOURNAL OF REFLECTION : Economic, Accounting, Management and Business*, 6(3), 647–659. <https://doi.org/10.37481/sjr.v6i3.706>
- Febrina, R. I., Iriany, I. S., & Firdaus, F. S. (2023). Motif Penggunaan Media Sosial Tiktok Bagi Remaja. *Jurnal Komunikasi Universitas Garut: Hasil Pemikiran Dan Penelitian*, 9(2), 305–322.
- Faradina Andini, N., Hartini, S., & Khairunnisa, S. (2022). Pengaruh Popularitas , Kualitas Argumen , Daya Tarik. 07, 47–60.
- Feliesa Putri, A., Maya Sekar Wangi, D., Si, M., & Suryo, H. S. (2023). Pengaruh Kredibilitas Beauty Influencer Dan Terpaan Tayangan Review Product Terhadap Minat Beli Produk Kecantikan The Effect Of Beauty Influencer Credibility And Product Reviews Exposure Towards Buying Interest The Beauty Products. *Solidaritas:Jurnal - Jurnal Ilmu Sosial*.
- Ghazali Nugraha Pratama, & Diajeng Herika Hermanu. (2023). Karakteristik Micro Influencer Tiktok Terhadap Kebutuhan Informasi Followers Gen Z. *Bandung Conference Series: Journalism*, 3(3), 279–283. <https://doi.org/10.29313/bcsj.v3i3.9637>.
- Gunawan, N., Suharyono, S., & Sunarti, S. (2021). Consumer Well-Being: Peran Brand Authenticity Dan Dampaknya Terhadap Consumer Citizenship Behavior. *Profit*, 15(01), 12–26. <https://doi.org/10.21776/ub.profit.2021.015.01.3>
- Handayani, P. W., Gelshirani, N. B., Azzahro, F., Pinem, A. A., & Hidayanto, A. N. (2020). The influence of argument quality, source credibility, and health consciousness on satisfaction, use intention, and loyalty on mobile health application use. *Informatics in Medicine Unlocked*, 20, 100429. <https://doi.org/10.1016/j.imu.2020.100429>
- Hendro, & Sihombing, S. O. (2011). Memprediksi Hubungan Loyalitas Merek, Rasa Keikutsertaan, Kecocokan Citra Diri Dan Konsumsi Terakhir Terhadap Kesejahteraan Konsumen : Studi Empiris Pada Kedai Kopi Starbucks. *Jurnal Ekonomi Dan Bisnis*, 12(2), 192. <https://doi.org/10.30659/ekobis.12.2.192-207>

- Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2023). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/EJMBE-08-2022-0270>.
- Khulwani, A., Savitri, C., & Faddila, S. P. (2023). Pengaruh Influencer Janes Christina dan Kualitas Produk Kosmetik Somethinc terhadap Keputusan Pembelian pada Aplikasi Tiktok. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(1), 815–833. <https://doi.org/10.47467/alkharaj.v6i1.5028>
- Kemp, S. (2024, February 20). Digital 2024: Indonesia — DataReportal – Global Digital Insights. *DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2024-indonesia>
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Mahardhika, S. V., Nurjannah, I., Ma'una, I. I., & Islamiyah, Z. (2021). Faktor-Faktor Penyebab Tingginya Minat Generasi Post-Millennial Di Indonesia Terhadap Penggunaan Aplikasi Tik-Tok. *SOSEARCH: Social Science Educational Research*, 2(1), 40–53. <https://doi.org/10.26740/sosearch.v2n1.p40-53>
- Nariswari, T. P. (2021). Pengaruh Kualitas Argumen dan Isyarat Periferal dalam membangun Minat Beli melalui Kredibilitas Ulasan (Studi Pada Kanal Youtube Gadgetin). *Jurnal Ilmiah Mahasiswa FEB*.
- Permana, R. A. M., & Astuti, B. (2023). Pengaruh Review Beauty Influencer Terhadap Niat Beli Produk Pada Media Sosial YouTube. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 6(3), 290–304. <https://doi.org/10.31842/jurnalinobis.v6i3.276>
- Produk, K., Kecantikan, P., & Indonesia, E. (2024). Ini Produk Kecantikan Terlaris di E-Commerce Indonesia Kuartal I 2024. 2023–2024.
- Rista Sugiarti, Yesi Amanah, & Indri Nova Yulianti. (2022). Keefektifan Promosi Melalui Tiktok Untuk Produk Skincare Erto's. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 1(4), 479–484. <https://doi.org/10.55123/sosmaniora.v1i4.1175>
- Setyawan, A., Isa, M., Wajdi, F., Syamsudin, & Permono, S. (2015). An Assessment of SME Competitiveness in Indonesia. *Journal of Competitiveness*, 7, 60–74. <https://doi.org/10.7441/joc.2015.02.04>
- Sincia, R. A., Gunawan, A. I., & Leo, G. (2021). Mengukur Source Credibility Beauty Vlogger Terhadap Sikap Konsumen (Studi Kasus Video Review Produk Kecantikan di Youtube). *Prosiding The 12th Industrial Research Workshop and National Seminar*, 4–5.
- Suryani, P. A. D., & Yulianthini, N. N. (2023). Pengaruh Influencer Marketing Terhadap Niat Beli Yang Dimediasi Oleh Kepercayaan Pada Produk Skincare Merek Ms Glow Di Kecamatan Buleleng. *Jurnal Manajemen Dan Bisnis*, 5(2), 251–257.

- The Impact of Social Media Influencer (SMI) Characteristics on Consumer Purchase Intention (CPI) of Beauty and Personal Care (BPC) Products in Sri Lanka. (2023). *Journal of Economic Research & Reviews*, 3(3), 248–259. <https://doi.org/10.33140/jerr.03.03.14>
- Vrontis, D., Makrides, A., Christofi, M. and Thrassou, A. (2021), “Social media influencer marketing: a systematic review, integrative framework and future research agenda”, *International Journal of Consumer Studies*, Vol. 45 No. 4, pp. 17-644.
- Waisnawa, N. L. P. A. Y., & Rastini, N. M. (2020). Pengaruh Kualitas Argumen Dan Kredibilitas Sumber Terhadap Niat Pembelian Yang Dimediasi Oleh Kegunaan Informasi. *E-Jurnal Manajemen Universitas Udayana*, 9(4), 1527. <https://doi.org/10.24843/ejmunud.2020.v09.i04.p15>
- Yulianti, Y., & Keni, K. (2022). Source Credibility, Perceived Quality, and Attitude Towards Brand as Predictor on Purchase Intention of Local Beauty Products. *Proceedings of the Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)*, 653(Icebm 2021), 487–492. <https://doi.org/10.2991/aebmr.k.220501.074>
- Zhao, C., & Wei, H. (2019). The Highest Hierarchy of Consumption: A Literature Review of Consumer Well-Being. *Open Journal of Social Sciences*, 07(04), 135–149. <https://doi.org/10.4236/jss.2019.74012>