

Social Media Marketing Impact on Brand Image, Brand Trust and Purchase Intention in E-Commerce

Mahir Pradana^{1*}, Rd. Nurafni Rubiyanti², Salma Salsabila Hadi³
Telkom University

Corresponding Author: Mahir Pradana mahirpradana@telkomuniversity.ac.id

ARTICLE INFO

Keywords: Social Media Marketing, Purchase Intention, Brand Image and Brand Trust

Received: 10 October

Revised: 17 November

Accepted: 22 December

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ABSTRACT

This research is motivated by the impact of social media marketing on the e-commerce platform Shopee on brand image and brand trust of Walini Tea products. These factors have influenced the decline in consumers purchase intention. Social media marketing via Shopee serves as a strategic effort to maintain consumer interest in Walini Tea. The study aims to analyze how social media marketing strategies can enhance brand image and brand trust, there by encouraging purchase intention in the e-commerce era. A quantitative approach was used, with data collected through questionnaires from 155 Shopee consumers of Walini Tea, using purposive non-probability sampling. Data analysis employed SEM-PLS with SmartPLS version 3. Results indicate social media marketing impact positive and significantly affects brand image and brand trust. Moreover, both brand image and brand trust significant enhance purchase intention. Influence of social media marketing on purchase intention is also mediated by brand image and brand trust. This research suggests Walini Tea should add a clickable shopping button link on Instagram stories directing consumers to Shopee. Improving brand image and exploring other variables like price and promotion are recommended. Future research is advised to examine similar companies for comparative insights

INTRODUCTION

Downstream tea industry is a sector that makes a significant contribution and is an agricultural activity involving the use of biological resources to produce food in Indonesia. With technological advancements and changes in consumer consumption patterns, this downstream industry is no longer limited to processing dried tea leaves as an export commodity, but has expanded into various value-added subsectors, such as tea bags or tea in bag packaging (Rafani et al., 2022). These developments indicate that the tea industry has transformed into a vital part of the modern beverage industry, continually innovating in its flavor variants and marketing strategies.

Of the various subsectors, the tea bag industry is one of the most resilient and growing. The convenience of serving, the variety of flavors, and the image of tea as a healthy beverage make this subsector still popular with consumers, both domestically and globally (Prasetia et al., 2020). Adapting to consumption trends toward more practical forms of tea and a healthy lifestyle has enabled tea bags to maintain their relevance amidst the rise of other instant drinks like coffee. Globally, tea ranks as the second most consumed beverage after mineral water, according from Food and Agriculture Organization (FAO) on website (2025). This demonstrates that tea holds a special place in global consumer culture. Besides being a refreshing beverage, tea also holds strong social and symbolic value and is associated with health benefits (Mao et al., 2024). This condition should support stable demand for tea product, including platform e-commerce.

Author obtained internal data from the downstream tea Industry (2025), which shows that Walini tea downward trend in sales data. This decline occurred between 2023 and 2024 on the platform e-commerce Shopee. From an internal interview with the marketing assistant for the downstream tea industry (2025), it was explained that there was an internal phenomenon that gave rise to indications by the author regarding several factors, namely the lack of human resources sales and lack of promotional action resulting in a decline purchase intention or consumer purchasing intentions for Walini tea products. Purchase Intention defined by Kotler et al. (2022) as a guide to take action or buy something.

Based on research conducted by Nazarani and Suparna in Thanh (2025), the following four dimensions can be used as parameters to measure purchase intention. Result pre-survey purchase intention against 100 respondent platform e-commerce Shopee, dimensions planning purchase received the lowest results with a percentage of 44% who intended to buy Walini tea bags. Although most respondents had the desire to try or desire, the tendency to complete a purchase or behavioral commitment, as well as confidence in the quality of the product or confidence, but many still haven't reached the initial action of adding the product to the shopping cart. This situation is not always caused by a decline in demand for tea as a beverage, but rather by a decrease in brand appeal and the effectiveness of digital marketing by manufacturers. Among the various digital marketing strategies, one of them is Social Media Marketing. In research

conducted by Moslehpour et al. (2021) found that purchase intention significantly influenced by social media marketing. Karanmang (2022) defines social media marketing as a system allows marketers to interact and collaborate with audiences and leverage the insight they provide to attract consumer interest and encourage them to share that information on their social media. To find out more, the author conducted a pre-survey of 100 respondents who use platform e-commerce Shopee. This pre-survey questionnaire is used as a reference and supporting data to determine whether there are any problems in social media marketing Walini tea bags. Based on research by Salhaba, et al. (2023) the following three dimensions can be used as parameters to measure social media marketing. Based on the results of the pre-survey social media marketing against 100 respondents who used platform e-commerce Shopee, dimensions informativeness the lowest score at 41%, was supported by Walini Tea social media content. While the ad's interactivity and appeal were quite good, the content presented was not informative, relevant, or convincing enough to support consumer decision making. Context modern marketing, social media marketing has important role in shaping costumer perceptions and purchasing intention. However, if digital communication strategy is not optimal, it will impact the increase purchase intention becomes less significant. Therefore, other factors are needed that can strengthen relationship between social media marketing strategies and costumer purchase intention. Two factors are widely studied in modern marketing literature is brand image and brand trust. Findings research conducted by were brand image significant mediates influence that social media marketing to purchase intention. Meanwhile, Guzman (2023) stated that, in today's digital era, Brand Image not only built by the company alone, but also formed together with stakeholders through interactions on various platforms.

To find out more, the author conducted a pre-survey of 100 respondents who use the platform e-commerce Shopee. This pre-survey questionnaire is used as a reference and supporting data to determine whether there are any problems in brand image Walini tea. Based on research conducted by Salhaba, et al. (2023), the following two dimensions can be used as parameters to measure brand image. Result pre-survey brand image against 100 respondents who use the platform e-commerce, the psychological image dimension scored the lowest on Shopee, with 32% rating Walini Tea as exclusive. Although the product's functional benefits are considered commensurate with its price, consumer perception of Walini Tea's symbolic value and psychological image remains low.

Besides brand image, Thessalonian & Prasetyo (2025) found that brand trust significantly mediates influence of social media marketing to purchase intention. Moreover, according to Prasetya, et al. (2020) that Brand Trust explaining the features, specifications, benefits, how to use and product ingredients can be presented in detail and transparently to increase consumer confidence. To find out more, the author conducted a pre-survey of 100 respondents who use platform e-commerce Shopee. This pre-survey questionnaire is used as a reference and supporting data to determine whether

there are any problems in brand trust Walini tea bags. Based on research conducted by Yuniar (2020) in Nuruni Ika et al (2011), the following two dimensions can be used as parameters to measure brand trust. Results pre-survey brand image against 100 respondents who use the platform e-commerce Shopee, dimensions intentionality lowest score was 49%, with consumers feeling that Walini Tea is committed to maintaining long-term relationships with its consumers. Although consumers believe Walini Tea can survive in the market, trust is related to goodwill, concern, and commitment brand towards its consumers is still low.

Results pre-survey show that perceptions of Walini tea are still varied, with consistent weaknesses in the dimensions desire, informativeness, psychological image and intentionality. In line with consumer perceptions analyzed by Gany (2017), advertising promotional activities, which only achieved 49.63%, were one of the problems in marketing Walini tea products. Furthermore, publicity promotions, one of the sixteen marketing mix attributes, received the lowest level of consumer satisfaction, achieving only 60%. With the existence of variables brand image and brand trust acting as mediator, this can strengthen influence social media marketing to purchase intention so that brand image and trust in brand are formed well, then, when the digital marketing strategy is not optimal, consumers still have a tendency to buy Walini tea products. Based on the description above, which was validated by the research results of Mulyadi & Zulganef (2025), brand image and brand trust moderate social media marketing to purchase intention. Therefore, the author will research "Social Media Marketing Impact on Brand Image, Brand Trust and Purchase Intention in E-Commerce"

LITERATURE REVIEW

Social media marketing is system allows a marketer for interact, collaborate and utilize various insights from participants with the aim of attracting marketer interest and encouraging them to share it on their social networks, quoted based on the theory from Karamang (2022). The theory based on FourWeekMBA (2023) explains that, purchase intention is a measure of customer willingness to perform specific behavior, for example purchasing a product or service, which can impact by various factors for example customer knowledge and social perspective. The theory based on Parris and Guzman (2023) states that, in today's digital era, brand image is not only built by companies, but is also formed together with stakeholders through interactions in various ways platform. Brand trust explaining the features, specifications, benefits, how to use and product ingredients can be presented in detail and transparently to increase consumer trust quoted from the theory of Prasetio, Witarsyah & Indrawati (2024).

Research conducted by Muh. Rachmat Ramadhani et al., (2024) support that social media marketing has a positive and significant influence on brand image. Therefore, the first hypothesis is:

H1: Influence between social media marketing and brand image.

Previous research by Haudia et al. (2022) produce social media marketing has positive effect on brand trust. Therefore, the second hypothesis is:
H2: Influence between social media marketing and brand trust.

Research by Chandra & Indrawati (2022) found, brand image influences positive to purchase intentions because the company's communication becomes more effective, increasing customer trust in company product. Therefore, third hypothesis is:

H3: Influence between brand image and purchase intention.

Conducted by researchers Sanny et al. (2020) found, Brand trust has significant influence on purchase intention. Therefore, the fourth hypothesis is:
H4: Influence between brand trust and purchase intention.

Research conducted by Moslehpour et al. (2021) explains marketing social media have positive impact to brand trust and brand image so that purchase intention can mediate and be influence brand trust as well as brand image.

Therefore, the fifth hypothesis is:

H5: Influence between brand image and social media marketing mediation purchase intention.

Previous research by Moslehpour et al., (2021) found, social media marketing produce positive impact purchase intention with brand trust as mediating variable. Therefore, sixth hypothesis is:

H6: Relationship between brand trust and social media marketing mediation purchase intention.

This research, conceptual frameworks in figure 1:

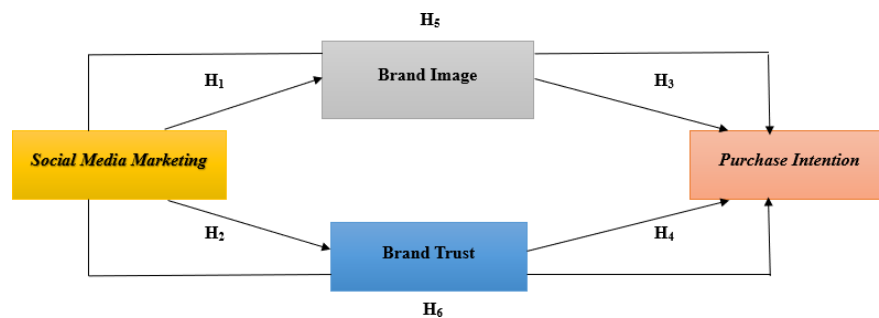


Figure 1. Framework Research

METHODOLOGY

This research is descriptive type research using a quantitative approach. Population consists of Shopee platform users. Although all members of the population have the potential to be respondents, the application of the method non-probability sampling with the approach purposive sampling. Some individuals were excluded from the sample because they did not meet certain criteria. This aligns with Sugiyono's (2021) statement that, in this technique, not all members of the population have an equal opportunity to be selected as a sample. The criteria set for population members to be included in the sample such as tea consumers for personal consumption or sales and shopee platform users.

This research sample is not based on the population size, but rather on value path coefficient obtained from the test inner model. Author conducted a pilot test outer model to test the validity and reliability research questionnaires.

Hair et al (2022) added that “when the expected minimum significant path coefficient ranges between 0.11 and 0.20, approximately 155 data observations are required to ensure that effect reaches statistical significance at the 5% level.” Therefore, the sample in this research amounted to 155 respondents. Data analysis was carried out by structural equation model based partial least square with SmartPLS application version 3.

RESULT

Descriptive Analysis

Result descriptive analysis of the perceptions of 155 respondents regarding social media marketing and analyze influence on purchase intention through brand image and brand trust on Walini tea in the era e-commerce:

- Respondents' Responses Regarding Variables Social Media Marketing, Social Media Marketing variable falls into good category with a percentage value of 78.65%. This indicates that Walini tea has implemented interactivity, informativeness and advertising appeal effectively.
- Respondents' Responses Regarding Variables Brand Image. The Brand Image variable falls into the good category with a percentage value of 73.77%. This indicates that Walini tea has implemented product functionality and psychological image well.
- Respondents' Responses Regarding Variables Brand Trust. Brand Trust variable falls into the good category with a percentage value of 76.32%. This indicates that Walini tea has implemented Viability and Intentionality well.
- Respondents' Responses Regarding Variables Purchase Intention, Purchase Intention variable is included good category with percentage value 75.56%. That indicates that Walini tea has implemented Purchase Planning, Desire, Behavioral Commitment and Confidence in Purchase Decisions well.

The results of this reasearch were analyzed by Structural Equation Modelling (SEM) using SmartPLS version 3. Interpretation of output SEM-PLS, research consists of outer model, inner model and t statistics which the author interprets through the following sub-chapters:

Outer Model

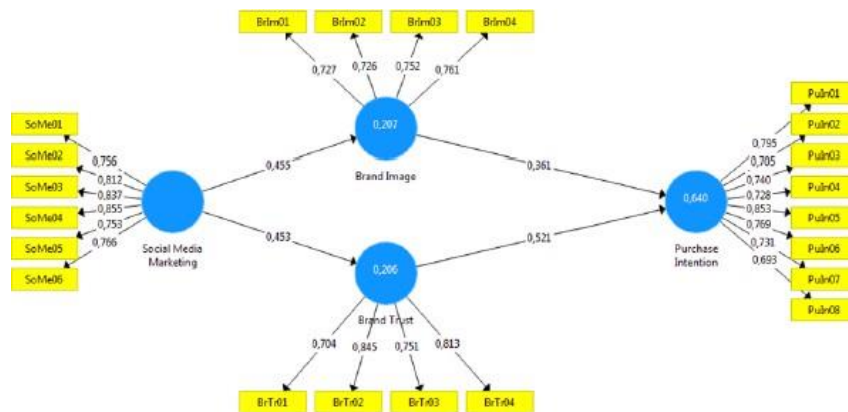


Figure 2. Result Outer Model by SmartPLS

Based on figure 2, outer model or measurement model, the output obtained is convergent validity, discriminant validity and construct reliability, where author interprets each result as follows:

Convergent Validity

Results of convergent validity that author tested on 155 respondents:

Table 1. Result Standardized Loading by smartPLS

Indicator	Standardized Loading	Indicator	Standardized Loading
SoMe01	0,756	BrTr01	0,704
SoMe02	0,812	BrTr02	0,845
SoMe03	0,837	BrTr03	0,751
SoMe04	0,855	BrTr04	0,813
SoMe05	0,753	PuIn01	0,795
SoMe06	0,766	PuIn02	0,705
BrIm01	0,727	PuIn03	0,740
BrIm02	0,726	PuIn04	0,728
BrIm03	0,752	PuIn05	0,853
BrIm04	0,761	PuIn06	0,769
		PuIn07	0,731
		PuIn08	0,693

Table 1 it can be seen that, value standardized loading of each indicator that author uses more than 0.5 it can be result convergent validity based on value standardized loading this research is valid.

Table 2. Result Average Variance Extracted (AVE) by smartPLS

Variabel	AVE	Critical Value	Model Evaluation
Social Media Marketing	0,636	> 0,5	Valid
Brand Image	0,550		Valid
Brand Trust	0,609		Valid
Purchase Intention	0,567		Valid

Results value Average Variance Extracted (AVE) based on table 2, AVE value of each variable used by researcher is more than 0.5, so it can be concluded that convergent validity based on AVE value this research valid.

Discriminant Validity

Results discriminant validity which Author tested on 155 respondents:

Table 3. Result Crossloading by smartPLS

Indicator	Social Media Marketing	Brand Image	Brand Trust	Purchase Intention
SoMe01	0,756	0,299	0,179	0,184
SoMe02	0,812	0,230	0,221	0,277
SoMe03	0,837	0,331	0,355	0,419
SoMe04	0,855	0,545	0,539	0,512
SoMe05	0,753	0,318	0,306	0,308
SoMe06	0,766	0,295	0,376	0,393
BrIm01	0,309	0,727	0,331	0,400
BrIm02	0,285	0,726	0,416	0,422
BrIm03	0,279	0,752	0,374	0,536
BrIm04	0,440	0,761	0,672	0,631
BrTr01	0,424	0,379	0,704	0,505
BrTr02	0,332	0,540	0,845	0,642
BrTr03	0,331	0,508	0,751	0,611
BrTr04	0,331	0,534	0,813	0,570
PuIn01	0,310	0,572	0,591	0,795
PuIn02	0,498	0,532	0,531	0,705

Indicator	Social Media Marketing	Brand Image	Brand Trust	Purchase Intention
PuIn03	0,383	0,510	0,633	0,740
PuIn04	0,346	0,474	0,524	0,728
PuIn05	0,434	0,571	0,615	0,853
PuIn06	0,457	0,465	0,585	0,769
PuIn07	0,217	0,536	0,512	0,731
PuIn08	0,170	0,491	0,510	0,693

Result on table 3 shows, value standardized loading of each indicator author use is greater than value all cross loading to other constructs so that can be concluded, value cross loading this research valid.

Result discriminant validity based on value Heterotrait-Monotrait (HTMT) on 155 respondents:

Table 4. Result Heterotrait-Monotrait (HTMT) by smartPLS

Variabel	Social Media Marketing	Brand Image	Brand Trust	Purchase Intention
<i>Social Media Marketing</i>		0,508	0,496	0,488
<i>Brand Image</i>				
<i>Brand Trust</i>		0,792		
<i>Purchase Intention</i>		0,826	0,894	

Table 4 shows that, there are six HTMT values, five of which are colored green because have values less than 0.850, while other five are colored black because have values greater than 0.850. However, all six HTMT values are less than 0.9, so it can be concluded that discriminat validity based on the HTMT value in this research it's valid.

Construct Reliability

Results construct reliability which author tested on 155 respondents:

Table 5. Result construct reliability by smartPLS

Variabel	Cronbach's Alpha	Critical Value	Composite Reliability	Critical Value	Model Evaluation
Social Media Marketing	0,888	> 0,7	0,913	> 0,7	Realibel
Brand Image	0,733		0,830		Realibel
Brand Trust	0,783		0,861		Realibel
Purchase Intention	0,890		0,913		Realibel

Table 5 show that, value cronbach's alpha and composite reliability of each variable author use more than 0.7 so, construct reliability this research valid.

Inner Model

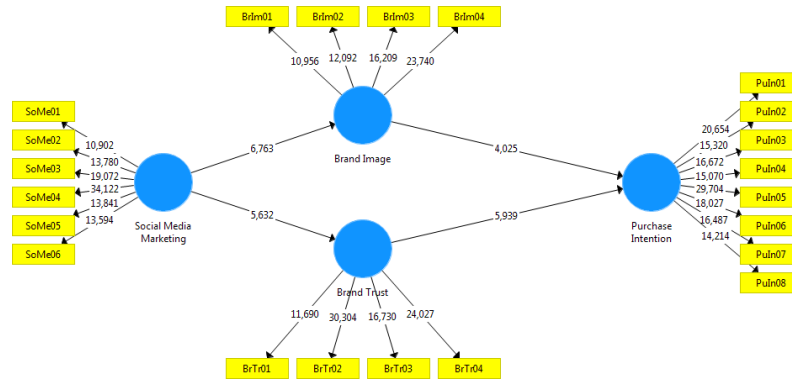


Figure 2. Result Inner Model by smartPLS

Based on figure 2, inner model output is path coefficient, r-square and q-square where each result is interpreted by author as follows:

Path Coefficient

Results path coefficients which author tested on 155 respondents:

Table 6. Result Path Coefficient by smartPLS

Variabel	Social Media Marketing	Brand Image	Brand Trust	Purchase Intention
Social Media Marketing		0,455	0,453	0,401
Brand Image				0,361
Brand Trust				0,521
Purchase Intention				

Based on table 6, there are five values path coefficients there's no minus sign in front of all the numbers it show that, each variable social media marketing to variables brand image or brand trust or variable brand image or brand trust to variables purchase intention have positive influence. Conclusion value of path coefficients is largest obtained relationship Brand Trust with Purchase Intention which means its influence is greater than the influence of the variable social media marketing towards mediating variable, namely brand image and brand trust or to variable purchase intention.

R-Square

Table 7. Result R-Square by SmartPLS

Variabel	R-Square
Brand Image (Z1)	0,207
Brand Trust (Z2)	0,206
Purchase Intention (Y)	0,640

Based on table 7, value R -Square variables Brand Image is 0.207, while for the variable Brand Trust of 0.206 and for the variable Purchase Intention is 0.640. Meanwhile, the value of 0.207 means 20.7% of the variable Brand Image influenced by variables Social Media Marketing and the remaining 79.3% is the influence of other variables that the author did not use in this research.

Q- Square

$$Q^2 = \sqrt{1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2) \dots (1 - R_p^2)} \tag{1}$$

$$Q^2 = \sqrt{1 - (1 - 0,207^2)(1 - 0,206^2)(1 - 0,640^2)} \tag{2}$$

$$Q^2 = 0,677 \tag{3}$$

Predictive relevance this research is 0.677, that explain measured structure has relevant predictive value because predictive relevance is greater than zero (0).

T Statistics

T Statistics (hypothesis testing) based on problem formulation this research, there is description of the variables that can be identified by descriptive analysis and there is a variable influence that can be identified and analyzed by hypothesis testing. to determine whether or not the independent variables have effect on dependent variable, Criteria used by author to test six hypotheses this research such as:

- if the value of $t_0 > (1,96)$, h_0 rejected and h_{1-6} accepted
- Value of $t_0 < (1,96)$, h_0 accepted and h_{1-6} rejected

Table 8. Hypothesis Testing by SmartPLS

Variabel	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media Marketing towards Brand Image	0,455	0,465	0,067	6,763	0,000
Social Media Marketing towards Brand Trust	0,453	0,466	0,081	5,632	0,000
Brand Image towards Purchase Intention	0,361	0,360	0,090	4,025	0,000
Brand Trust towards Purchase Intention	0,521	0,528	0,088	5,939	0,000
Social Media Marketing towards Purchase Intention (indirectly through Brand Image)	0,164	0,169	0,053	3,127	0,002
Social Media Marketing towards Purchase Intention [indirectly through Brand Trust]	0,236	0,249	0,069	3,413	0,001

Based on table 8 result in this research, there is a description of the variables that can be identified by descriptive analysis and there is a variable influence that can be identified and analyzed by hypothesis testing. To determine whether or not the independent variables have an effect on the dependent variable, the following criteria are used by author to test the six hypotheses in this research:

Influence of Social Media Marketing on Brand Image

Social Media Marketing (X) variable has a tvalue greater than ttable value ($6.763 > 1.96$) and significance value small than level of accuracy ($0.000 < 0.05$), so H_0 rejected and path coefficients value of 0.455 indicates direction of the relationship between Social Media Marketing (X) and Brand Image (Z1) positive. So, it can be concluded that, there is a significant influence of Social Media Marketing (X) on Brand Image (Z1). While direction positive relationship means that increase in Social Media Marketing (X), it will be followed by increase Brand Image (Z1).

Influence Social Media Marketing on Brand Trust

Social Media Marketing (X) variable has tvalue greater than ttable value ($5.632 > 1.96$) and significance value small than level of accuracy ($0.000 < 0.05$), so H_0 is rejected and path coefficients value is 0.453 indicates that direction relationship between Social Media Marketing (X) and Brand Trust (Z2) positive. So, it can concluded that, there is significant influence of Social Media Marketing (X) on Brand Trust (Z2). While direction positive relationship means that, increase in Social Media Marketing (X), it will be followed by increase in Brand Trust (Z2).

Influence Brand Image on Purchase Intention

Brand Image variable (Z1) has tvalue that is greater than ttable value ($4.025 > 1.96$) and significance value that is small than level of accuracy ($0.000 < 0.05$), so H_0 is rejected and Path Coefficients value of 0.361 indicates that direction relationship between Brand Image (Z1) and Purchase Intention (Y) are positive. So, it can concluded that, there is a significant influence Brand Image (Z1) on Purchase Intention (Y). Positive relationship means that Brand Image (Z1) increases, Purchase Intention (Y) will increase.

Influence Brand Trust on Purchase Intention

Brand Trust variable (Z2) has tvalue greater than ttable value ($5.939 > 1.96$) and significance value small than level of accuracy ($0.000 < 0.05$), so H_0 rejected and Path Coefficients value is 0.521 indicates that, direction of the relationship between Brand Trust (Z2) and Purchase Intention (Y) positive. It can concluded, there is significant influence Brand Trust (Z2) on Purchase Intention (Y). While the direction positive relationship means that, increasing Brand Trust (Z2) it will be followed by increase in Purchase Intention (Y).

Indirect Influence Social Media Marketing on Purchase Intention through Brand Image

Social Media Marketing (X) variable has tvalue greater than ttable value ($3.127 > 1.96$) and significance value small than level of accuracy ($0.002 < 0.05$), so H_0 rejected and Path Coefficients value of 0.164 indicates that direction relationship between Social Media Marketing (X) and Purchase Intention (Y) positive. It can concluded that, there is significant influence Social Media

Marketing (X) on Purchase Intention (Y) through Brand Image (Z1). While direction positive relationship means that increase in Social Media Marketing (X), it will be followed by increase in Purchase Intention (Y).

Indirect Influence Social Media Marketing on Purchase Intention through Brand Trust

Social Media Marketing variable (X) has tcount value that is greater than ttable value ($3.413 > 1.96$) and small significance value than level of accuracy ($0.001 < 0.05$), then H_0 rejected and Path Coefficients value of 0.236 indicates that direction relationship between Social Media Marketing (X) and Purchase Intention (Y) positive. Can be concluded that, there is significant influence Social Media Marketing (X) on Purchase Intention (Y) through Brand Trust (Z2). Meanwhile, direction positive relationship means that increase in Social Media Marketing (X), will be followed by increase in Purchase Intention (Y).

CONCLUSION AND RECOMMENDATION

Conclusion

The effect of Social Media Marketing on Walini tea's Brand Image refers to the hypothesis test results based on T Statistics, showing that the Social Media Marketing variable has a significant influence on Brand Image. The effect of Social Media Marketing on Walini tea's Brand Trust also shows, according to the hypothesis test results based on T Statistics, that the Social Media Marketing variable has a significant impact on Brand Trust. Regarding the effect of Brand Image on Walini tea's Purchase Intention, based on T Statistics indicates that, Brand Image variable significantly influences Purchase Intention. Influence Brand Trust on Walini tea's Purchase Intention also significant according to hypothesis test results using T Statistics. Brand Image can mediate effect of Social Media Marketing on Purchase Intention for Walini tea, with hypothesis tests based on T Statistics confirming Social Media Marketing significantly affects Purchase Intention through Brand Image.

Recommendation

Author recommendation for walini tea should pay more attention to and enhance its brand image because its influence on purchase intention is smaller compared to other variables used in this study, Walini tea should also consider other variables not examined in this research, such as price and promotion, to ensure that the purchase intention triggered in consumers' minds or Walini tea products already placed in the online shopping cart are fully processed by potential consumers as Shopee e-commerce users through to the payment completion stage.

For future researchers are encouraged to conduct studies on companies operating in similar industries, such as the downstream tea industry examined here, so the results can serve as comparative material. Further researchers should conduct research on variables other than social media marketing, brand image and brand trust which can influence purchase intention such as price and promotion variables. Further researchers should conduct research such as variables customer loyalty the results can enrich the scientific treasury, especially in field of marketing.

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Pradana, Rubiyanti, Hadi

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