

BAB V

PENUTUP

Pada bagian ini, akan membahas kesimpulan yang didapat pada hasil penelitian. Kemudian, akan menjabarkan manajerial yang dapat digunakan mengenai niat beli konsumen yang dimediasi oleh kepercayaan dalam melakukan pemasaran menggunakan media sosial tiktok. Selanjutnya, akan memaparkan tentang keterbatasan pada penelitian ini beserta dengan saran yang berguna untuk penelitian berikutnya.

5.1 Kesimpulan

Penelitian ini telah mengumpulkan 221 responden yang telah dikumpulkan melalui Google Form yang disebar luaskan secara *online*. Responden yang mendominasi adalah mahasiswa, berjenis kelamin perempuan telah menggunakan media sosial tiktok secara aktif.

Setelah melakukan seluruh proses penelitian berlangsung dari pengumpulan data, pengolahan data serta analisis data maka dari itu, dapat disimpulkan bahwa secara keseluruhan memiliki hasil penelitian yang baik. Seluruh indikator variabel yaitu pemasaran media sosial, kepercayaan pelanggan, niat beli konsumen telah memberikan hasil yang sangat baik berdasarkan angka dari olah data yang didapat. Hasil analisis yang dilakukan menunjukkan bahwa responden memberikan jawaban yang baik.

analisis yang dilakukan melalui *structural equation modelling* (SEM) yang dilakukan melalui SmartPLS memberikan hasil olah data yang sangat baik. Data yang

digunakan berhasil dengan melalui beberapa uji yang dilakukan diantaranya *goodness-of-fit inner model* maupun *goodness-of-fit outer model*. Dengan itu, dapat disimpulkan bahwa sebagai instrument pengukuran, kuesioner yang telah digunakan dapat dikatakan secara keseluruhan valid dan reliabel. Seluruh hipotesis dalam penelitian telah diterima dan didukung, dengan penjabaran sebagai berikut:

1. Pemasaran media sosial memiliki pengaruh terhadap niat beli konsumen. Berdasarkan dari hasil dari penelitian yang ada dapat disimpulkan bahwa media sosial tiktok dapat diandalkan dan memiliki informasi yang baik mengenai pemasaran dalam mempengaruhi niat beli.
2. Pemasaran media sosial memiliki pengaruh terhadap kepercayaan pelanggan. Hasil penelitian tersebut, dapat dikatakan bahwa dengan teknik pemasaran yang tepat melalui media sosial tiktok dapat mempengaruhi tingkat kepercayaan konsumen. Teknik pemasaran yang dimaksud yaitu dengan membuat video, foto ataupun *review* produk yang menarik dapat mempengaruhi kepercayaan pelanggan dalam membeli.
3. Kepercayaan pelanggan memiliki pengaruh terhadap niat beli konsumen. Hasil penelitian tersebut dapat dikatakan bahwa memiliki kepercayaan pelanggan secara baik yang didapat melalui media sosial tiktok dapat mempengaruhi niat beli konsumen.
4. Kepercayaan pelanggan memediasi Pengaruh antara pemasaran media sosial dan niat beli konsumen. Hasil penelitian tersebut dapat dikatakan bahwa kepercayaan pelanggan dapat memediasi antara hubungan pemasaran media sosial dan niat beli konsumen.

5.2 Implikasi Manajerial

Berdasarkan dari hasil yang telah dilakukan, dapat diharapkan bahwa penelitian ini dapat memberikan manfaat serta ilmu yang berguna untuk diaplikasikan dengan baik oleh pengguna media sosial tiktok dalam melakukan pemasaran. Berikut, merupakan implikasi manajerial yang dapat dilakukan:

1. Hasil penelitian menunjukkan bahwa media pemasaran media sosial sosial tiktok memiliki pengaruh pada niat beli konsumen. Maka dari itu, pada *marketplace* yang ada pada media sosial tiktok dapat memaksimalkan pemasarannya melalui tiktok. Penjual dapat memaksimalkannya melalui media sosial tiktok dengan cara melakukan teknik pemasaran yang menarik seperti, membuat konten yang berbeda-beda pada tiap harinya ataupun dengan membuat video yang menarik pada sebuah produk. Hal ini dapat membangun niat beli pada konsumen.
2. Pemasaran media sosial tiktok dapat mempengaruhi kepercayaan pelanggan. Pada hasil penelitian tersebut, menunjukkan bahwa dengan melakukan pemasaran media sosial yang baik dan terpercaya dapat menumbuhkan rasa kepercayaan pada konsumen. Maka dari itu, penjual dapat memasarkan dagangnya dengan memberikan *review* produk agar dapat membangun kepercayaan pada konsumen. *review* produk yang detail akan membuat konsumen semakin yakin dalam membeli suatu produk.

3. Kepercayaan konsumen dapat mempengaruhi niat beli konsumen. Kepercayaan konsumen didapat dengan adanya informasi yang jelas pada pemasaran yang dilakukan media sosial tiktok. Maka, penjual harus membangun kepercayaan konsumen terlebih dahulu agar dapat mengiringi niat beli pada konsumen. Selain itu, suatu penjual dapat memaksimalkan kualitas produk yang baik untuk dijual agar dapat menumbuhkan rasa kepercayaan konsumen. Kualitas produk menjadi hal utama dapat proses pembelian yang akan mempengaruhi niat beli pada konsumen.

5.3 Keterbatasan Penelitian

Berikut merupakan keterbatasan dalam penelitian beserta dengan saran yang diberikan pada penelitian berikutnya:

1. Kecukupan dalam jumlah sampel tiktok masih kurang karena, tiktok sangat luas dan secara tidak langsung penelitian ini kurang presentatif.
2. Tidak terdapat variabel pemasaran media sosial yang lebih spesifik sehingga pada variabel tersebut masih memiliki arti yang sangat luas.
3. Pada penelitian ini tidak merujuk pada *theory planned behavior* untuk menguji antar variabelnya.

5.4 Saran untuk Penelitian Selanjutnya

1. Pada penelitian selanjutnya mungkin dapat memfokuskan pada suatu produk tertentu dalam melakukan penelitian, sehingga agar dapat memfokuskan suatu pemasaran pada produk yang dijual.

2. Pada penelitian selanjutnya disarankan menggunakan variabel mediasi yang berbeda, hal ini untuk melihat sudut pandang dari mediasi lainnya dalam mempengaruhi niat beli.



DAFTAR PUSTAKA

- Abed, S. (2018). An empirical examination of Instagram as an s-commerce channel. *Journal of Advances in Management Research*, 15(2), 146–160.
<https://doi.org/10.1108/JAMR-05-2017-0057>
- Aksoy, L., Van Riel, A., Kandampully, J., Bolton, R. N., Parasuraman, A., Hoefnagels, A.,
Migchels, N., Kabadayi, S., Gruber, T., & Loureiro, Y. K. (2013).
Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*.
- Al-Sheikh, E. S., & Hasanat, M. H. A. (2020). Social media mining for assessing brand popularity. In *Global Branding: Breakthroughs in Research and Practice* (pp. 803–824). IGI Global.
- Aladwani, A. M. (2018). A quality-facilitated socialization model of social commerce decisions. *International Journal of Information Management*, 40, 1–7.
<https://doi.org/10.1016/j.ijinfomgt.2018.01.006>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
<https://doi.org/10.1007/s11747-019-00695-1>

- Baabdullah, A. M. ; Baabdullah, A. M., Alalwan, A. A., Rana, N. P., Kizgin, H., & Patil, P. (2018). *Consumer use of mobile banking (M-Banking) in Saudi Arabia: Towards an integrated model* Item Type Article Consumer Use of Mobile Banking (M-Banking) in Saudi Arabia: Towards an Integrated Model Consumer Use of Mobile Banking (M-Banking) in Saudi Arabia: Towards an Integrated Model. <http://hdl.handle.net/10454/17210>
- Basha, M. B., & Lal, D. (2019). Indian consumers' attitudes towards purchasing organically produced foods: An empirical study. *Journal of Cleaner Production*, 215, 99–111. <https://doi.org/10.1016/j.jclepro.2018.12.098>
- Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: A study of private label merchandise. *Journal of Product and Brand Management*, 22(3), 218–228. <https://doi.org/10.1108/JPBM-02-2013-0262>
- C. W. Chen. (2011). Statistical analysis for consumers' intentions of purchasing cosmetics. *AFRICAN JOURNAL OF BUSINESS MANAGEMENT*, 5(29). <https://doi.org/10.5897/ajbm11.1278>
- Chahal, H., & Rani, A. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 11(3), 312–335. <https://doi.org/10.1108/JRIM-10-2016-0104>

- Chinomona, R. (2015). The influence of Perceived Hypermarket Size on Perceived Hypermarket Reputation, Trust and Customer Willingness to Purchase in South Africa. *Journal of Economics and Behavioral Studies*, 7(4(J)), 60–70. [https://doi.org/10.22610/jeb.v7i4\(j\).594](https://doi.org/10.22610/jeb.v7i4(j).594)
- Fauziah. (2018). USE OF ONLINE SHOP IN INSTAGRAM IN WOMEN'S CONSUMPTIVE BEHAVIOR IN JAKARTA. *Majalah Ilmiah BIJAK*, 115(2), 115–126. <http://ojs.stiami.ac.id>
- Hajli, N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404. <https://doi.org/10.2501/IJMR-2014-025>
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M. O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*, 71, 133–141. <https://doi.org/10.1016/j.jbusres.2016.10.004>
- Harris, L. C., & Goode, M. M. H. (2010). Online servicescapes, trust, and purchase intentions. *Journal of Services Marketing*, 24(3), 230–243. <https://doi.org/10.1108/08876041011040631>
- Hasbullah, N. A., Osman, A., Abdullah, S., Salahuddin, S. N., Ramlee, N. F., & Soha, H. M. (2016). The Relationship of Attitude, Subjective Norm and Website Usability on Consumer Intention to Purchase Online: An Evidence of Malaysian Youth. *Procedia*

Economics and Finance, 35, 493–502. [https://doi.org/10.1016/s2212-5671\(16\)00061-](https://doi.org/10.1016/s2212-5671(16)00061-7)

7

Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>

Iqbal, A., Khan, N. A., Malik, A., & Faridi, M. R. (2022). E-WOM effect through social media and shopping websites on purchase intention of smartphones in India. *Innovative Marketing*, 18(2), 13–25. [https://doi.org/10.21511/im.18\(2\).2022.02](https://doi.org/10.21511/im.18(2).2022.02)

Irfan, A., Rasli, A., Sulaiman, Z., Sami, A., & Qureshi, M. I. (2018). Use of Social Media Sites by Malaysian Universities and its Impact on University Ranking. In *International Journal of Engineering & Technology*. www.sciencepubco.com/index.php/IJET

Irfan, A., Rasli, A., Sulaiman, Z., Sami, A., & Qureshi, M. I. (2019). The Influence of Social Media on Public Value: A Systematic Review of Past Decade. *Journal of Public Value and Administration Insights*, 2(1), 1–6. <https://doi.org/10.31580/jpvai.v2i1.481>

Javornik, A. (2016). Augmented reality: Research agenda for studying the impact of its media characteristics on consumer behaviour. *Journal of Retailing and Consumer Services*, 30, 252–261. <https://doi.org/10.1016/j.jretconser.2016.02.004>

- Kahraman, A., & Kazançoğlu, İ. (2019). Understanding consumers' purchase intentions toward natural-claimed products: A qualitative research in personal care products. *Business Strategy and the Environment*, 28(6), 1218–1233. <https://doi.org/10.1002/bse.2312>
- Karami, S., Hengameh, &, & Naghibi, S. (2014). SOCIAL MEDIA MARKETING (SMM) STRATEGIES FOR SMALL TO MEDIUM ENTERPRISES (SMES). In *International Journal of Sales & Marketing Management Research and Development (IJSMMRD) ISSN(P (Vol. 4)*. www.tjprc.org
- Karunasingha, A., & Abeysekera, N. (2022). The mediating effect of trust on consumer behavior in social media marketing environments. *South Asian Journal of Marketing*, 3(2), 135–149. <https://doi.org/10.1108/sajm-10-2021-0126>
- Khang, H., Ki, E. J., & Ye, L. (2012). Social media research in advertising, communication, marketing, and public relations, 1997-2010. *Journalism and Mass Communication Quarterly*, 89(2), 279–298. <https://doi.org/10.1177/1077699012439853>
- Kotamena, F., Senjaya, P., & Prasetya, A. B. (2020). *INTERNATIONAL JOURNAL OF SOCIOLOGY, POLICY AND LAW (IJOSPL) A Literature Review: Is Transformational Leadership Elitist and Antidemocratic?* <http://www.ijospl.org>
- Kotler, P. (2000). *Marketing Management, Millenium Edition*. www.pearsoncustom.com

- Kwortnik, R. J., & Han, X. (2011). The influence of guest perceptions of service fairness on lodging loyalty in China. *Cornell Hospitality Quarterly*, 52(3), 321–332. <https://doi.org/10.1177/1938965511409005>
- Liu, Y., Su, X., Du, X., & Cui, F. (2019). How social support motivates trust and purchase intentions in mobile social commerce. *Revista Brasileira de Gestao de Negocios*, 21(5), 839–860. <https://doi.org/10.7819/rbgn.v21i5.4025>
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, 56, 225–237. <https://doi.org/10.1016/j.chb.2015.11.057>
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.101975>
- Mishra, A., Maheswarappa, S. S., Maity, M., & Samu, S. (2018). Adolescent's eWOM intentions: An investigation into the roles of peers, the Internet and gender. *Journal of Business Research*, 86, 394–405. <https://doi.org/10.1016/j.jbusres.2017.04.005>
- Ng, CS (2013). Niat untuk membeli di situs web perdagangan sosial lintas budaya: Studi lintas wilayah. *Informasi & Manajemen*, 50(8), 609–620. <https://doi.org/10.1016/j.im.2013.08.002>
- Novitasari, D., Siswanto, E., Purwanto, A., & Fahmi, K. (n.d.). *Authentic Leadership and Innovation: What is the Role of Psychological Capital?* <http://www.ijosmas.org>

Ofori, K. S., Boateng, H., Okoe, A. F., & Gvozdanovic, I. (2017). Examining customers' continuance intentions towards internet banking usage. *Marketing Intelligence & Planning*.

Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92–103. <https://doi.org/10.1016/j.jretconser.2015.11.007>

Penelitian Kuantitatif (Sebuah Pengantar). (n.d.).

Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning*, 37(4), 372–385. <https://doi.org/10.1108/MIP-02-2018-0070>

Prendergast, G., Ko, D., & Yuen, S. Y. V. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687–708. <https://doi.org/10.2501/s0265048710201427>

Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>

Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the web. *Journal of Interactive Marketing*, 21(4), 76–94. <https://doi.org/10.1002/dir.20090>

Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>

Utz, S., Matzat, U., & Snijders, C. (2009). Online Reputation Systems: The Effects of Feedback Comments and Reactions on Building and Rebuilding Trust in Online Auctions. In *International Journal of Electronic Commerce* (Vol. 13).



Bagian 1: Pernyataan Filter

Apakah anda merupakan pengguna aktif media sosial tiktok?

- Ya
- Tidak

Bagian 2: Profil Responden

Pekerjaan

- Pelajar
- Mahasiswa
- Ibu Rumah Tangga
- Wiraswasta

- Lainnya

Jenis Kelamin

- Laki-laki
- Perempuan

Rata-rata pendapatan per bulan

- < 1.000.000
- 1.000.000 – 2.000.000
- 2.000.000-3.000.000
- >3.000.000

Bagian 3: Pertanyaan mengenai variabel penelitian

Variabel : Pemasaran Media Sosial

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Dengan adanya media sosial Tiktok membuat hidup saya lebih mudah					
2.	Saya sangat antusias dalam mencari deskripsi produk melalui platform elektronik seperti Tiktok					
3.	Media sosial Tiktok memberikan pengetahuan produk serta layanan yang akurat dan tepat					
4.	Media sosial Tiktok memberikan suatu inovasi dalam mengiklankan produk serta layanan yang lebih efisien					
5.	Saya menyukai teknik jual beli produk yang ada di media sosial Tiktok					
6.	Media sosial Tiktok menginspirasi saya dalam membuat keputusan pembelian					

7.	Saya suka menghabiskan banyak waktu di media sosial Tiktok karena, saya suka melihat <i>trend</i> terkini					
8.	Dengan adanya iklan yang didapat melalui ponsel saya, saya dapat menunjukkan suatu inovasi produk kepada teman saya					

Variabel Kepercayaan Pelanggan

No.	Pernyataan	Skala				
		1	2	3	4	5
1.	Saya mungkin akan membeli produk diTiktok					
2.	Saya merasa mampu menemukan kebenaran dan informasi belanja di media sosial Tiktok					
3.	Pemasaran media sosial Tiktok membuat saya tetap <i>update</i> tentang produk					
4.	Secara umum saya puas dengan layanan yang diberikan oleh Tiktok					
5.	Saya puas dengan layanan media sosial Tiktok mengenai pemasaran					

Variabel Niat Beli Konsumen

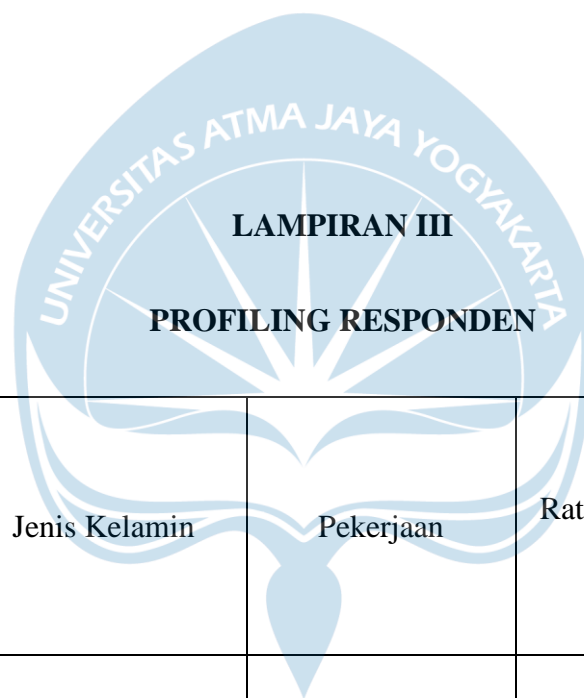
No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Menurut saya, berbelanja diTiktok menghemat waktu saya					
2.	Sebuah keberuntungan besar bagi saya untuk membeli produk kapan saja sepanjang hari diTiktok					
3.	Berbelanja diTiktok lebih sulit					
4.	Saya lebih memilih belanja melalui Tiktok, jika harga Tiktok lebih rendah dibanding dengan harga sebenarnya					
5.	Memerlukan waktu yang lama untuk pengiriman serta layanan produk di media sosial Tiktok					
6.	Belanja melalui Tiktok sama amannya dengan belanja di tradisional					

7.	Infomasi yang diberikan tentang produk dan layanan dimedia sosial Tiktok sudah cukup					
----	--	--	--	--	--	--



Variabel	Item Kuesioner	Skala				
		1	2	3	4	5
Pemasaran Media Sosial	PMS 1: <i>Do you think that social media makes your life easier?</i>					
	PMS2: <i>I am very enthusiastic to find the description of product on electronics platform like internet, email or web</i>					
	PMS3: <i>Do you think social media provide accurate and proper knowledge of products and service?</i>					
	PMS4: <i>Social media innovates the ways of advertising products or service in an efficient manner</i>					
	PMS5: <i>Do you think to adopt the way of buying and selling of products or services using social media?</i>					
	PMS6: <i>Do you think social media marketing inspire you to make a buying scesion?</i>					
	PMS7: <i>I like to spend more time on social media because I like to see what the latest</i>					

	<i>fashion is?</i>						
	<i>PMS8: By using advertising messages via the mobile phone I can demonstrate my innovativeness to my friends</i>						
Kepercayaan Pelanggan	<i>KP1: I will probably buy a product on the internet</i>						
	<i>KP2: I feel capable of finding shopping verity and formation on the social media websites</i>						
	<i>KP3: Social media marketing keeps me up to date about new products and services</i>						
	<i>KP4: In general, Iam satisfied with the service provided by the internet</i>						
	<i>KP5: I am satisfied on social media services abput marketing</i>						
Niat Beli Konsumen	<i>NBK1: I think shopping on the internet saves my time</i>						
	<i>NBK2: It is a great advantage for me to buy product at any time of the day on the internet</i>						
	<i>NBK3: It is more difficult to shop on the internet</i>						
	<i>NBK4: I will prefer online shopping only if online prices are lower than actual price</i>						
	<i>NBK5: A long time is required for the delivery of products and services on the internet</i>						
	<i>NBK6: Online shopping is as secure a tradisional shopping</i>						
	<i>NBK7: The information given about the products and services on the internet is sufficient</i>						



LAMPIRAN III
PROFILING RESPONDEN

Apakah anda merupakan pengguna aktif media sosial tiktok?	Jenis Kelamin	Pekerjaan	Rata-rata pendapatan per bulan
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Lainnya	>3.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Wiraswasta	2.000.000 - 3.000.000

Ya	Laki-laki	Wiraswasta	>3.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Lainnya	>3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Ibu Rumah Tangga	1.000.000 - 2.000.000
Ya	Perempuan	Pelajar	< 1.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Wiraswasta	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Lainnya	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Lainnya	>3.000.000

Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	>3.000.000
Ya	Perempuan	Lainnya	>3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Wiraswasta	>3.000.000
Ya	Perempuan	Ibu Rumah Tangga	1.000.000 - 2.000.000
Ya	Perempuan	Wiraswasta	>3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	2.000.000 - 3.000.000
Ya	Laki-laki	Lainnya	>3.000.000
Ya	Laki-laki	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Wiraswasta	>3.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000

Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Wiraswasta	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Lainnya	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Pelajar	2.000.000 - 3.000.000
Ya	Laki-laki	Pelajar	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000

Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000

Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Pelajar	< 1.000.000
Ya	Perempuan	Ibu Rumah Tangga	2.000.000 - 3.000.000
Ya	Laki-laki	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Lainnya	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Lainnya	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000

Ya	Perempuan	Pelajar	< 1.000.000
Ya	Perempuan	Pelajar	< 1.000.000
Ya	Perempuan	Ibu Rumah Tangga	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Pelajar	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Pelajar	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Pelajar	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Pelajar	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000

Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Wiraswasta	>3.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Laki-laki	Wiraswasta	>3.000.000
Ya	Perempuan	Mahasiswa	<1.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Laki-laki	Wiraswasta	>3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Wiraswasta	1.000.000 - 2.000.000
Ya	Laki-laki	Pelajar	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	>3.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	>3.000.000

Ya	Perempuan	Mahasiswa	>3.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Lainnya	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Wiraswasta	>3.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Wiraswasta	>3.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Laki-laki	Lainnya	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	>3.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Wiraswasta	>3.000.000
Ya	Perempuan	Wiraswasta	>3.000.000
Ya	Perempuan	Lainnya	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Pelajar	2.000.000 - 3.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Lainnya	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000

Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Perempuan	Mahasiswa	2.000.000 - 3.000.000
Ya	Perempuan	Lainnya	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Laki-laki	Mahasiswa	>3.000.000
Ya	Perempuan	Mahasiswa	1.000.000 - 2.000.000
Ya	Laki-laki	Mahasiswa	2.000.000 - 3.000.000
Ya	Laki-laki	Lainnya	>3.000.000
Ya	Laki-laki	Mahasiswa	1.000.000 - 2.000.000
Ya	Perempuan	Mahasiswa	< 1.000.000
Ya	Perempuan	Lainnya	>3.000.000
Ya	Perempuan	Mahasiswa	>3.000.000



LAMPIRAN IV

DATA SET PENELITIAN

Jawaban Responden pada Variabel Pemasaran Media Sosial

PMS1	PMS2	PMS3	PMS4	PMS5	PMS6	PMS7	PMS8
3	1	4	3	5	4	3	5
5	2	4	5	5	5	5	5
3	1	4	3	4	3	2	4
4	4	4	4	4	4	5	4
4	3	2	3	5	5	5	5
3	3	3	3	3	3	3	3
4	3	4	3	4	3	2	4
4	4	1	4	5	4	1	5
4	3	5	4	5	4	5	5
3	2	3	3	3	3	3	3
4	4	5	5	5	5	5	5
4	4	2	5	3	4	4	3
3	2	4	3	3	3	2	3
3	2	3	3	3	3	3	3
4	4	4	4	4	4	4	4
4	2	2	4	4	4	2	4
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
2	2	2	2	2	2	2	2
4	4	4	3	3	4	4	3
4	4	4	4	4	4	4	4
3	2	4	3	3	3	2	3
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
4	3	4	3	4	3	4	4
4	4	4	4	4	4	4	4
4	2	5	4	4	4	5	4
3	2	4	3	3	3	2	3

3	3	3	3	3	3	3	3
4	2	4	4	5	5	3	5
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
5	2	4	3	4	4	4	4
4	4	4	4	4	4	4	4
4	4	5	3	5	4	1	5
3	3	2	2	2	2	2	2
4	3	4	4	4	4	4	4
3	3	5	4	4	4	4	4
3	3	2	3	3	3	1	3
4	4	4	4	4	4	4	4
4	4	2	4	4	4	4	4
4	3	5	4	5	5	4	5
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4
4	4	2	2	3	3	2	3
2	2	2	2	2	2	2	2
5	2	5	5	5	5	5	5
4	4	2	4	4	4	4	4
3	3	5	5	4	5	5	4
5	3	5	5	5	5	3	5
4	4	2	5	3	4	4	3
3	3	3	3	3	3	3	3
4	4	2	4	4	3	2	4
4	4	5	5	5	5	5	5
4	4	2	5	3	4	4	3
2	2	1	1	1	1	1	1
3	3	3	3	3	3	3	3
5	4	2	4	4	4	2	4
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
2	2	2	2	2	2	2	2
2	2	2	2	2	2	2	2

3	3	3	3	3	3	3	3
2	2	2	2	2	2	2	2
3	3	4	3	3	3	2	3
4	4	4	4	4	4	4	4
3	4	2	4	4	4	4	4
4	4	4	4	4	4	4	4
2	2	2	2	2	2	2	2
2	2	2	2	2	2	2	2
2	2	2	2	2	2	2	2
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
2	2	2	2	2	2	2	4
4	4	4	4	4	4	4	2
5	5	4	5	5	5	5	1
4	4	4	4	4	5	4	5
4	4	5	4	4	4	5	1
4	4	3	4	4	4	4	4
5	5	5	4	5	4	4	1
5	5	5	5	5	5	5	4
3	4	2	3	4	3	5	2
4	4	3	4	4	5	4	2
4	4	3	4	4	5	4	2
4	4	4	4	4	4	4	4
3	4	3	5	4	5	4	4
1	5	3	5	5	5	5	4
3	3	3	3	3	3	3	4
4	5	4	5	5	5	5	4
5	5	5	5	5	5	5	4
5	5	5	5	5	5	5	4
3	3	3	3	3	3	3	4
5	5	5	5	5	5	5	4
5	5	5	5	5	5	5	4
4	5	5	5	5	4	4	4
4	4	4	3	4	4	3	4
4	4	4	4	4	4	4	2

4	5	4	4	5	5	5	5
4	4	4	4	4	4	4	3
4	5	4	4	5	4	4	5
4	4	4	4	4	3	4	4
4	4	3	4	4	4	3	4
4	5	4	4	5	5	5	5
4	5	4	4	5	5	5	5
4	5	4	4	5	5	5	5
4	4	4	4	4	4	4	4
2	5	3	2	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4
4	5	5	5	5	5	5	5
4	5	4	5	5	4	4	5
4	4	5	4	4	4	5	4
4	3	5	4	3	3	4	4
4	4	4	4	4	5	5	4
4	5	4	4	5	3	4	4
4	3	4	4	3	4	4	5
4	5	4	4	5	5	4	4
4	5	4	4	5	4	4	4
3	5	4	4	5	4	4	4
4	3	4	4	3	4	4	4
4	4	5	4	4	4	5	4
4	5	4	4	5	4	4	4
3	5	4	4	5	5	5	4
5	5	4	5	5	4	4	5
4	4	5	5	4	4	4	4
4	5	4	5	5	4	3	4
4	4	4	5	4	4	4	5
4	5	5	4	5	4	4	4
4	5	4	4	5	5	4	4
4	3	4	5	3	4	4	4

5	5	4	4	5	5	4	4
4	5	4	4	5	4	5	5
4	5	4	4	5	5	4	5
4	5	4	4	5	4	4	4
5	5	4	4	5	4	4	4
5	4	5	5	4	4	5	4
4	3	4	3	3	3	3	4
3	5	5	5	5	4	4	3
3	5	4	4	5	4	4	4
5	4	4	5	4	5	4	5
2	2	2	2	2	2	2	2
4	4	4	5	4	4	4	3
4	4	5	5	4	4	4	4
4	4	5	4	4	4	5	5
4	4	3	4	4	4	3	4
5	5	4	5	5	3	4	4
3	3	3	3	3	3	3	3
4	3	3	3	3	3	5	4
4	4	4	5	4	4	4	4
4	4	5	5	4	4	4	4
4	4	4	5	4	5	5	5
4	4	5	5	4	5	5	4
4	5	4	5	5	5	4	4
3	4	4	4	4	4	5	4
4	3	4	4	3	5	4	4
5	4	5	5	4	3	4	4
4	4	5	5	4	3	4	5
5	5	4	4	5	3	4	4
4	4	4	4	4	5	4	4
5	4	4	4	4	4	5	5
3	4	5	5	4	4	5	4
4	4	4	4	4	4	5	5
4	4	4	4	4	5	5	4
5	5	4	5	5	4	4	5
5	4	4	5	4	5	4	3
4	4	5	5	4	4	3	4

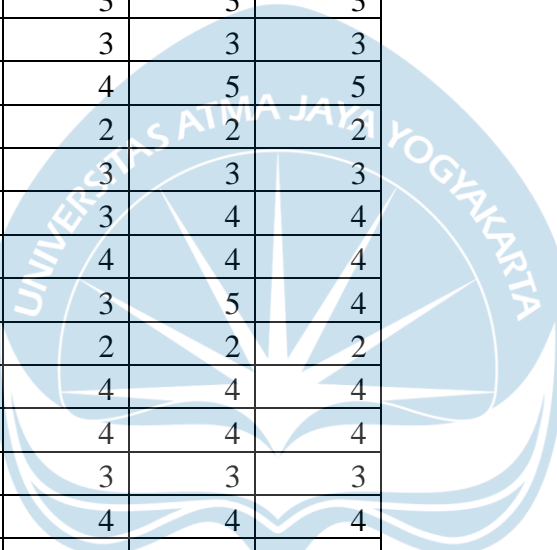
4	4	5	3	4	4	5	5
4	3	4	5	3	4	4	5
4	4	5	5	4	4	5	5
5	3	3	3	3	5	4	4
4	4	4	3	4	5	5	5
4	4	5	4	4	5	4	3
4	5	4	4	5	4	4	4
4	4	4	5	4	4	4	4
4	4	5	5	4	4	3	4
5	3	4	4	3	4	4	5
4	4	4	5	4	4	4	4
4	4	4	5	4	4	5	5
4	5	4	5	5	4	4	3
5	4	4	5	4	4	4	5
4	5	4	5	5	4	4	4
4	5	5	4	5	4	4	5
4	5	4	4	5	5	4	4
3	3	4	4	3	3	4	4
4	3	5	3	3	3	5	4
4	4	3	3	4	4	5	4
3	4	4	4	4	5	4	3
5	5	4	4	5	5	4	4
4	5	4	5	5	4	4	3
4	4	4	5	4	3	5	4
4	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3
4	4	4	4	4	5	4	4
4	5	4	5	5	4	4	4
4	4	4	4	4	5	5	4
4	5	4	4	5	5	4	4
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
4	5	5	4	5	4	3	4
4	5	5	4	5	5	4	4

4	4	5	5	4	4	5	4
5	4	4	5	4	4	4	4
5	4	5	4	4	4	4	5
4	3	5	5	3	4	4	4
4	4	5	5	4	4	5	5
4	5	5	4	5	4	5	4
4	3	5	4	3	4	5	5
4	4	5	4	4	4	5	4
4	5	4	4	5	4	5	3
5	5	5	5	5	5	5	5
4	5	4	4	5	4	4	4
4	4	4	5	4	4	4	4
5	4	4	4	4	5	4	4

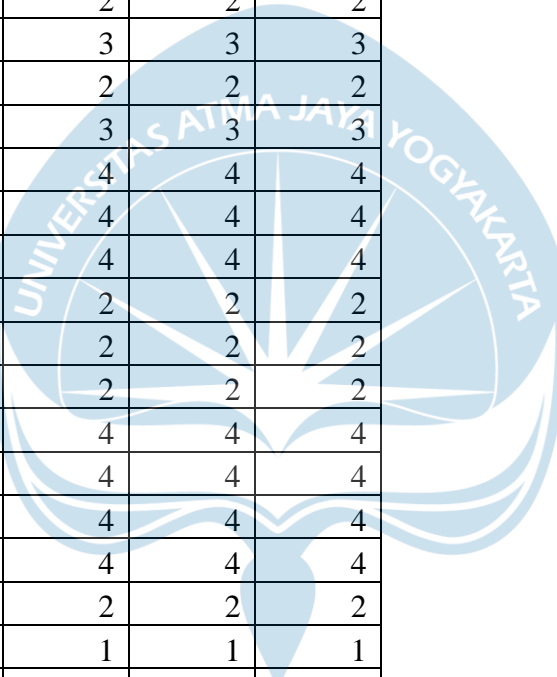
Jawaba Responden pada Variabel Kepercayaan Pelanggan

KP1	KP2	KP3	KP4	KP5
5	4	3	5	4
3	4	5	5	5
5	4	3	4	3
4	4	4	4	4
3	2	3	5	5
4	3	3	3	3
5	4	3	4	3
3	1	4	5	4
4	5	4	5	4
5	3	3	3	3
4	5	5	5	5
4	2	5	3	4
4	4	3	3	3
5	3	3	3	3
4	4	4	4	4
5	2	4	4	4
5	4	4	4	4
4	4	4	4	4
4	2	2	2	2

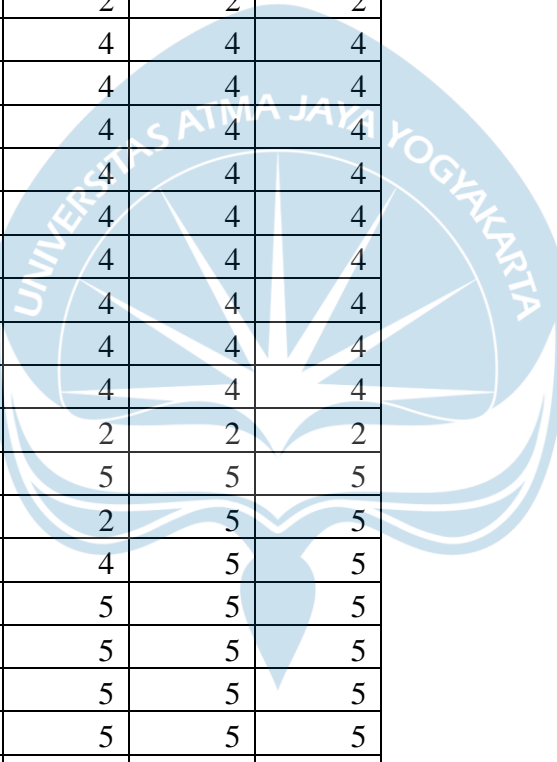
5	4	3	3	4
5	4	4	4	4
3	4	3	3	3
4	4	4	4	4
3	5	5	5	5
4	4	3	4	3
5	4	4	4	4
5	5	4	4	4
3	4	3	3	3
3	3	3	3	3
4	4	4	5	5
3	2	2	2	2
5	3	3	3	3
4	4	3	4	4
4	4	4	4	4
4	5	3	5	4
5	2	2	2	2
4	4	4	4	4
4	5	4	4	4
5	2	3	3	3
4	4	4	4	4
5	2	4	4	4
4	5	4	5	5
4	4	4	4	4
4	5	5	5	5
5	5	5	5	5
5	4	4	4	4
4	2	2	3	3
4	2	2	2	2
4	5	5	5	5
2	2	4	4	4
5	5	5	4	5
5	5	5	5	5
2	2	5	3	4
3	3	3	3	3
2	2	4	4	3



5	5	5	5	5
2	2	5	3	4
1	1	1	1	1
3	3	3	3	3
2	2	4	4	4
4	4	4	4	4
4	4	4	4	4
2	2	2	2	2
2	2	2	2	2
3	3	3	3	3
2	2	2	2	2
4	4	3	3	3
4	4	4	4	4
2	2	4	4	4
4	4	4	4	4
2	2	2	2	2
2	2	2	2	2
2	2	2	2	2
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
2	2	2	2	2
1	1	1	1	1
5	5	5	5	5
1	1	1	1	1
4	4	4	4	4
1	1	1	1	1
4	4	4	4	4
2	2	2	2	2
2	2	2	2	2
4	4	2	2	2
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4



4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	4	4	4
2	2	2	2	2
3	3	4	4	4
3	3	4	4	4
4	4	4	4	4
3	3	4	4	4
3	3	4	4	4
3	3	4	4	4
3	3	4	4	4
4	4	4	4	4
4	4	4	4	4
4	4	2	2	2
5	5	5	5	5
5	5	2	5	5
5	5	4	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	4
4	4	5	4	5
5	5	5	5	5
5	5	5	5	5
5	5	5	4	5
5	5	3	4	5
5	5	5	5	5
5	5	5	5	5



4	4	4	4	4
4	4	4	3	4
5	5	3	3	5
4	4	5	5	5
3	3	3	4	4
2	2	2	1	5
5	5	5	4	5
5	5	5	5	5
4	4	5	4	5
5	5	5	4	5
5	5	5	3	4
5	5	4	4	5
5	5	4	5	5
5	5	4	5	5
4	4	3	4	5
4	4	5	4	4
4	4	4	4	4
4	4	5	4	5
5	5	4	4	4
4	4	4	4	5
3	3	2	2	3
5	5	5	5	5
5	5	5	5	5
5	5	2	5	4
5	5	4	5	5
5	5	5	5	4
5	5	5	5	5
5	5	5	5	5
5	5	5	5	4
5	5	5	5	4
5	5	5	5	5
5	5	5	5	4
4	4	4	4	4
3	3	5	4	4
3	3	3	3	4
4	4	4	4	5
5	5	4	5	4

5	5	4	4	4
5	5	4	4	5
4	4	4	4	5
4	4	5	5	4
3	3	3	4	4
5	5	4	4	4
3	3	4	4	4
4	4	5	5	4
3	3	4	4	5
4	4	4	5	5
4	4	4	5	5
3	3	3	4	3
4	4	4	4	5
5	5	5	5	5
4	4	4	5	4
4	4	3	5	4
4	4	5	4	4
4	4	5	4	3
4	4	5	4	4
4	4	4	5	5
5	5	4	4	5
4	4	5	5	4
4	4	4	5	5
5	5	5	4	5
4	4	4	5	5
4	4	5	4	5
4	4	4	4	5
5	5	4	5	4
4	4	4	5	5
4	4	4	5	4
4	4	5	5	4
4	4	4	5	4
4	4	4	5	4
4	4	4	5	5
4	4	4	5	4
4	4	5	5	3

5	5	4	5	4
4	4	4	4	5
4	4	4	5	4
5	5	5	5	5
5	5	5	5	5
4	4	5	5	5
5	5	5	5	5
3	3	5	4	4
5	5	5	5	4
4	4	4	5	5
4	4	5	5	4
5	5	5	4	4
4	4	5	5	4
5	5	4	5	4
5	5	5	4	4
5	5	4	5	4
4	4	5	4	5
5	5	5	4	4
5	5	5	5	5
4	4	5	4	5
4	4	4	4	5
4	4	4	4	4

Jawaban Responden pada Variabel Niat Beli Konsumen

NBK1	NBK2	NBK3	NBK4	NBK5	NBK6	NBK7
4	3	3	3	4	3	3
5	3	2	2	4	5	1
3	2	2	2	4	3	1
3	3	2	2	4	3	2
4	4	3	3	4	4	2
3	3	3	3	3	3	4
4	4	1	1	2	3	4
3	2	2	1	1	4	3
4	4	2	2	4	3	2

3	2	2	2	2	3	3
4	4	4	4	4	4	2
4	4	4	4	4	3	4
3	3	2	3	2	3	4
3	2	2	2	2	3	2
3	4	4	3	3	3	3
3	3	2	2	3	4	4
4	4	4	4	4	4	3
4	4	4	4	4	4	4
2	2	2	2	2	2	5
4	3	4	3	2	4	2
4	4	4	4	4	4	4
3	3	2	3	2	3	2
4	4	4	4	4	4	3
5	5	5	5	5	5	3
4	4	2	2	3	4	3
4	3	4	4	2	4	2
3	3	2	2	4	3	3
3	3	2	3	2	3	2
3	3	3	3	3	3	3
2	4	2	3	2	4	5
2	2	2	2	2	2	2
3	3	3	3	3	3	3
2	2	2	2	2	3	3
4	4	4	4	4	4	4
4	4	2	1	4	4	4
2	3	2	2	2	3	3
4	4	3	4	4	4	4
3	4	3	4	3	4	4
3	3	3	2	4	3	3
4	4	4	4	4	4	4
2	2	2	2	4	4	4
4	3	2	3	5	4	4
4	4	4	4	4	4	4
5	5	5	5	5	5	5
5	5	5	5	5	5	5

2	3	4	4	4	4	4
4	4	2	2	4	2	4
2	2	2	2	2	2	2
5	4	2	3	2	2	5
2	2	2	2	4	2	4
5	5	4	3	5	4	5
4	4	4	1	5	4	5
4	4	4	4	4	4	4
3	3	3	3	3	3	3
4	4	5	5	3	5	3
4	4	3	2	4	3	4
4	4	4	4	4	4	4
2	2	2	2	2	2	2
3	3	3	3	3	3	3
3	3	3	3	2	3	2
4	4	4	4	4	4	4
4	4	4	4	4	4	4
2	2	2	2	2	2	2
2	2	2	2	2	2	2
3	3	3	3	3	3	3
2	2	2	2	2	2	2
3	3	2	3	2	2	2
4	4	4	4	4	4	4
4	3	2	2	2	2	2
4	4	4	4	4	4	4
2	2	2	2	2	2	2
2	2	2	2	2	2	2
2	2	2	2	2	2	2
4	4	4	4	4	4	4
4	4	4	4	4	4	4
4	4	2	2	3	2	3
4	4	2	2	4	2	4
2	2	2	2	2	2	2
1	1	1	1	1	1	1
5	5	5	5	5	5	5
1	1	1	1	1	1	1

4	3	2	2	2	2	2
1	1	1	1	1	1	1
3	4	4	4	4	4	4
2	2	2	2	2	2	2
2	2	2	2	2	2	2
2	2	2	2	2	2	2
4	4	2	2	4	2	4
4	3	2	2	2	2	2
4	4	2	2	4	2	4
4	4	4	4	4	4	4
4	3	2	2	2	2	2
4	4	4	4	4	4	4
4	3	2	2	2	2	2
3	3	2	1	2	2	2
3	2	3	4	2	3	2
4	4	4	4	4	4	4
4	3	4	4	4	4	4
3	3	3	3	4	3	4
4	3	2	2	1	2	1
3	4	2	4	4	2	4
2	2	2	4	4	2	4
4	4	4	4	4	4	4
4	4	4	4	4	4	4
2	3	2	4	4	2	4
2	2	2	4	4	2	4
4	4	4	4	4	4	4
2	3	2	4	4	2	4
4	4	4	4	4	4	4
4	4	4	2	2	4	2
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5

5	5	5	5	5	5	5
5	5	5	5	5	5	5
4	4	4	5	5	4	5
5	5	5	4	4	5	4
3	4	4	5	5	4	5
4	4	4	5	5	4	5
5	5	5	5	5	5	5
5	5	5	4	5	5	5
5	5	5	5	5	5	5
5	5	5	1	5	5	5
5	5	5	4	4	5	4
4	5	5	3	4	5	4
5	4	4	4	5	4	5
5	5	5	5	4	5	4
4	5	5	4	3	5	3
5	5	5	2	2	5	2
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	4	4	5	4
4	5	5	5	5	5	5
4	4	4	4	5	4	5
4	4	4	4	5	4	5
5	5	5	4	5	5	5
5	5	5	5	5	5	5
5	5	5	3	4	5	4
4	4	4	5	4	4	4
4	4	4	4	4	4	4
5	5	5	5	4	5	4
5	5	5	4	5	5	5
4	3	3	4	4	3	4
4	4	4	5	3	4	3
5	5	5	5	5	5	5
5	5	5	5	5	5	5
4	5	5	5	5	5	5
4	4	4	5	5	4	5
5	4	4	5	5	4	5

5	5	5	5	5	5	5
5	5	5	5	5	5	5
3	4	4	5	5	4	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	4	4	5	4
5	4	4	4	3	4	3
3	4	4	4	3	4	3
5	4	4	4	5	4	5
5	5	5	4	4	5	4
4	5	5	5	4	5	4
5	5	4	5	4	4	4
4	5	4	4	4	4	4
4	4	4	4	5	4	5
4	4	4	4	5	4	5
4	4	4	5	4	4	4
5	4	4	5	4	4	4
4	4	5	5	5	5	5
5	4	4	4	5	4	5
3	3	4	4	4	4	4
4	4	4	3	5	4	5
3	4	4	5	5	4	5
4	4	5	4	5	5	5
3	3	3	5	5	3	5
5	3	4	5	5	4	5
4	4	5	5	4	5	4
4	4	4	5	5	4	5
4	4	4	4	5	4	5
4	4	4	4	5	4	5
4	4	4	5	5	4	5
4	5	4	5	5	4	5
4	4	5	4	4	5	4
4	5	4	5	4	4	4
4	4	5	5	4	5	4
4	4	4	5	4	4	4
4	5	4	5	4	4	4

5	4	4	4	4	4	4
4	5	4	5	4	4	4
4	3	3	4	3	3	3
5	5	5	5	5	5	5
4	4	3	4	5	3	5
4	5	5	4	5	5	5
4	5	4	4	4	4	4
4	5	5	5	5	5	5
4	4	5	4	4	5	4
4	4	3	5	5	3	5
4	4	5	4	4	5	4
4	4	5	5	5	5	5
4	4	4	5	5	4	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
5	5	5	5	5	5	5
4	4	5	4	4	5	4
5	4	4	4	5	4	5
4	5	3	4	4	3	4
4	4	5	3	4	5	4
4	4	4	5	4	4	4
5	4	3	4	5	3	5
4	4	5	4	4	5	4
5	4	4	4	4	4	5
4	5	4	4	5	4	5
5	4	4	5	4	4	4
5	4	4	4	4	4	4
5	5	5	5	5	5	5
4	3	4	4	4	4	4
4	4	5	4	5	5	5
4	4	5	4	4	5	4

LAMPIRAN V

HASIL ANALISIS SmartPLS

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Kepercayaan Konsumen	0.915	0.923	0.936	0.746
Niat Beli Konsumen	0.945	0.947	0.955	0.753
Pemasaran Media Sosial	0.912	0.921	0.928	0.619

	Kepercayaan Konsumen	Niat Beli Konsumen	Pemasaran Media Sosial
KP1	0.790		
KP2	0.882		
KP3	0.856		
KP4	0.898		
KP5	0.888		
NBK1		0.838	
NBK2		0.907	
NBK3		0.909	
NBK4		0.829	
NBK5		0.872	
NBK6		0.886	
NBK7		0.829	
PMS1			0.767
PMS2			0.725
PMS3			0.769

PMS4			0.830
PMS5			0.842
PMS6			0.835
PMS7			0.785
PMS8			0.731

	Kepercayaan Konsumen	Niat Beli Konsumen	Pemasaran Media Sosial
KP1	0.790	0.597	0.383
KP2	0.882	0.706	0.588
KP3	0.856	0.699	0.576
KP4	0.898	0.704	0.600
KP5	0.888	0.762	0.648
NBK1	0.732	0.838	0.552
NBK2	0.729	0.907	0.567
NBK3	0.627	0.909	0.511
NBK4	0.632	0.829	0.490
NBK5	0.768	0.872	0.543
NBK6	0.676	0.886	0.517
NBK7	0.712	0.829	0.457
PMS1	0.451	0.434	0.767
PMS2	0.329	0.459	0.725
PMS3	0.562	0.497	0.769
PMS4	0.495	0.515	0.830
PMS5	0.456	0.373	0.842
PMS6	0.473	0.386	0.835
PMS7	0.462	0.424	0.785
PMS8	0.738	0.592	0.731

	Kepercayaan Konsumen	Niat Beli Konsumen	Pemasaran Media Sosial
Kepercayaan Konsumen	0.864		
Niat Beli Konsumen	0.807	0.868	
Pemasaran Media Sosial	0.657	0.601	0.787

	R Square	R Square Adjusted
Kepercayaan Konsumen	0.431	0.428
Niat Beli Konsumen	0.660	0.657

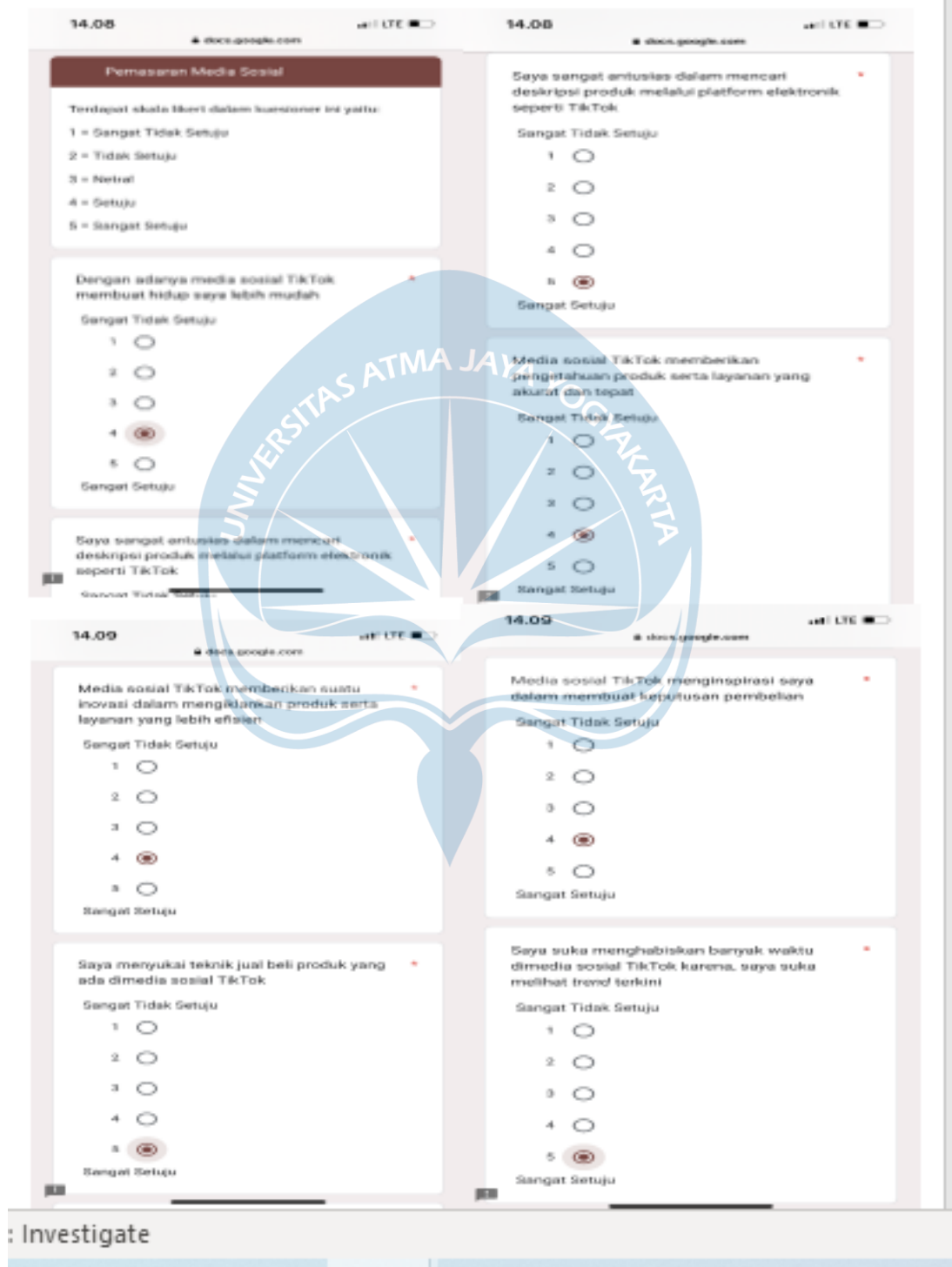
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values

Kepercayaan Konsumen -> Niat Beli Konsumen	0.726	0.727	0.053	13.775	0.000
Pemasaran Media Sosial -> Kepercayaan Konsumen	0.657	0.661	0.050	13.155	0.000
Pemasaran Media Sosial -> Niat Beli Konsumen	0.124	0.124	0.056	2.236	0.026

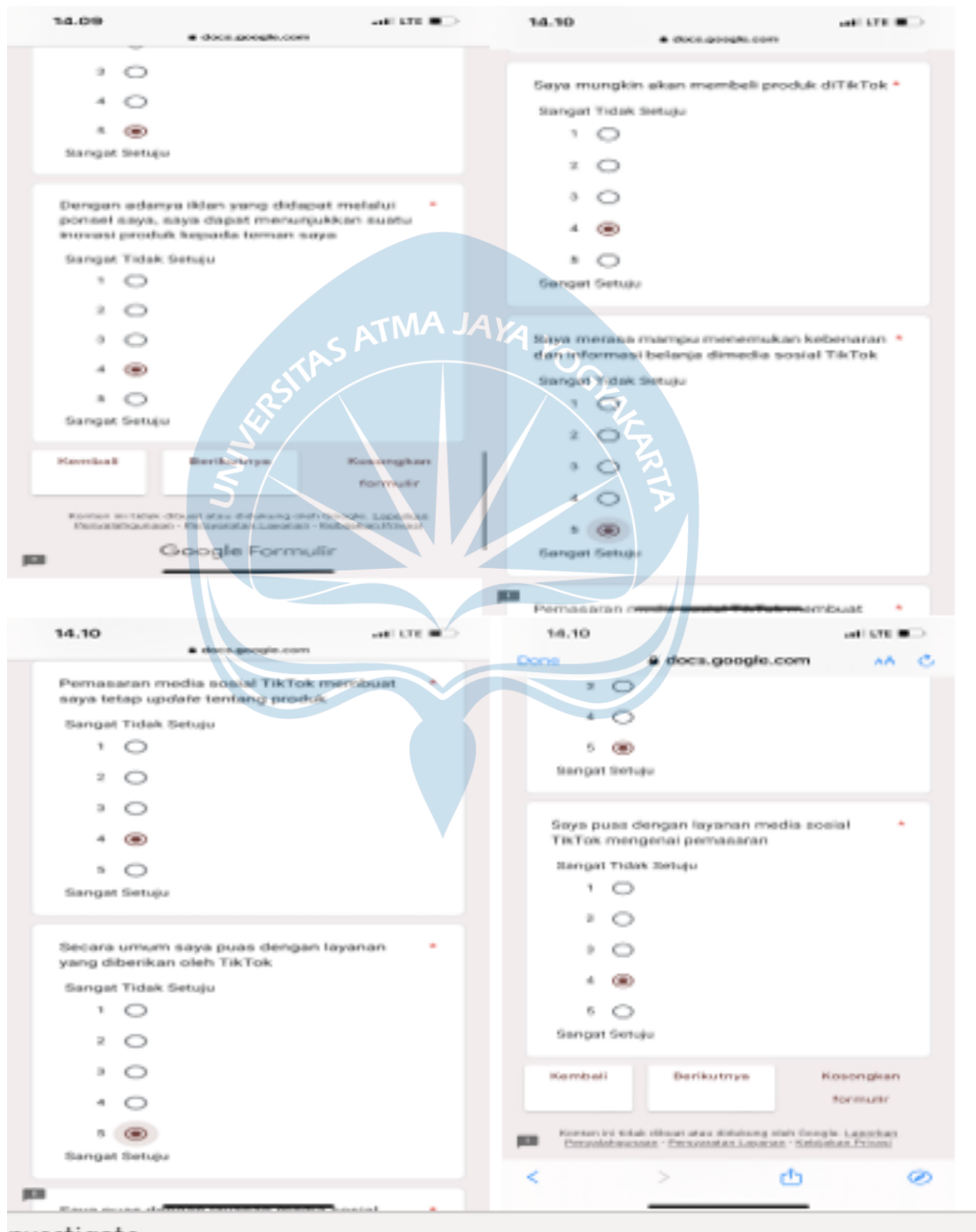
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Pemasaran Media Sosial -> Kepercayaan Konsumen - > Niat Beli Konsumen	0.476	0.480	0.047	10.236	0.000

LAMPIRAN VI
GOOGLE FORM KUESIONER






: Investigate







14.10 docs.google.com

Menurut saya, berbelanja di TikTok menghemat waktu saya

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Sebuah keberuntungan besar bagi saya untuk membeli produk kapan saja sepanjang hari di TikTok

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

14.10 docs.google.com

Berbelanja di TikTok lebih sulit

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya lebih memilih belanja melalui tiktok, jika harga tiktok lebih rendah dibanding dengan harga sebenarnya

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

14.10 docs.google.com

Memerlukan waktu yang sama untuk pengiriman serta layanan produk di media sosial TikTok

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Belanja melalui TikTok sama amannya dengan belanja di tradisional

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

14.10 docs.google.com

Informasi yang diberikan tentang produk dan layanan di media sosial TikTok sudah cukup

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Kembali Kirim Kosongkan formulir

Konten ini tidak dibuat atau dibukung oleh Google. Laporkan Penyalahgunaan · Persyaratan Layanan · Kebijakan Privasi



Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust

Umair Manzoor^{1*}, Sajjad Ahmad Baig², Muhammad Hashim³, Abdul Sami⁴

^{1,2,3}Department of Management Sciences, National Textile University, Faisalabad
⁴Department of Management Sciences, University of Jhang

* Corresponding author: umairmanzoor50@gmail.com

Submission: 31 May 2020

Revised: 12 June 2020

Published: 21 July 2020

Abstract

Successful marketing and promotion strategies achieve customer development, profitability, and long-term company success. Present markets become more competitive through changing markets, globalization, and innovative technology, which have rapidly changed the business world. Platforms like Facebook, Twitter, and YouTube are pushing marketing companies toward a new direction using social media marketing. Social media has penetrated so deeply into millions of people's lives worldwide that it has also attracted marketers' attention. This study will help determine how it influences Pakistani consumers' purchase intentions. This research used a quantitative method based on primary data. The data was collected from Faisalabad, and the sample size was 250 participants. Among the 250 questionnaires, 190 are useable. The results show that trust and social media influence significantly affect consumers' purchase intentions. Data analysis reveals that social media marketing has a greater influence than trust in purchase intentions through social networking sites. Therefore, improving websites' quality enhances customers' trust. Hence, trust plays an important role in e-commerce by directly influencing the purchasing intentions of customers.

Keywords: Social Media Marketing, Purchase Intention, Trust, Online Advertisement

INTRODUCTION

In this modern era, technology plays a great role in our daily lives (De Mooij, 2019). The technology has brought significant changes and it has influence every aspect of individuals lives (Sami & Irfan, 2018). The internet is one of the essential parts of technology. The internet is responsible for giving a place where people, companies and other individuals can communicate, and different companies can advertise their products or services to increase their market share (Chaffey & Ellis-Chadwick, 2019). The internet gives various features that can help to gather large numbers of loyal and potential customers. Consumers use it for multiple reasons, such as collecting information related to online purchasing. Purchasing through the internet is said to be safer and quicker. People spend a short time buying things on the internet. However, analysts predict that it will increase tremendously, because people now feel safe and secure buying online, and they also think that their time savings will also change the way people communicate (Gilchrist, 2016).

The development of social media provides opportunities for firms as an impressive marketing tool. Social media marketing is defined as marketing that uses social networking websites as a marketing channel (Kujur & Singh, 2017). Social media is an essential tool for economic growth as its tools include two-way communication and low-cost marketing to obtain information, connect and establish a relationship with its clients (Irfan et al., 2019). Social media marketing aims to help the companies to increase their market share and purchase intentions of their customers. In the last 40 years, we have seen that the way people interact has changed. The emergence of the social media network has had a tremendous impact on business strategies and brings a drastic change in marketing strategies (Irfan et al., 2017). The use of social media technologies is growing, and, in the future, we should expect it to have the same effect on businesses. With new technologies available, companies that learn to use them gain considerable advantages. Among the top examples are technologies like Microsoft, eBay, Amazon and Google. Social media has quickly become one of today's most popular youth outlets. The newest marketing trend is social media marketing, and business owners want to learn how it can create interest in their business. In the decision-making cycle of consumers, social media plays a very important role. Platforms like Facebook, LinkedIn, Hi5, YouTube and Twitter have made it easy for consumers to post reviews of products and reach out to other like-minded people in their communities.

Before people make purchases nowadays, they are increasingly reaching out first to their social media communities for opinions (N. Hajli, 2015). Consumers access online groups through social media to understand their views and get a better sense of a product or service (Dedeoğlu et al., 2020). In the fields of marketing, advertisement and communication, social media is much more relevant, with the number of users increasing dramatically every year (Appel et al., 2020). Customers who have a close relationship with a firm share their interactions on social media with other people and suggest the goods or services of the company to their friends through positive word of mouth. The consumers' purchase intentions have always been an important marketing topic extensively studied, debated, and discussed in contemporary textbooks. Social media technology has created radically new ways of connecting retailers and consumers (Iacobucci & Hoeflter, 2016). Social media has various channels, such as email, internet, and mobile marketing. According to (Appel et al., 2020) Thousands of social networking sites (i.e.,



Copyright © 2020 Authors. This is an open access article distributed under the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

forums, chat groups, blogs, wikis, podcasts and videos) are unquestionably accessible online. (Zulqurnain et al., 2016) said, social media marketing provides a "connection between brands and consumers while offering a personal channel and currency for user-centered networking and social interaction". (Chaffey & Ellis-Chadwick, 2019) said that Consumers already demand 24-hour access to information through web apps and several other automated means; they are now requesting 24-hour customer support and self-help services from online outlets. Consumers now want to abandon the conventional information system and use new technologies. The primary and dominant market outlet for goods is now social media (Wang & Yu, 2017).

Research Gap

Previous studies have inspected the impact of social media marketing on consumer's purchase intentions. This research will address the gap in how social media marketing influences consumers' purchase intentions in Pakistan. There is some literature on the effects of social media marketing on consumer behavior and perception. Still, there are not enough reviews that provide marketers with information on how social media marketing affects consumers' purchase intentions. The gap that has to be identified is the mediating role of trust between social media marketing and consumer's purchase intentions as well as the direct effects of social media marketing on consumers' purchase intentions.

Research Objectives

1. To investigate the relationship between social media marketing and customer trust
2. To study the connection between trust and consumer's purchase intention
3. To examine the moderating role of trust between social media marketing and consumer's purchase intention
4. To investigate the overall impact of social media marketing on consumer's purchase intentions

LITERATURE REVIEW

Social network sites or social network services (SNSs) allow people to establish personal web pages and connect with friends to share information and communicate (Shen et al., 2016). The links built on social networking sites, like most social media websites, are focused primarily on the real life of social networks. Users are allowed to supply real personal data as businesses market shares and products are affected, to a large extent, by the data and user-generated information on the Internet (Kapferer & Bastien, 2012). Social media analytics offers businesses competitive advantages by providing information on their competitors' strategies, suppliers' performance, consumers' trust, and consumers' purchase intentions (Fan & Gordon, 2014). Social media is an instrument used to raise awareness about goods and services through organizations, big or small, commercial and non-profit. E-commerce has become more customer-driven by social media (Sin et al., 2012).

Social media proliferation has caused a dramatic shift in interactions. In their integrated marketing strategy, Smart companies implemented social media platforms to extend their current client base and draw new customers for accelerated growth and increased market shares (Tiago & Verissimo, 2014).

Social Media

To make online marketing successful, social networking sites play an important role (Irfan et al., 2018). Social media offer different values to organizations by enhancing brand popularity (Al-Sheikh & Hasanat, 2020), facilitating word-of-mouth communication (Li & Wu, 2018), growing sales (Coursaris et al., 2016), Sharing data in a company sense (Wright, 2019), and build customer social support (Naeem, 2019). Instead, networking Social media shows that values which have a positive impact on consumer trust (M. N. Hajli, 2014). With expanding social media and networking services, studying consumer trust and purchase intentions on these platforms is a research agenda (Javornik, 2016). Social media may create strategies for marketing in companies through confidence-building mechanisms, which influence consumer intentions to buy products online (Usman & Okafor, 2019).

A new field of content creation has grown with the growth of social networks, where anyone can quickly exchange knowledge and experience with other people (Chen et al., 2011). Online communities provide an incentive and forum for a stronger customer service management framework for both businesses and organizations (Ang, 2011). Bringing in a new era where businesses can boost efficiency. In addition, members can get connected on sites that provide a possible source of trust and social experiences. (Y. Lu et al., 2010). Social media offers businesses new ways to become more universally attractive (Aksoy et al., 2013). This can significantly influence consumer purchase intentions (Prendergast et al., 2010). Social networking, such as online forums, groups, ratings, feedback and recommendations, which create social support online, enabled such social interactions. This could increase the trust of e-commerce dealers and buyers. Moreover, studies on social media allow us to see how people shape their online social interactions (Kuss & Griffiths, 2011).

Customer's Trust

Trust in the e-seller is important in a business-to - consumer partnership when evaluating risk in all transactions (Harris & Goode, 2004). In e-commerce, trust is an essential (Kwortnik Jr & Han, 2011). Trust is represented differently, but all are based on different dimensions of honesty, capacity, competence and recognition (Pirson et al., 2017). Even then, the risk and ambiguity in the online world are both concepts and dimensions. The two key dimensions of trust that this work draws on are compassion and integrity (Ceglaz et al., 2017). Trust based on credibility relies on reputation and refers to the assumption that the other party in a transaction is trustworthy, whereas benevolence relates to consistent relationships between seller and buyer (Joshi & Sharma, 2019). In this study, trust is perceived across online communities in the sense of transactions over the internet.

Trust in peers on social networking services will also be considered. When it comes to online communities, trust can help in the interactions of individuals and encourage them to attach others to their current network. Moreover, trust plays a significant part in defining both a consumer's purchase intention and actual behavior (Chiu et al., 2012; Keh & Xie, 2009).

Consumers Purchase Intentions

The company dictionary's basic meaning of purchasing intentions is a decision to buy a specific product or service. Nevertheless, purchase intentions come from behavioral science and change from the term intention (Oosthuizen et al., 2015). Consumer's purchase intentions are



Copyright © 2020 Authors. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

defined as a combination of their interest and the possibility of buying a product. Consumers' purchase intentions are an attitudinal variable for measuring their future contributions to buying products. Since forecasting consumers' future behavior is a critical issue for organizations; hence, it should be estimated more clearly (Baabdullah et al., 2019). The formation of consumer's purchase intentions depends on their general attitudes towards a particular product (Cheruiyot & Maru, 2013). The better these attitudes are, the better the purchasing intentions (Gremier et al., 2001). A similar definition was also proposed (Beneke et al., 2013; Faryabi et al., 2015; Wu, 2015) all of whom focused on the consumers' willingness to buy a specific product. Instead of suggesting a high risk of actually making a purchase, positive purchasing intentions often reflect the positive engagement or loyalty of the customer toward products (Hong & Cho, 2011). According to (Farah, 2017), Intention indicates the subjective likelihood that a specific action will be performed. The idea has been stretched to consumers' purchase intentions, which describes the probability that consumers will execute the buying action (Kahraman & Kazançoğlu, 2019). (N. Hajli et al., 2017) stated that consumers' purchase intentions indicate predictable behavior, which means that purchase intentions can be used to forecast what items customers should buy when they go shopping next time.

Model Development and Hypothesis

The research model proposes to examine the relationships between the constructs of social media, customer trust, and consumer purchase intentions.

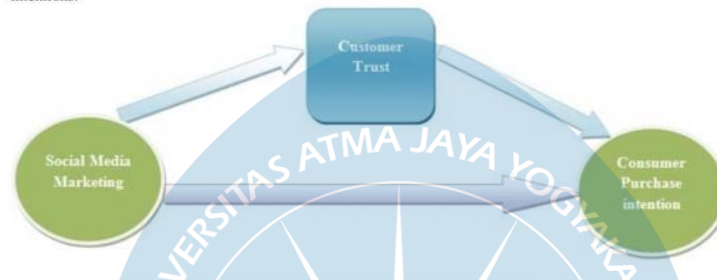


Fig 1. Research Model of the Impact of Social Media on Consumer Purchase Intentions

EFFECT OF SOCIAL MEDIA MARKETING

Social media marketing is a modern marketing technique that is practiced by almost every company in virtual networks to reach out to customers. When you have an idea and want millions to be reached quickly with minimal costs, the best option is social media. The first businesses to use social media as a promotional platform were entertainment companies. (Karimi & Naghibi, 2015) defined social media marketing as a mechanism that allows anyone to advertise their blogs, goods or services online to reach a wider audience that is not accessible via traditional channels. Therefore, if we keep it clear, social media marketing is the mechanism by which businesses use social media platforms to concentrate on their official websites. It does not end there, as it is possible for organizations, by social media use, to remind potential clients of activities in the company, to introduce a new concept or product, and to relate news about the company. (Kyriakopoulou & Kitsios, 2017) have linked social media marketing to marketing relationships, suggesting that companies will switch from the 'seek to sell' model to the 'make ties' with customers model. The social media marketing theory brings us to the other side of the marketing field, where relationship building with potential customers is the secret to repeated transactions and increased brand loyalty. Social networking is a new method that companies use to create good public relations with consumers on wireless servers (He et al., 2017). Public relations via social media have become easier to manage since a vast number of potential customers are on virtual networks, and social networking is just a few steps away. Customers today are more powerful than ever, as customers have been named king, businesses should be available and open on every social media platform, including Facebook, Twitter, blogs, and internet forums (Wigmo & Wikström, 2010). Social media communication channels provide essential opportunities for every organization. Social support develops through social media interactions; therefore, it affects trust (N. Hajli, 2015). More positive reviews, feedback and ratings also contribute to greater trust (Utz et al., 2009). The social relationship of consumers developed through social media significantly affects the consumer's trust (Chahal & Rani, 2017). Previous studies found that customer reviews' consistency and quantity of information affect consumer purchasing decisions by increasing consumer trust (Lien et al., 2015).

- H1: Social media marketing positively affects consumer purchase intentions.
- H2: Social media marketing positively affects customer trust.

EFFECT OF CUSTOMER'S TRUST

One of the major requirements for strong customer purchase intention in an online environment and social media is customer trust (B. Lu et al., 2016). In marketing, the customer's trust is generally defined as the willingness of a customer to revisit a brand (Ramanathan et al., 2017). Trust is two-directional; one direction is a belief, and the other is intent (Lim, 2015). Customer trust is a positive expectation and willingness to purchase (Chinomona, 2015). Consumers perceive social media as more trustworthy than the traditional elements of the promotion mix (Schivinski & Dabrowski, 2016). This may be due to the fact that social media provides direct networking, instant feedback and more real content created by customers. A consumer's trust in the transaction and the network influences the online buyers (Pappas, 2016) and enhances purchase intentions (N. Hajli et al., 2017). Therefore, the customer's trust plays a vital and significant role in the proposed model of this research (Saleem et al., 2017). Trust is an important determinant when considering a consumer's purchase intentions (Basha & Lal, 2019). More trust by consumers correlates with an increased intention to purchase (Hasbullah et al., 2016). Therefore, the customer's trust is likely to affect intentions to transact (Ofori et al., 2017).

- H3: Customer's trust has a positive effect on consumer's purchase intentions.
- H4: Customer's Trust mediates the relationship between social media marketing and consumer's purchase Intentions.



Copyright © 2020 Authors. This is an open access article distributed under the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

RESEARCH METHODOLOGY

This research surveyed people to test the proposed model. This research was conducted through paper questionnaires. The participants were mostly residents of Faisalabad, Pakistan, and this study focuses on users of social media websites who have some information about social media marketing on those websites.

Research Design

This research used a quantitative method that was based on primary data. According to the research requirements, this study needed data to analyze the behavior of Pakistani consumers. For this purpose of the study, we used social media users.

Research Population

Data was collected from Faisalabad, which is a major city in Pakistan. The consumers in Faisalabad are an urban population, are very aware of social media websites, and are relevant to this research. The target audience was social media users. The questionnaire was distributed in Faisalabad, Pakistan. The target individuals were members of social networking sites such as Facebook, Twitter, hi5, LinkedIn, etc.

Sample Size

The sample size for this study was 250. A total of 250 questionnaires were offered in Faisalabad; 210 questionnaires were received, but 20 out of 210 were rejected, so only 190 questionnaires were usable.

Statistical tool/ Analysis

SPSS software is used in this study to analyze the results.

Data collection method

PRIMARY DATA & MEASURING INSTRUMENTS

This study used the "5-Point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree". To increase the validity of the study, the measures in the questionnaire were adapted from previous research of (M. N. Hajli, 2014). Trust, one of the essential variables included in the model, was investigated in a number of previous research studies. The dependent variable of this study is the purchase intention. This construct measures the user's willingness and intention to purchase on social network services. Survey questionnaires were distributed among users of social media sites.

Social Media Marketing measures: (Smith, 2014)

1. "Do you think that social media makes your life easier?"
2. "I am very enthusiastic to find the description of products on electronics platform like internet, email or web."
3. "Do you think social media provide accurate and proper knowledge of products and services?"
4. "Social Media innovates the ways of advertising products or services in an efficient manner."
5. "Do you like to adopt the way of buying and selling of products or services using social media?"
6. "Do you think social media marketing inspire you to make a buying decision?"
7. "I like to spend more time on social media because I like to see what the latest fashion is?"
8. "By using advertising messages via the mobile phone I can demonstrate my innovativeness to my friends."

Measures for Customer's trust: (Naylor et al., 2012)

1. "I will probably buy a product on the internet (Soon)."
2. "I feel capable of finding shopping verity and information on the social media websites."
3. "Social Media marketing keeps me up to date about new products and Services."
4. "In general, I am satisfied with the service provided by the internet"
5. "I am satisfied on social media services about marketing."

Measures for Consumer 'purchase Intentions: (McKnight et al., 2002)

1. "I think shopping on the internet saves my time."
2. "It is a great advantage for me to buy product at any time of the day on the internet."
3. "It is more difficult to shop on the internet."
4. "I will prefer online shopping only if online prices are lower than Actual price."
5. "A long time is required for the delivery of products and services on the internet."
6. "Online shopping is as secure as traditional shopping."
7. "The information given about the products and services on the internet is sufficient."

SECONDARY DATA

This study used different databases such as Science Direct, Webley, Elsevier, Wikipedia, University Library, and other official databases, books, newspapers, and published articles, etc. to encourage and support the study in order to complete this research.

Questionnaire Development

This study includes eight items of social media marketing, five items of trust, and seven items of consumer's purchase intentions. In the previous study of (M. N. Hajli, 2014), the reliability of eight items of social media marketing was $\alpha=0.8711$, customer's trust was $\alpha=0.8137$, and



Copyright © 2020 Authors. This is an open access article distributed under the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

consumer's purchase intentions was $\alpha=0.7593$. All were conducted with a "5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree".

Results and Data Analysis

The model's reliability and validity have been considered. They are discussed separately in the following sections.

RELIABILITY

Composite reliability should exceed 0.70, and it has been applied to test the survey's reliability (Wasko & Faraj, 2005). The rate is above 0.70, which indicates "internal consistency". The "internal consistency" is also measured by "Cronbach's alpha" and is above 0.70. These results confirm the research's reliability (Naylor et al., 2012).

Table 1. Cronbach's Alpha

	Cronbach's Alpha	No of Items	Adopted from
Social Media Marketing	.746	8	(Smith, 2014)
Trust	.788	5	(Naylor et al., 2012)
Purchase Intention	.764	7	(McKnight et al., 2002)

Table 2. Correlation

Model Elements		SM Mean	T mean	PI mean
Social Media Marketing	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	190		
Customer's trust	Pearson Correlation	.658 ^{**}	1	
	Sig. (2-tailed)	.000		
Customer's Purchase Intentions	Pearson Correlation	.696 ^{**}	.700 ^{**}	1
	Sig. (2-tailed)	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3. Model summary (H1: Social media marketing positively affects consumer purchase intentions)

Model	R	R Square	Adjusted R Square	Beta Coefficient	Change Statistics R Square F Change	df1	df2	Sig. F Change
1	.696 ^a	.484	.481	.696	.484 176.467	1	188	.000

Table 3 shows the value of R, R2, and the beta coefficient. R2 is .484, which means social media marketing accounts for almost 48% of the variance in purchase intentions.

Table 4. Model summary (H2: Social media marketing positively affects customer trust)

Model	R	R Square	Adjusted R Square	Beta Coefficient	Change Statistics R Square F Change	df1	df2	Sig. F Change
1	.658 ^a	.432	.429	.658	.432 143.271	1	188	.000

a. Predictors: (Constant), Social Media Marketing mean

In Table 4, R2 is .432, which means social media marketing accounts for almost 43% of the variance in the trust, whereas R2 in the effect of social media marketing on consumer's purchase intentions is more than the R2 in the effect of social media marketing on customer trust.

Table 5. Model Summary (Customer's trust has a positive effect on consumer's purchase intentions)

Model	R	R Square	Adjusted R Square	Beta Coefficient	Change Statistics R Square F Change	df1	df2	Sig. F Change
1	.700 ^a	.490	.487	.700	.490 180.395	1	188	.000

Predictors: (Constant), Customer's Trust mean

Table 5 shows that R2 is .49, which means customer trust accounts for 49% of the variance in the consumer's purchase intentions. This value of R2 is greater than in Table 3. It shows that customer trust creates more variance in consumer's purchase intentions than social media marketing.

Table 6. Model Summary (H4: Customer's Trust mediates the relationship between social media marketing and consumer's purchase Intentions)

Model	R	R Square	Adjusted R Square	Beta Coefficient	Change Statistics R Square F Change	df1	df2	Sig. F Change
1	.700 ^a	.490	.487	.427	.490 180.395	1	188	.000
2	.766 ^b	.588	.583	.415	.098 44.354	1	187	.000

a. Predictors: (Constant), Customer's Trust mean

b. Predictors: (Constant), Customer's Trust mean, Social Media Marketing mean

In Table 6, the values of R2 are .487 and .583. This indicates that customer trust accounts for 49% to 58% of the variance in the mediating role between social media marketing and consumer's purchase intention.



Results

In Table 3, the significance level is 0 and beta is .696, which means that hypothesis number 1 is accepted. Therefore, social media marketing has a significant 69.6% effect on consumer's purchase intentions. In Table 4, the significance level is also 0; hence, hypothesis number 2 is accepted. The beta of the second hypothesis is .658, so social media marketing affects customer trust by 65.8%. In Table 5, the significance level is 0, signifying the acceptability of hypothesis number 3. The beta of the third hypothesis is .7, which denotes that customer trust affects consumer's purchase intention by about 70%. Furthermore, it shows that customer trust has a strong mediating role between social media marketing and consumer's purchase intention. Customer trust's effect on consumer's purchase intention is more than social media marketing. In Table 6, the significance level is 0; thus, hypothesis number 4 is accepted. This manifests customer trust's significant mediating role between social media marketing and consumer's purchase intentions.

CONCLUSION

Social media creates innovative change in the lives of individuals; they use social media for various purposes, including communication, e-business, buying, and selling. Recent innovations and advancements on the internet and developments in social media have made individuals' lives easier. These developments have introduced a new method of e-commerce. Present research integrates trust and social media concepts and proposes a model to examine the role social media plays in e-business and social adoption.

The results show that trust and social media's influence significantly affect consumers' purchase intentions. This confirms the relevant hypothesis and answers to the research question. Participants are more likely to buy through social networking sites when experiencing high-quality systems or information. Review of data reveals social media marketing has more influence than customer trust on their purchase intentions through social networking sites. The enhancement of the website efficiency therefore enhances customer trust. Other analyzed data confirms that customer trust has a positive and significant effect on their purchase intentions. Once participants accepted the trust, they had more than intent to purchase. This underlines the mediating role of trust in social trade adoption. Trust therefore plays a major part in e-commerce through the direct effect of the buying intention of a consumer.

This research contributes by highlighting the role and impact of social media in e-commerce confidence building. The analysis reveals how social media marketing and social media factors influence a customer's trust and purchase intentions through social media sites.

Implications

A consumer's purchase intentions are the most reliable indicators that establish a connection between the interest of the customer and the purchase itself. This finding highlights and integrates important factors in the context of the social media marketing that influences purchase intention. In Pakistan, more companies are investing in social media marketing to grow their businesses and increase income. The following suggestions based on empirical results are suggested in the hope of providing insights with which companies can become more effective in marketing through social media and gain returns from investment:

- Companies should choose social media platforms with high sociability and create groups themselves.
- Choose social media platforms on which people rely and spend more time.

The analytical results indicate that the sociability of social media has a positive impact on the trust of the consumer, which then affects buying intentions positively. Empirical results of this research indicate that reliance on social media has a positive effect on customer trust and on the purchasing intentions of both consumers. The theory of media dependence explains that the more people rely on the media to meet their needs, the more important it will be for media to be in the life of a person and have more impact on them. In short, two steps in the marketing of social media advise an organization to establish long-term relationships with consumers and instructing a company to create dependency among consumers. The likelihood of purchasing from that company is high when consumers have needs and trust the company.

Future Research

By considering the results of the empirical analysis, some suggestions for future research are described as follows. The study of social media marketing is influenced to some extent by referencing theories and empirical results from other fields. In future research, it would be more reasonable to develop alternative models and strategies to see which model demonstrates the best fit. Finally, since this study focuses on the factors influencing the general buying preferences of consumers in the social media marketing sense, future research should investigate the discrepancies in population samples. Examples of this could be the effects of gender or age differences on the influence social media has on consumers' purchase intentions. The use of different social media platforms could be another influence on consumers' purchase intentions. This study ignored external variables such as product-related factors. Future research could include these factors with the influence of social media marketing on consumer's purchase intentions.

References:

- Aksoy, L., Van Riel, A., Kandampully, J., Bolton, R. N., Parasuraman, A., Hoefnagels, A., Michels, N., Kabadayi, S., Gruber, T., & Loureiro, Y. K. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*.
- Al-Sheikh, E. S., & Hasanat, M. H. A. (2020). Social media mining for assessing brand popularity. In *Global Branding: Breakthroughs in Research and Practice* (pp. 803–824). IGI Global.
- Ang, L. (2011). Community relationship management and social media. *Journal of Database Marketing & Customer Strategy Management*, 18(1), 31–38.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
- Baabdullah, A. M., Alalwan, A. A., Rana, N. P., Kizgin, H., & Patil, P. (2019). Consumer use of mobile banking (M-Banking) in Saudi Arabia: Towards an integrated model. *International Journal of Information Management*, 44, 38–52.
- Basha, M. B., & Lal, D. (2019). Indian consumers' attitudes towards purchasing organically produced foods: An empirical study. *Journal of Cleaner Production*, 215, 99–111.
- Bencke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise. *Journal of Product & Brand Management*.
- Ceglaz, A., Beneking, A., Ellenbeck, S., & Battaglini, A. (2017). Understanding the role of trust in power line development projects: Evidence from two case studies in Norway. *Energy Policy*, 110, 570–580.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.
- Chahal, H., & Rani, A. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*.



Copyright © 2020 Authors. This is an open access article distributed under the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

- Chen, C. W., Chen, T. H., & Lin, Y. F. (2011). Statistical analysis for consumers' intentions of purchasing cosmetics. *African Journal of Business Management*, 5(29), 11630.
- Cheruyot, T. K., & Maru, L. C. (2013). Service quality and relative performance of public universities in East Africa. *TQM Journal*, 25(5), 533–546. <https://doi.org/10.1108/TQM-11-2012-0103>
- Chinomona, R. (2015). The influence of perceived hypermarket size on perceived hypermarket reputation, trust and customer willingness to purchase in South Africa. *Journal of Economics and Behavioral Studies*, 7(4), 60–70.
- Chiu, C.-M., Hsu, M.-H., Lai, H., & Chang, C.-M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), 835–845.
- Coursaris, C. K., van Osch, W., & Balogh, B. A. (2016). Do Facebook likes lead to shares or sales? Exploring the empirical links between social media content, brand equity, purchase intention, and engagement. 2016 49th Hawaii International Conference on System Sciences (HICSS), 3546–3555.
- De Mooij, M. (2019). *Consumer behavior and culture: Consequences for global marketing and advertising*. SAGE Publications Limited.
- Dedeoğlu, B. B., Taheri, B., Okumus, F., & Gannon, M. (2020). Understanding the importance that consumers attach to social media sharing (ISMS): Scale development and validation. *Tourism Management*, 76, 103954.

International Journal of Operations & Production Management.

- Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions—the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*.
- Sami, A., & Irfan, A. (2018). Effect of Latest Technology and Social Media on Interpersonal Communication on Youth of Balochistan Effect of Latest Technology and Social Media on Interpersonal Communication on Youth of Balochistan. August.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214.
- Shen, G. C.-C., Chiou, J.-S., Hsiao, C.-H., Wang, C.-H., & Li, H.-N. (2016). Effective marketing communication via social networking site: The moderating role of the social tie. *Journal of Business Research*, 69(6), 2265–2270.
- Sin, S. S., Nor, K. M., & Al-Agaga, A. M. (2012). Factors Affecting Malaysian young consumers' online purchase intention in social media websites. *Procedia-Social and Behavioral Sciences*, 40, 326–333.
- Smith, T. M. (2014). *Consumer Perceptions of a Brand's Social Media Marketing*.
- Tiago, M. T. P. M. B., & Verissimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708.
- Usman, A., & Okafor, S. (2019). *Social Media and Purchase Intentions: Strategic Marketing Implications. Harnessing Omni-Channel Marketing Strategies for Fashion and Luxury Brands*, 83.
- Utz, S., Matzat, U., & Snijders, C. (2009). On-line reputation systems: The effects of feedback comments and reactions on building and rebuilding trust in on-line auctions. *International Journal of Electronic Commerce*, 13(3), 95–118.
- Wang, Y., & Yu, C. (2017). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. *International Journal of Information Management*, 37(3), 179–189.
- Wasko, M. M., & Faraj, S. (2005). Why should I share? Examining social capital and knowledge contribution in electronic networks of practice. *MIS Quarterly*, 35–57.
- Wigmo, J., & Wikström, E. (2010). *Social Media Marketing: What role can social media play as a marketing tool?*
- Wright, M. C. (2019). *Social Media Data Strategies Bankers Use to Increase Customer Market Share*.
- Wu, C.-S. (2015). A STUDY ON CONSUMERS' ATTITUDE TOWARDS BRAND IMAGE, ATHLETES' ENDORSEMENT, AND PURCHASE INTENTION. *International Journal of Organizational Innovation*, 8(2).
- Zulqurnain, A. L. I., SHABBIR, M. A., RAUF, M., & HUSSAIN, A. (2016). To Assess the Impact of Social Media Marketing on Consumer Perception.

225–237.

- Lu, Y., Zhao, L., & Wang, B. (2010). From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention. *Electronic Commerce Research and Applications*, 9(4), 346–360.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a web site: a trust building model. *The Journal of Strategic Information Systems*, 11(3–4), 297–323.
- Naeem, M. (2019). Role of social networking platforms as tool for enhancing the service quality and purchase intention of customers in Islamic country. *Journal of Islamic Marketing*.
- Naylor, R. W., Lamberton, C. P., & West, P. M. (2012). Beyond the “like” button: The impact of mere virtual presence on brand evaluations and purchase intentions in social media settings. *Journal of Marketing*, 76(6), 105–120.
- Ofori, K. S., Boateng, H., Okoe, A. F., & Gvozdanovic, I. (2017). Examining customers' continuance intentions towards internet banking usage. *Marketing Intelligence & Planning*.
- Oosthuizen, D., Spowitz, J., & De Meyer-Heydenrych, C. F. (2015). The relationship between perceived price and consumers' purchase intentions of private label wine brands. *African Journal of Hospitality, Tourism and Leisure*, 4(2), 1–17.
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92–103.
- Pirson, M., Martin, K., & Parmar, B. (2017). Formation of stakeholder trust in business and the role of personal values. *Journal of Business Ethics*, 145(1), 1–20.
- Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687–708.
- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction.



Copyright © 2020 Authors. This is an open access article distributed under the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.