The Effect Of Social Media Marketing Activity And Brand Awareness On Purchase Intension With Brand Trust As A Mediating Variable On The Twitter Social Media Platform

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ABSTRACT

Twitter is one example of a social media marketing strategy that companies may use to promote their brand online. From a variety of angles, earlier studies examined how various social media platforms influenced consumers' spending habits. With brand trust serving as a moderating variable, this research aims to examine the impact of social media marketing activity, brand awareness, and Twitter on purchase intention. It is crucial to use social media marketing to increase confidence in the company, which in turn increases the likelihood that consumers will make a purchase. Respondents in this study were users of the Twitter social media platform selected using non-probability sampling method. Using a Likert scale questionnaire instrument, this study employs a quantitative technique approach. Online, using Google Form, the survey was disseminated. The data analysis technique was carried out with the SPSS program by testing the validity, reliability and hypothesis on the questionnaire results obtained.

INTRODUCTION

In the last ten years, the popularity of social media sites such as Facebook, Instagram, WhatsApp, and Twitter has skyrocketed. Popular businesses utilise such frameworks to promote their products, and human people use them to interact with one other. From the real world to the virtual world, social sports have made their way to social networking websites. Messages and content material that may be sent in actual time allow humans to interact and percentage records. As a result, many corporations remember social media systems as vital gear for success inside the on line market.

One of the social media platforms that is regularly used as an area to marketplace products is Twitter (Jamil et al., 2022). Twitter has become one of the maximum popular social media systems that is a supply of information and an powerful conversation device with masses of tens of millions of customers. Twitter allows customers to create, ship and examine short messages known as tweets with 140 characters and talk approximately the whole thing and some thing that takes place in each day sports and work (McShane et al., 2021).

Therefore, businesses like Amazon have utilised Twitter extensively to interact with customers and build their reputation and brand. Companies using this new medium should always pay attention to brand-related information. Moreover, statistics show that in 2016, some of the most popular retail and consumer goods brands on Twitter were international retailers such as Nike, Amazon and Etsy. With more and more people using the internet and depending on social media brands, companies are starting to see that customer reviews and information sharing about their brands may be a fresh approach to advertising. (Anjarani et al., 2023).

Therefore, Twitter is considered to be a suitable platform for developing a brand because of the valuable experience of information available through content on the Twitter platform.Social media Twitter is a type of online content that is created, investigated, used, and shared with the purpose of informing others about businesses, goods, services, subjects, and other events of interest.

Using social media platforms and encouraging users to share content based on content classification-such as engagement, information, language, personalisation, and so on-is certainly consistent with implementing social media marketing operations. In the modern business world, social media marketing initiatives are very important and influence consumers' intention to make purchases (Jamil et al., 2022).Periodically, after using social media marketing strategies, brand recognition will develop.

Customers' familiarity with and fondness for a brand is known as brand awareness. When consumers are aware of a brand, they are more likely to choose that brand over others (Ratnasari & Kesumahati, 2024). People are more inclined to choose a well-known brand over one that is less well-known. The complexity of the services that customers experience while using a certain brand or product determines the intensity of their memory of the brand or product, and in turn, their level of brand awareness.

Customers will buy goods or have little knowledge about the product just by looking at the logo and brand name, according to Foroudi (2019), who argues that brand awareness may play a significant part in supplying product comparisons and consumer purchases.Trust in a brand is just as crucial as brand knowledge when it comes to consumers' propensity to buy. Customer confidence in a brand is predicated on their expectation that the brand will consistently deliver on its promises to meet their needs.

A customer's willingness to put their faith in a brand is another definition of brand trust. Another definition of brand trust is consumers' confidence in a brand to deliver as promised, even when faced with ambiguity (DAM, 2020).Satisfaction after service via social media marketing initiatives influences purchase intention, according to prior study by Farivar and Richardson (2021).

This desire to buy is based on familiarity with and faith in the brand associated with the product or service. Social media marketing campaigns may reach more people with similar views by connecting like-minded individuals online, who can then work together to spread the word about the company.

Furthermore, conducted research examining social media marketing tactics that aim to expand the reach of clients and, consequently, increase their propensity to purchase goods or services (Zulqarnain et al., 2023). According to Yohana FCP Meilani and Ian N. Suryawan (2020), social media can serve as a public relations channel by offering a platform for product customisation and innovation, which can increase brand awareness and trust .

Therefore, based on the explanation of the above problems, in this study we will explore the influence of the role of social media marketing activities perceived by users of the social media platform Twitter in strengthening brand awareness and brand trust by investigating the impact of these two factors on Twitter on customers' intention to make purchase intentions. If implemented correctly, social media marketing activities can increase awareness of products/services, increase the target market's interest in making purchase decisions, consume them, while strengthening brand awareness and brand trust.

LITERATURE REVIEW

Social Media Marketing

Social media marketing activities are tools used in social media marketing that offer company strategies to engage with customers and then encourage them to interact through social media (Sang et al., 2023). SMMA has 5 dimensions, namely entertainment, interaction, trends, customisation, and WOM.

Brand Awareness

The ability to recognise a brand is known as brand awareness. Brand awareness refers to a person's capacity to recognise or remember a brand using characteristics or cues that they are aware of to make purchasing choices (Dabbous & Barakat, 2020). It can be said that someone with a high level of brand awareness will be able to identify a brand without help by describing its components directly. Brands have the ability to successfully capitalise on solid customer relationships. The recognition or memory of a brand is referred to as brand awareness (Saputra & Wardana, 2023).

Today's new media creates a new trance in traditional alternatives, increasing companies' ability to engage with consumer discourse and strengthening their communication tools in the process. It also increases the interaction between organisations and their customers. Brand awareness can be developed and raised through social media (Febriyantoro, 2020). Since the majority of people use social media, brand names circulating throughout the network will help spread awareness and increase brand recognition. Indicators that can be used for brand awareness are: brand awareness, brand recognition, brand recall, and top of mind.

Brand Trust

Brand trust, as a fundamental concept in the business landscape, is based on consumer beliefs that have been determined by recent research. Brand trust is the belief that a company will continue to behave in the best interests of its customers and fulfil their expectations (DAM, 2020). Meanwhile, the belief that a brand can be relied upon and trusted to keep its promises is what (Ardani, 2024) define as brand trust.

Kim et al.'s research in 2021 added details that brand trust is a sense of comfort and security derived from pleasant and reliable brand encounters. Therefore, the understanding of the importance of trust in the relationship between brands and consumers in a business environment is reinforced by these diverse definitions.
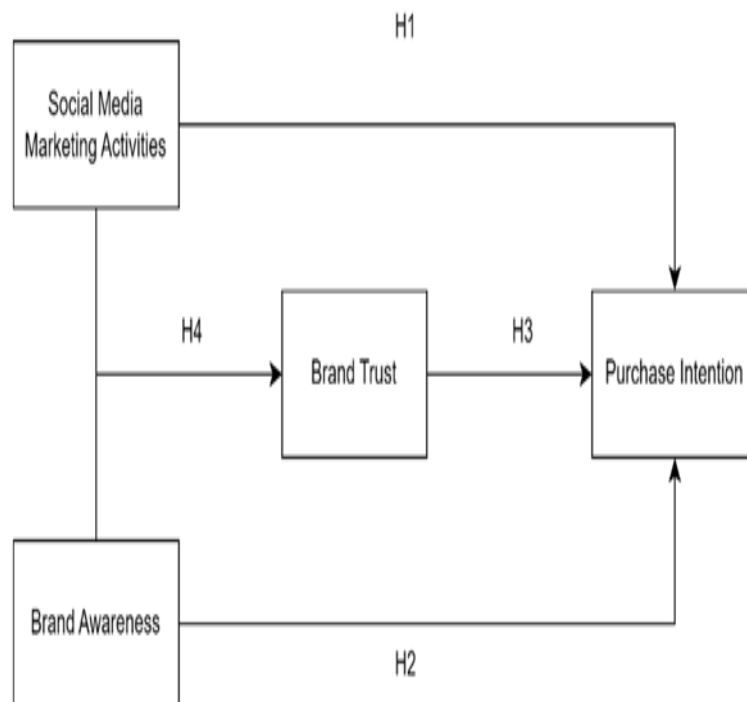
Purchase Intention

Buying intention is something that can influence attitudes or behaviour which can be interpreted as a goal that will make someone try to get what they want to meet their needs (Febriyantoro, 2020). A person's process of making decisions among various options that they find attractive is known as purchase intention. Buying intentions develop when a person is stimulated by a product he sees, which creates a desire to try it and ultimately the intention or need to be able to buy it.

One of the things that can be considered when making a purchase plan for a good or service is purchase intention (Utami et al., 2023). Purchase intention can also refer to a response that triggers interest in a brand, resulting in a desire to try and buy it. Transactional, referral, choice, and exploration indicators can all be utilised to determine buyer purchase intentions (Satriawan & Setiawan, 2020).

Conceptual Framework

Thus, the following is a description of the conceptual framework in this research, based on the explanation given above:

Figure 1 Framework Of Thought

1. H 1 : There is an effect of social media marketing activities on purchase intention
2. H 2 : There is an effect of brand awareness on purchase intention
3. H 3 : There is an effect of brand trust on purchase intention
4. H 4 : There is an effect of brand trust mediating social media marketing activities, brand awareness on purchase intention

METHODS

The research design used in this study is quantitative research using a questionnaire instrument. The construct measurement items of the questionnaire were examined and adjusted to the research conditions. The questionnaire used a five-point Likert scale, where "1 = strongly disagree" and "5 = strongly agree" were the possible responses. Since definitive data on the respondent population is not yet available, this study uses non-probability sampling methods using a purposive selection approach to choose its sample of Indonesian social media users who are active on Twitter. Two hundred people participated in this research. In quantitative research, data analysis is carried out after the data is collected. In this study, the

data will be processed using SPSS software by conducting validity tests, reliability tests and hypothesis testing.

RESULTS

Check for Validity, If a study instrument (questionnaire) passes the validity test, it means it can measure the variables that should be assessed. When the value of r count > r table, the data is considered legitimate. The investigation yielded an r-table value of 1.311 at the 5% significant level for df = (N-2) = 222.

The validity test is conducted using the SPSS version 25 software and the Pearson product moment technique.

Tabel 1 Hasil Uji Validitas

item	r count	r table	Conclusion
Sosial Media Marketting			
SM1	0,857	1,311	Valid/Accurate
SM2	0,801	1,311	Valid/Accurate
SM3	0,810	1,311	Valid/Accurate
SM4	0,854	1,311	Valid/Accurate
SM5	0,872	1,311	Valid/Accurate
SM6	0,862	1,311	Valid/Accurate
SM7	0,797	1,311	Valid/Accurate
SM8	0,808	1,311	Valid/Accurate
SM9	0,855	1,311	Valid/Accurate
SM10	0,871	1,311	Valid/Accurate
SM11	0,846	1,311	Valid/Accurate
Brand Awareness			
BA1	0,898	1,311	Valid/Accurate
BA2	0,960	1,311	Valid/Accurate
BA3	0,905	1,311	Valid/Accurate
BA4	0,972	1,311	Valid/Accurate
Brand Trust			
BT1	0,673	1,311	Valid/Accurate
BT2	0,824	1,311	Valid/Accurate
BT3	0,871	1,311	Valid/Accurate
BT4	0,838	1,311	Valid/Accurate
Purchase Intention			
P1	0,798	1,311	Valid/Accurate
P2	0,853	1,311	Valid/Accurate
P3	0,784	1,311	Valid/Accurate
P4	0,455	1,311	Valid/Accurate
P5	0,428	1,311	Valid/Accurate

Source: Researcher Data Processing, 2024

ReliabilityTest, Reliability Test is used to measure questionnaires which are variable indicators. To measure reliability, the Cronbach Alpha (α) method is used. A variable is said to be reliable if it has a Cronbach Alpha value of > 0.60. The following is the SPSS output of the reliability test for each variable:

Table 2 Result Reability Test

VariabLE	Croanchbach Alpha	Terms	Conclusion
Sosial Media Marketting	0,957	0,700	Reliable/appropriate
Brand Awareness	0,951	0,700	Reliable/appropriate
Brand Trust	0,810	0,700	Reliable/appropriate
Purchase Invention	0,714	0,700	Reliable/appropriate

Source: Researcher Data Processing, 2024

Classical Assumptions: If a multiple linear regression model does not suffer from conventional statistical assumptions like heteroscedasticity or multicollinearity and satisfies the assumption of data normality, then we may say that the model is excellent.

Normality Test, By analysing the data using the Kolmogorov-Smirnov test, the normality test may determine whether the residuals, regression model, and confounding factors follow a normal distribution. (Ghozali, 2018).

Table 3 Normality Test

Kolmogrov Smirnov	N	Sig.	Conclusion
Equation 1	224	0,200	Normal distribute
Equation 2	224	0,200	Normal Distribute

Source: Researcher Data Processing, 2024

Multicollinearity Test, The multicollinearity test determines whether the independent variables in the regression model are correlated. Among the many methods for detecting multicollinearity, one may examine the tolerance value and VIF generated by the independent variables.

Tabel 4 Result Multicolinearity Test

Variable	Tolerance	VIF	Conclusion
Equation 1			
Social Media Marketting	0,787	1,271	not indicated symptoms of multicollinearity
Brand Awareness	0,787	1,271	not indicated symptoms of multicollinearity
Equation 2			
Social Media Marketting	0,733	1,363	not indicated symptoms of multicollinearity
Brand Awareness	0,755	1,324	not indicated symptoms of multicollinearity
Brand Trust	0,826	1,211	not indicated symptoms of multicollinearity

Source: Researcher Data Processing, 2024

Tabel 5 Result Heterokedasity Test

Variable	Sig.	Conslusion
Equation 1		
Social Media Marketting	0,172	free from heterocedacity
Brand Awareness	0,531	free from heterocedacity
Equation 2		
Soacial Media Marketting	0,441	free from heterocedacity
Brand Awareness	0,747	free from heterocedacity
Brand Trust	0,630	free from heterocedacity

Source: Researcher Data Processing, 2024

Multiple Linear Regression Analysis. In this research, multiple linear regression analysis is used to ascertain the impact of both short-term and long-term tax changes on variations in profit before tax. The following table displays the findings of the regression analysis conducted in this study:

Table 6 Multiple Linear Regression Test Results

Variable	B	Sig.	Conclusion
Equation 1			
Constant	11,551	0,000	
Social Media Marketting	0,068	0,000	successfully influenced
Brand Awareness	0,137	0,003	successfully influenced
Equation 2			
Constant	10,156	0,000	
Social Media Marketting	0,077	0,000	successfully influenced
Brand Awareness	0,151	0,000	successfully influenced
Brand Trust	0,345	0,000	successfully influenced

Source: Researcher Data Processing, 2024

Based on Table 6, it can be seen that the regression equation in equation 1 is:

$Z = 11{,}551 + 0{,}068X1 + 0{,}137X2 + e$

1. If the variable is held constant, the average value of Brand Trust is 11.551 according to the constant of 11.551.
2. *Social Media Marketing* of 0.068 states that each addition of one unit of *Social Media Marketing value reduces the value of Brand Trust* by 0.068.
3. *Brand Awareness of* 0.137 states that each additional unit of *Brand Awareness value will increase the value of Brand Trust* by 0.137.

Based on Table 6, it can be seen that the regression equation in equation 1 is:

$Y = 10{,}156 + 0{,}077X1 + 0{,}151X2 + 0{,}345Z + e$

1. The average value of Purchase Intention is 10.156, as stated by the constant of 10.156, which assumes that the variable is constant.
2. According to the Social Media Marketing of 0.077 rule, the value of Purchase Intention decreases by 0.077 for every unit of Social Media Marketing value added.

3. An rise of 0.151 units in the value of Purchase Intention is indicated by a Brand Awareness of 0.151.
4. *Brand Trust of* 0.345 states that each additional unit of *Brand Trust value* will increase the *value of Purchase Intention* by 0.345.

Coefficient of determination, often known as Adjusted R2, is a measure of the extent to which the dependent variable can be explained by the model. Values close to 1 indicate stronger Adjusted R2, which may vary from 0% to 1%. The *Adjusted R2* value can be seen in the following table

Tabel 7 Result Coeeficient Determination Test

Asjusted r square	N	Sig.	Conclusion
Equation 1	224	0,167	16,7%
Equation 2	224	0,505	50,5%

Source: Researcher Data Processing, 2024

The coefficient of determination in equation 1 shows the *Adjusted R Square value of* 0.167 or 16.7%, meaning that the mediating variable *Brand Trust* can be explained by *Media Marketing* and *Brand Awareness* by 16.7%. Meanwhile, 83.3% is explained by other variables not included in this study.

Equation 2's coefficient of determination yields an Adjusted R Square value of 0.505, or 50.5%, indicating that Media Marketing, Brand Awareness, and Brand Trust account for 50.5% of the variance in Purchase Intention. At the same time, factors beyond the scope of this investigation account for 49.5%.

Significant F Test, the If you want to know how well your sample regression function estimates the actual value, you may apply the F test (Goodness of Fit). The F test determines whether the model is fit or if the independent variable adequately explains the dependent variable. (Ghozali, 2018). The F test in this study uses a significance level of 5%.

Tabel 8 Result Uji F

Uji F	N	Sig.	Conclusion
Equation 1	224	0,000	Influence Simultant
Equation 2	224	0,000	Influence Simultant

Source: Researcher Data Processing, 2024

The model is valid and all independent variables impact the dependent variable simultaneously, as shown by the significant value of 0.000 <0.05 in the F test table.

Hypothesis Testing and Drawing Conclusions
1. The above study indicates that the significant value of Social Media Marketing is 0.000 <0.05, when considering its impact on Brand Trust. As a result, it's safe to say that social media marketing does have an impact on consumers' trust in brands.
2. Analysis of the effect of *Brand Awarness* on *Brand Trust*: from the analysis above, the significance value of *Brand Awarness* is 0.003 <0.05. So it can be concluded that partially there is a significant effect of Brand *Awarness* on *Brand Trust*.
3. The above study indicates that the significant value of Social Media Marketing is 0.000 <0.05 when considering its impact on Purchase Intention. So, it's safe to say that we may accept H1—that is, to a certain extent, that social media marketing does have a major impact on purchase intention.

4. The above study indicates that the significance value of Brand Awarness is 0.000 <0.05, indicating that Brand Awarness has a significant impact on Purchase Intention. Since there is a substantial influence of brand awareness on purchase intention, we may accept H2.

5. Brand Trust has a significance value of 0.000 <0.05, according to the examination of its influence on purchase intention. Therefore, we may accept H3, which states that there is a large influence of brand trust on purchase intention, at least partly.

6. Analysis of the Effect of Social Media Marketing through Brand Trust on Purchase Intention: it is known that the direct impact given by Social Media Marketing on Purchase Intention is 0.328. The indirect effect of social media marketing on purchase intent via brand trust may be calculated by multiplying the beta values of the two variables: in this case, 0,276 times 0,358, is 0,099. The sum of the direct and indirect effects of social media marketing on consumers' propensity to make a purchase is therefore 0.427. The preceding computations reveal that Social Media Marketing through Brand Trust significantly affects Purchase Intention, with an indirect impact value of 0.427 and a direct impact value of 0.328. This indicates that the latter is more powerful than the former.

7. Analysis of the Effect of Brand Awarness through Brand Trust on Purchase Intention: it is known that the direct impact given by Brand Awarness on Purchase Intention is 0.241. While the indirect impact of Brand Awarness through Brand Trust on Purchase *Intention* is the multiplication of the beta value of Brand *Awarness* on *Brand* Trust with the beta value of Brand *Trust* on *Purchase Intention*, namely: 0,210 x 0,358 = 0,075. Then the total impact given by *Brand Awarness* on *Purchase Intention* is personal impact plus indirect impact, namely: 0,241 + 0,075 = 0,316. The preceding computations reveal that there is a significant relationship between Brand Awarness through Brand Trust and Purchase Intention, with a direct impact value of 0.241 and an indirect impact value of 0.316. This indicates that the latter is more powerful than the former.

DISCUSSION

The Effect Of Social Media Marketing On Purchase Intention

Based on the results of research testing, it is known that the significance value of Social Media Marketing is significant equal to 0.000 <0.05, which means that H1 is accepted , namely Social Media Marketing on Buying Intention. The positive regression coefficient value indicates that the better the Social Media Marketing activity, the more the Purchase Int ention will increase.

The existence of social media marketing allows individuals to express and publish their opinions about the products and services offered, so as to increase information for their readers (Kumaradeepan et al., 2023) dan (Zulqarnain et al., 2023). Social media marketing relies on five main components: engagement, entertainment, trends, personalisation, and WOM. One definition of social media marketing is any kind of advertising that influences consumers to respond favourably when they make a purchase in the future..

The Effect Of Brand Awareness On Purchase Intention

The conclusion that Brand Awareness has a substantial impact on Buying Intention (H2) is supported by the study testing findings, which show that the value of Brand Awareness is 0.000 <0.05. An improvement in Brand Awareness activity leads to a rise in Buying Intention, as shown by the positive regression coefficient value.

Brand awareness and brand trust are two interrelated concepts that are important in strengthening bonds with consumers. Findings from recent research confirm this by providing valuable insights into how brand awareness affects brand trust. According to Yoo and Donthu (2020), increased brand awareness increases consumers' familiarity with the brand, which in turn can strengthen feelings of trust and loyalty towards the brand.

High brand awareness can increase consumer perceptions of the quality of brand products or services, thus making a significant contribution to the formation of brand trust. Furthermore, research by (Trianasari et al., 2023) highlights that brand awareness can influence brand trust through mediating variables such as brand image and customer satisfaction, emphasising that strong brand awareness can build a positive brand image and increase customer satisfaction which in turn increases brand trust.

Thus, a deeper understanding of the relationship between brand awareness and brand trust can help brands strengthen bonds with consumers and improve their marketing performance. Branded products don't have any value in the market unless there's a segment of the population that is familiar with the brand, can identify its characteristics, and is prepared to pay a premium to own it.

This segment is where brand awareness can have a favourable impact on consumers' propensity to make a purchase. This implies that consumers' knowledge, trustworthiness, and value of marketed branded items can't be guaranteed, nor can their intention to buy.

The Effect Of Brand Trust On Purchase Intention

The acceptance of H3, namely the effect of Brand Trust on Buying Intention, is supported by the fact that the significant value of Brand Trust is 0.000 <0.05, as shown by the study testing findings. The positive regression coefficient value suggests that there is a favourable relationship between Brand Trust activities and Buying Intention.

Brand trust is proven to have a significant impact on consumer purchase intentions, as revealed in several recent research findings. Research by Aydin et al. (2014) found that brand trust increases purchase intentions through its positive influence on brand preference and brand satisfaction.

Consumers who have high trust in a brand tend to prefer and feel satisfied with the brand, thus increasing their intention to repurchase the brand's products or services. Meanwhile, the findings is show that brand trust has a direct and positive effect on purchase intention, stating that consumers who have high trust in a brand are more likely to make purchases, even in competitive situations (Edwin & Shop, 2023).

Recent research finding is emphasises that brand trust plays an important role in building long-term relationships with consumers, where consumers who have high trust in a brand will be more likely to recommend the brand to others and become loyal customers (Ardiansyah & Sarwoko, 2020). Thus, brand trust not only affects purchase intentions directly, but also forms the basis of a solid relationship between brands and consumers.

The Influence Of Brand Trust In Mediating Social Media Marketing Activites And Brand Awareness On Purchase Intention

Based on the results of research testing, it is known that the value of indirect impact is greater than the value of direct impact. Based on these findings, it's clear that social media marketing and building brand awareness via trust significantly impact the intention to buy. This supports the acceptance of H4, which states that brand trust mediates the relationship between social media marketing activity, brand awareness, and purchase intention.

All three of these factors social media marketing, brand recognition, and desire to buy influence one another via the medium of brand trust (Liu et al., 2021). Other researchers have also revealed that satisfaction has a significant effect on trust, and trust has a significant effect on behavioural intention (Bodaghi & Oliveira, 2021). As mentioned above, some previous empirical research shows that brand awareness has a positive influence on brand trust. Likewise, several previous empirical studies confirm that brand trust has a positive effect on purchase intention.

CONCLUSION

According to the study's findings and discussion, brand awareness and social media marketing have a substantial impact on consumers' perceptions of the brand, which in turn affects their propensity to make a purchase. In addition, route analysis shows that indirect effects are more valuable than direct ones, therefore it follows that social media marketing and building brand awareness via trust in the brand significantly affect purchase intention.

SUGGESTION

Entertainment, engagement, trends, personalisation, and word-of-mouth marketing (WOM) are crucial components of social media marketing that companies should keep improving. By increasing the quality and quantity of engaging and interactive content, companies can increase consumer engagement and their purchase intent

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