



# The Influence Of Social Media Marketing Effort On Purchase Decisions Mediated By Brand Trust In Shrimp Farmers

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## ABSTRACT

The aim of this research is to investigate the influence of social media marketing effort on consumer purchase decisions in the plastic geomembrane industry. Apart from that, it is also to test whether brand trust mediates the relationship between social media marketing effort and purchase decisions. Necessary data was gathered from consumers of geomembrane plastic JEMPOL via a quantitative online survey. After obtaining the desired responses, the data was analyzed by the SPSS – Statistical Package for the Social Science and JASP - Jeffreys's Amazing Statistics Program software. The results confirmed the significance of brand trust in predicting purchase decision. Above that, this study provides a good understanding of the consumer behavior of geomembrane plastic JEMPOL and a new perspective in the geomembrane plastic industry.

## INTRODUCTION

Corporate innovation is fundamental for ensuring organizational sustainability and adaptability in an increasingly competitive business environment (Puspita Sari & Fajarindra Belgiawan, 2024). As industries face growing pressure to innovate, companies are adopting consumer decision-making as a strategic framework for driving innovation (Lin et al., 2021). The consumer purchasing decision process involves recognizing needs, evaluating alternatives, and selecting products or services, influenced by perceptions of brand reputation, prior experiences, and marketing efforts. Advancements in digital communication have further enabled companies to shape consumer behavior effectively through online advertising and promotional strategies.

Brand trust plays a crucial role in influencing consumer purchasing behavior and fostering loyalty. Companies with established reputations for quality and reliability are more likely to gain consumer trust, which enhances customer retention and drives long-term relationships. Strategic online advertising reinforces trust, encouraging repeat purchases and contributing to sustainable growth (Tan et al., 2022). Social media platforms amplify these efforts by providing personalized interactions, addressing consumer feedback, and positioning brands as credible and reliable market players.

This technological advancement not only facilitates interaction, but also introduces a new era in communication through the presence of new media (Susanto et al., 2024). Customers appreciated brands that actively engaged with them on social media, responding to queries, addressing concerns, and fostering a sense of community (Krisprimandoyo et al., 2024). The rise of social media marketing has revolutionized advertising, enabling businesses to reach larger audiences and engage consumers more effectively. Platforms such as Web 2.0, social networking sites, and blogs offer opportunities for businesses to enhance brand image and consumer engagement, particularly by leveraging tools like interactivity, entertainment, and informativeness. Despite its widespread adoption, limited research has examined the direct impact of social media on actual purchasing behavior, as most studies focus on purchase intentions rather than realized outcomes.

Social conformity emerges as another critical factor in purchasing decisions, particularly within the geomembrane plastics industry. Consumer opinions, experiences, and shared information influence purchasing behaviors, and businesses can strategically leverage influential consumers to build brand trust and drive sales. However, the mediating role of brand trust in the relationship between social media marketing and purchase decisions remains underexplored. Existing research highlights its impact on brand equity, loyalty, and purchase intentions but lacks empirical evidence on realized purchases.

This study addresses these gaps by examining the influence of social media marketing features such as informativeness, interactivity, perceived relevance, and entertainment on purchase decisions within the geomembrane plastics industry in Indonesia. By integrating these dimensions, the research contributes to a deeper theoretical and empirical understanding of how social media marketing and brand trust shape consumer behavior, providing valuable insights for industrial applications.

## **LITERATURE REVIEW**

### **Purchase Decision**

Prior research defines a purchase decision as the selection of a product or service from a specific company over competitors, influenced by internal factors such as attitudes, perceptions, knowledge, personality, lifestyle, social roles, and status, as well as external factors like cultural influences, group affiliations, and socioeconomic conditions. The modern marketplace, characterized by an abundance of choices, challenges service providers to build and sustain customer relationships critical for long-term growth. Increasingly informed consumers leverage online channels and social media to gather information and evaluate brand benefits before purchasing. Consequently, service providers have adopted social media platforms as efficient tools to engage customers, disseminate marketing messages, and enhance brand perceptions. These platforms also enable customers to influence purchasing decisions through online reviews, comments, and recommendations, further shaping brand perceptions and market dynamics (Gkikas et al., 2022).

### **Brand Trust**

Brand trust is conceptualized as consumers' confidence in a seller's reliability and integrity to deliver goods or services as promised. In the digital context, consumer responses to brand interactions are shaped by both brand trust and consumer knowledge. Social media plays a pivotal role in fostering brand trust, facilitated through company-generated content, consumer comments, and social media metrics. As trust in a brand grows, companies are better equipped to deliver effective marketing messages and cultivate positive brand perceptions (Ebrahim, 2020). Moreover, online trust significantly influences consumer behavior, and increased brand trust is positively associated with purchasing decisions (Pop et al., 2022).

### Social Media Marketing Effort

Prior research has highlighted the influence of social media marketing on consumer purchasing behavior (Wang et al., 2019). This study examines four critical features perceived relevance, interactivity, entertainment, and informativeness and their direct and indirect effects on purchase decisions, mediated by brand trust. Addressing a gap in empirical research, it focuses on the geomembrane plastics industry to provide novel insights into how social media marketing shapes consumer behavior. Interactivity, defined as the ability to facilitate virtual exchanges and information sharing among stakeholders, strengthens consumer relationships and impacts behaviors such as impulse buying and brand trust (Zafar et al., 2021). However, its role in mediating trust and purchase decisions remains underexplored. Entertainment, encompassing engaging content designed to provide relaxation and enjoyment, fosters consumer trust and enhances purchasing decisions through activities like online games and contests (Sharma et al., 2021). Further exploration is needed to clarify its mediating effect on consumer decisions. Perceived relevance, referring to the alignment of personalized advertisements with consumer goals and values, enhances trust and purchase behavior when marketing content resonates with consumer preferences (Hafez, 2021). Informativeness, the ability to deliver valuable, actionable information, plays a crucial role in fostering brand trust and enabling informed consumer decisions (Hajli, 2014).

### Social Conformity

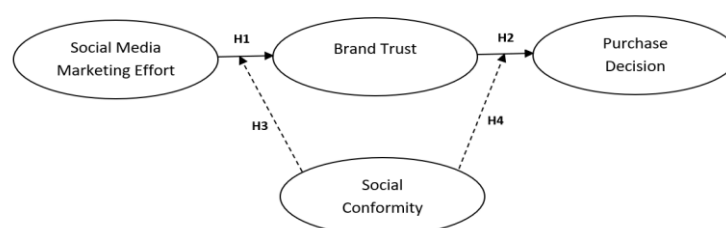
Research on social conformity has been conducted to examine how social group pressure influences consumers' brand trust and purchase decisions. Findings indicate that social conformity can enhance brand trust among consumers while potentially diminishing the rationality of their purchasing decisions (Tseng & Lee, 2013)

Social conformity affects brand trust and purchase decisions through mechanisms such as online brand communication, brand attitudes, and peer influence. Studies reveal that positive brand attitudes significantly increase purchase intentions, particularly when there is alignment between a celebrity endorser and the brand (Tseng & Lee, 2013). Moreover, brand image plays a critical role in shaping consumers' attitudes and purchase intentions, with peer conformity serving as a key factor in influencing perceptions of brands. Although these findings provide valuable insights into the relationship between social conformity, brand trust, and purchase decisions, further research is required to explore the complexity of these dynamics comprehensively.

Based on the existing literature and previous studies, the following hypotheses are proposed:

1. H1: Social Media Marketing Efforts positively influence Brand Trust.
2. H2: Brand Trust positively influences Purchase Decisions.
3. H3: Social Conformity moderates the relationship between Social Media Marketing Efforts and Brand Trust.
4. H4: Social Conformity moderates the relationship between Brand Trust and Purchase Decisions.

**Figure 1. Relationship Model Between Variables**



## METHODS

### Data Collection

This study aimed to examine the indirect effect of social media marketing efforts on consumer purchase decisions, mediated by brand trust. To achieve this objective, a survey method was employed for data collection. Questionnaires were distributed to 150 JEMPOL geomembrane plastic customers, with 108 responses completed and returned. Data collection utilized the convenience sampling technique, widely recognized as a cost-effective method for gathering data from consumers. This approach also facilitated ease of access to respondents and simplified questionnaire distribution. Previous research has similarly employed convenience sampling to collect customer data across various sectors (Guan et al., 2021). Furthermore, the data collection process adhered to ethical guidelines and principles, with informed consent obtained from all participants prior to initiating the study.

### Measurement

The survey developed for data collection utilized construct measurement items adapted from prior studies. Specifically, brand trust was assessed using seven items derived from Ebrahim (2020), while purchase decision was evaluated through twelve items adapted from Hanaysha (2022). Social media marketing features were measured using a total of nineteen items drawn from previous research by Cheung et al. (2020). The measurement of interactivity and entertainment each involved four items, perceived relevance was assessed using six items, and informativeness was measured through five items. All items employed a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to capture respondents' perceptions.

### Data Analysis Technique

The data analysis in this study employed the Statistical Package for the Social Sciences (SPSS) and the ANOVA test, conducted using Jeffreys's Amazing Statistics Program (JASP) software. SPSS was utilized due to the study's objective of validating the variable relationship model, as depicted in Figure 1. Additionally, SPSS facilitated the examination of mediating influence models, allowing for the analysis of how one variable impacts another through an intermediary variable. The questionnaire employed a closed-question format, a widely used technique in research. All measurement items were assessed using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Table 1 provides a detailed explanation of the variables, indicators, and items used in the study.

**Table 1. Variables, Indicators And Items Used In The Study**

Variabel	Indikator	Item
Social media marketing effort (Alalwan, 2018)	Interactivity	<ul style="list-style-type: none"> <li>I can use JEMPOL Plastic's social media to voice concerns.</li> <li>It offers an easy platform for feedback.</li> <li>Its content enables two-way communication between customers and the company.</li> </ul>
		<ul style="list-style-type: none"> <li>JEMPOL Plastic's social media allows me to interact through its content</li> </ul>
	Entertainment	<ul style="list-style-type: none"> <li>I find JEMPOL Plastic's social media content interesting and entertaining.</li> </ul>
		<ul style="list-style-type: none"> <li>I enjoy gathering information from it.</li> <li>Its engaging content keeps me</li> </ul>

		immersed and spending time on it.
	<i>Informativeness</i>	<ul style="list-style-type: none"> <li>JEMPOL plastic's social media is a relevant and timely source information for me</li> </ul>
		<ul style="list-style-type: none"> <li>JEMPOL Plastic's social media provides up-to-date information that meets my needs.</li> </ul>
		<ul style="list-style-type: none"> <li>JEMPOL Plastic's social media provides comprehensive product information.</li> </ul>
	<i>Perceived relevance</i>	<ul style="list-style-type: none"> <li>JEMPOL Plastic's social media content fulfills my needs.</li> </ul>
		<ul style="list-style-type: none"> <li>JEMPOL Plastic's social media enhances my knowledge and skills in shrimp farming.</li> <li>Its content is useful, inspiring, and aligns with my preferences.</li> <li>Overall, I am satisfied with the quality and reliability of the information provided.</li> </ul>
<i>Brand trust</i> (Herbst et al., 2012)		<ul style="list-style-type: none"> <li>JEMPOL brand plastics are trustworthy, reliable, and meet my quality expectations.</li> <li>I believe in their commitment and enduring quality.</li> <li>They respond promptly to consumer complaints.</li> </ul>
<i>Purchase decision</i> (O'Cass, 2000)		<ul style="list-style-type: none"> <li>I rely on JEMPOL brand plastics for shrimp farming, as they provide promised quality and safety.</li> <li>Purchasing JEMPOL brand plastics is a critical and well-considered decision for the success and continuity of shrimp farming.</li> <li>Compared to other brands, I prefer and will continue to use JEMPOL brand plastics for shrimp farming.</li> </ul>
<i>Social Conformity</i> (Tsao et al., 2015)		<ul style="list-style-type: none"> <li>I value others' opinions and recommendations when choosing JEMPOL brand plastics.</li> <li>I often consult reviews, gather information, and discuss with others to ensure it's the best choice for shrimp farming.</li> <li>I aim to convince others that JEMPOL brand plastic is the best option for their needs.</li> </ul>

## RESULTS

This study validated the measurement model and assessed its reliability. Validity was evaluated using Confirmatory Factor Analysis (CFA) to confirm that the measurement model aligns with the data collected. Reliability was tested by calculating the Cronbach's Alpha coefficient and Corrected Item-Total Correlation to assess the consistency of the measurement instrument. To ensure the absence of bias in the measurement results, the Common Method Bias (CMB) test was applied. Additionally, the F-test, coefficient of determination, and T-test were conducted to evaluate the validity and robustness of the developed model.

### Validity Test

The validity test is carried out with a significance test that compares the *r-count* value, namely the overall correlation with the value in the *r product moment* table. The statement can be declared valid if the *correlation* > and the value is positive.

**Table 2. Validity Test**

Variables	Items	Validity
		Loading Factors
Entertainment	ENT1	0.607
Informativeness	INF2	0.630
	INF3	0.714
	INF5	0.705
Perceived of Relevance	PR2	0.626
	PR4	0.670
	PR5	0.722
Brand Trust	BT1	0.739
	BT4	0.807
	BT5	0.727
Purchase Decision	PD2	0.696
	PD3	0.562
	PD5	0.557
	PD6	0.636
	PD8	0.580
	PD12	0.599
Social Conformity	SC5	0.757
	SC6	0.726
	SC7	0.618
	SC8	0.768

The value used is 0.1891. Based on the table above, all *r-count* > *r-table* values so that all statement items can be declared valid and there is no need to eliminate the questionnaire statements.

### Reliability Test

The reliability test was carried out using the *Cronbach Alpha* coefficient. Variables are considered reliable if the *Cronbach Alpha* coefficient is greater than or equal to 0.60.

**Table 3. Reliability Test**

Variables		Reliability	
		Cronbach Alpha	Corrected Item Total Correlation
<i>Entertainment</i>	ENT1	0.793	0.461
<i>Informativeness</i>	INF2		0.485
	INF3		0.568
	INF5		0.563
<i>Perceived Relevance</i>	PR2		0.479
	PR4		0.523
	PR5		0.576
<i>Brand Trust</i>	BT1	0.623	0.409
	BT4		0.497
	BT5		0.402
<i>Purchase Decision</i>	PD2	0.654	0.464
	PD3		0.352
	PD5		0.342
	PD6		0.409
	PD8		0.368
	PD12		0.370
<i>Social Conformity</i>	SC5	0.716	0.551
	SC6		0.569
	SC7		0.405
	SC8		0.502

The table above shows that all research instruments are said to be reliable and have met the requirements for use in research because the Cronbach alpha value > 0.6 and Corrected Item Total Correlation > 0.3.

### **CMB Test (Common Method Bias)**

Common Method Bias (CMB) is extensively highlighted in the literature as a crucial test for evaluating data robustness, particularly in studies relying on self-reported survey responses (Podsakoff et al., 2003). Accordingly, following the recommendations of Podsakoff et al. (2003), a CMB test was conducted in this study. To ensure respondents' trust and mitigate potential biases, participants were assured that all collected data would remain anonymized and used solely for research purposes, with no public disclosure of individual responses.

The results of the Principal Component Analysis (PCA), displayed in Figure 2, were utilized to assess the presence of CMB. PCA is a statistical technique employed to reduce data dimensionality and, in the context of CMB, serves to identify correlations among variables within the dataset.

The analysis revealed that the extraction sums of squared loadings explained approximately 24.16% of the variance, which is well below the 50% threshold. This finding indicates an absence of significant CMB issues in the collected data, as the construct measurement items were distinct, and no single factor accounted for the majority of the variance.

**Figure 2. Common Method Bias Test**

Component	Total Variance Explained			Extraction Sums of Squared Loadings		
	Total	Initial Eigenvalues % of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.832	24.160	24.160	4.832	24.160	24.160
2	2.366	11.830	35.990			
3	1.473	7.366	43.356			
4	1.164	5.822	49.177			
5	1.075	5.375	54.552			
6	.985	4.927	59.479			
7	.943	4.713	64.193			
8	.866	4.330	68.522			
9	.807	4.036	72.559			
10	.727	3.634	76.192			
11	.698	3.491	79.683			
12	.643	3.213	82.896			
13	.557	2.785	85.681			
14	.533	2.666	88.347			
15	.475	2.376	90.724			
16	.458	2.289	93.013			
17	.426	2.129	95.142			
18	.410	2.050	97.192			
19	.305	1.526	98.718			
20	.256	1.282	100.000			

Extraction Method: Principal Component Analysis.

### Hypothesis Testing

Hypothesis testing is conducted to evaluate whether a partial (individual) effect exists between independent variables and the dependent variable. If the significance value (p-value) is less than 0.05, it indicates that the independent variable (X) has a statistically significant partial influence on the dependent variable (Y).

**Table 4. T Test**

Research Variable	coeff	T statistics	P-value
H1 : Social Media Marketing Effort has a positive effect on Brand Trust.	0,7173	0,9531	0,3428
H2 : Brand Trust has a positive effect on Purchase Decision.	2,4040	4,9360	0,0000
H3 : Social Conformity moderates the effect of Social media marketing effort on Brand Trust.	-0,1361	-0,7301	0,4670
H4 : Social Conformity moderates the effect of Brand Trust on Purchase Decision.	-0,5028	-4,3052	0,0000

Table 4 presents the following conclusions that Hypothesis 1, the p-value is 0.3428, which exceeds the significance threshold of 0.05. This indicates insufficient evidence to confirm that the social media marketing effort (SMME) variable significantly influences the brand trust (BT) variable. However, the coefficient value of SMME is 0.7173, a positive value, suggesting a positive relationship. Thus, it can be concluded that social media marketing effort does not significantly impact brand trust. For Hypothesis 2, the p-value is 0.0000, which is below 0.05, demonstrating that brand trust has a significant effect on purchase decisions (PD). The coefficient value of 2.4040 indicates that purchase decisions can increase by 2.4040 units, reflecting a positive influence. Therefore, brand trust positively impacts purchase decisions. For Hypothesis 3, the p-value is 0.4670, which is greater than the 0.05 significance level, indicating that social conformity (SC) does not moderate the relationship between social media marketing effort and brand trust. The coefficient value of Int\_1 is -0.1361, suggesting that social conformity weakens the influence of SMME on BT. And Hypothesis 4, the p-value is 0.0000, indicating a significant interaction between brand trust and social conformity. However, the coefficient value of Int\_1 is -0.5028, which is negative. This negative coefficient signifies that the combined increase in BT and SC



values reduces the positive effect of BT on PD. Therefore, social conformity moderates the relationship between brand trust and purchase decisions but exerts a negative moderating effect.

**Table 5. Model Summary**

Model Summary	Model	R	R <sup>2</sup>	MSE	F	P	Outcome
	Model 1	0,1639	0,0269	0,1144	0,9575	0,4158	BT
	Model 2	0,6918	0,4786	0,359	23,6387	0,0000	PD
Coefficient	Model	Coef	t	p	LLCI	ULCI	Outcome
	Constant	1,7774	0,6038	0,5473	-4,0602	7,6150	BT
	SMME	0,7173	0,9531	0,3428	-0,7752	2,2099	BT
	SC	0,4442	0,6007	0,5493	-1,0221	1,9105	BT
	Int_1	-0,1361	-0,7301	0,4670	-0,5058	0,2336	BT
	Constant	-7,3449	-3,6320	0,0004	-11,3556	-3,3342	PD
	SMME	0,2245	3,3873	0,0010	0,0931	0,3559	PD
	BT	2,4040	4,9360	0,0000	1,4381	3,3699	PD
	SC	2,2238	4,5986	0,0000	1,2647	3,1829	PD
	Int_1	-0,5028	-4,3052	0,0000	-0,7344	-0,2712	PD

Table 5 presents findings on model variation and fit in the analysis. In Model 1, the explained variance is 2.69%, with an F-value of 0.9575, indicating poor model suitability for explaining the relationship between social media marketing effort (SMME), social conformity (SC), and their interaction on brand trust (BT). The p-value for SMME (0.3428) exceeds the 0.05 significance threshold, signifying no significant effect of SMME on BT. Additionally, the confidence interval for the interaction term (LLCI = -0.5058, ULCI = 0.2336) includes zero, confirming no significant moderating effect of SC on the SMME-BT relationship.

Conversely, Model 2 explains 47.86% of the variance, with an F-value of 23.6387, confirming its suitability. The p-value for BT is 0.0000, demonstrating a significant influence on purchase decisions (PD). The confidence interval for the interaction term (LLCI = -0.7344, ULCI = -0.2712) confirms a significant moderating effect of SC on the BT-PD relationship.

Hayes regression analysis further reveals that SC conditions the effect of BT on PD. At SC=4.0000, the influence of BT on PD is highly significant ( $p < 0.05$ ) and positive. As SC increases to 4.2500, the effect remains significant but diminishes, and at SC=4.7500, the influence becomes nonsignificant. These results indicate that SC moderates the BT-PD relationship, acting as an inhibiting factor at higher levels of SC, where the impact of BT on PD weakens and becomes insignificant.

**Figure 3. Conditional Effects And Direct And Indirect Effects**

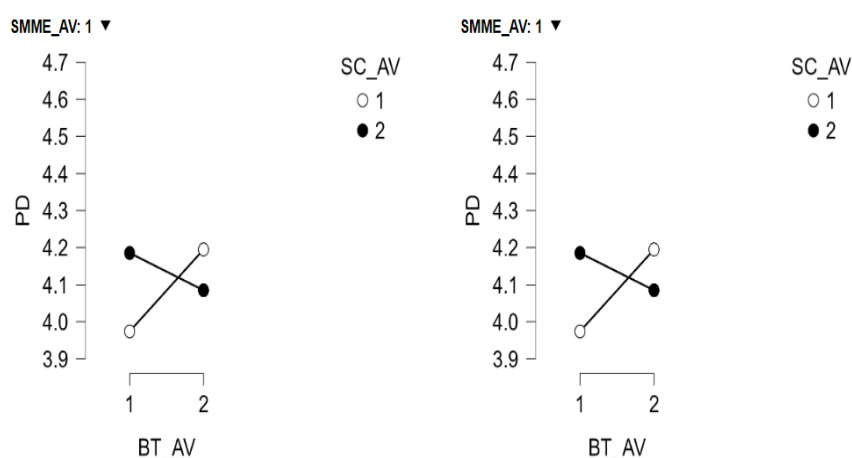
Focal predict: BT		(M)				
Mod var: SC		(W)				
Conditional effects of the focal predictor at values of the moderator(s):						
SC	Effect	se	t	p	LLCI	ULCI
4,0000	,3929	,0573	6,8540	,0000	,2792	,5066
4,2500	,2673	,0562	4,7563	,0000	,1558	,3787
4,7500	,0159	,0895	,1773	,8596	-,1617	,1934
***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****						
Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	
,2245	,0663	3,3873	,0010	,0931	,3559	
Conditional indirect effects of X on Y:						
INDIRECT EFFECT:						
SMME	->	BT	->	PD		
SC	Effect	BootSE	BootLLCI	BootULCI		
4,0000	,0679	,0773	-,0975	,2120		
4,2500	,0371	,0510	-,0522	,1505		
4,7500	,0011	,0326	-,0344	,0981		

The analysis of the direct effect of social media marketing effort (SMME) on purchase decision (PD), as shown in Figure 3, reveals a significant and positive relationship. The p-value of 0.0010, along with the lower limit confidence interval (LLCI) of 0.0931 and upper limit confidence interval (ULCI) of 0.3559, excludes zero, indicating that an increase in SMME directly enhances PD, independent of the mediating role of brand trust (BT) or the moderating role of social conformity (SC). In contrast, the conditional indirect effect of SMME on PD, mediated by BT and moderated by SC, is analyzed under varying SC levels. When SC equals 4.0000, the effect value is 0.0679, but the confidence interval, with bootLLCI of -0.0975 and bootULCI of 0.3559, includes zero, making the effect insignificant. Similarly, at SC=4.2500, the effect value decreases to 0.0371, with the bootLLCI of -0.0522 and bootULCI of 0.1505 still encompassing zero, indicating no significant indirect effect. At SC=4.7500, the effect value further declines to 0.0011, with a bootLLCI of -0.0344 and bootULCI of 0.0981, continuing to demonstrate an insignificant and weakened indirect effect. In conclusion, the mediating effect of SMME through BT on PD is not significant at any level of SC, confirming the absence of a meaningful mediation effect across all tested conditions.

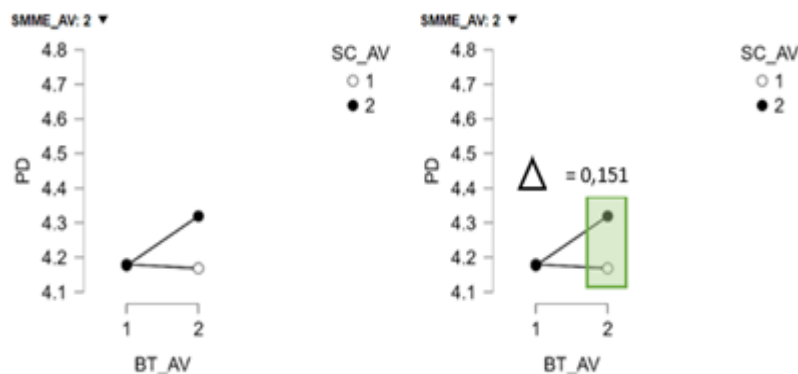
### Anova Test

The ANOVA test is employed to determine whether significant differences exist between two or more groups of data. This analysis enables researchers to assess whether the variable under investigation has a statistically significant effect on other variables. Additionally, the ANOVA test is instrumental in evaluating potential interactions between the variables studied.

**Figure 4. Anova test results when SMME is low**



As illustrated in Figure 4, when the value of social media marketing effort (SMME) is low, a high purchase decision (PD) value can still be observed under specific conditions. For instance, when social conformity (SC) is low but brand trust (BT) is high, JEMPOL geomembrane plastic consumers with a strong trust in the product are likely to exhibit a high PD value, regardless of the low SC. This indicates that high BT significantly enhances PD, even with limited SC influence. Conversely, when SC is high and BT is low, PD remains high. In this scenario, consumers, particularly new ones, rely on social conformity rather than trust to make purchasing decisions. High SC effectively drives PD despite low BT and SMME. These findings suggest that SC plays a critical role in influencing PD when BT and SMME levels are minimal.

**Figure 5. Anova Test Results When SMME Is High**

As depicted in Figure 5, when the value of social media marketing effort (SMME) is high, a high purchase decision (PD) value is observed under specific conditions. Notably, when both social conformity (SC) and brand trust (BT) are high, the combination of these factors with elevated SMME significantly amplifies the influence on PD. This indicates that JEMPOL geomembrane plastic consumers exhibit stronger purchase decisions when these variables interact positively. However, when SC is low despite high BT, the PD value tends to decline. In the context of geomembrane plastics, there are instances where SC exerts minimal influence on PD, particularly when BT surpasses a mere belief stage and reaches a level of absolute confidence. In such cases, high SC remains a dominant driver for PD, provided that BT is also high.

## DISCUSSION

This study primarily aimed to examine the indirect effect of social media marketing efforts (SMME) on purchase decisions and to determine whether brand trust mediates this relationship within the context of JEMPOL geomembrane plastics. The findings revealed that brand trust serves as a significant predictor of purchase decisions and positively influences them. Additionally, the study highlights that brand trust plays a crucial role in establishing and sustaining strong, long-term relationships between customers and service providers.

The results also indicate that SMME does not significantly impact brand trust in the context of JEMPOL geomembrane plastic consumers, who appear to prioritize other factors. According to prior research, brand trust is not solely derived from marketing efforts such as advertisements or promotions but is also heavily influenced by consumers' direct experiences with products or services. These experiences encompass aspects such as product or service quality, reliability, and long-term perception. Trust is cultivated when a brand consistently fulfills or surpasses its promises, providing dependable and satisfying interactions over time. Through cumulative positive experiences, consumers develop a deeper trust in brands that consistently deliver on their commitments.

**Figure 6. Hayes Analysis Results With Purchase Decision Results**

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OUTCOME VARIABLE:
PD

Model Summary
R          R-sq      MSE      F      df1      df2      P
,6918      ,4786      ,0359      23,6387      4,0000      103,0000      ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      -7,3449      2,0223      -3,6320      ,0004      -11,3556      -3,3342
SMME          ,2245      ,0663      3,3873      ,0010      ,0931      ,3559
BT           2,4040      ,4870      4,9360      ,0000      1,4381      3,3699
SC           2,2238      ,4836      4,5986      ,0000      1,2647      3,1829
Int_1        -1,5028      ,1168      -4,3052      ,0000      -1,7344      -,2712

Product terms key:
Int_1      :      BT      x      SC

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      P
M*W          ,0938      18,5348      1,0000      103,0000      ,0000
  
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The study highlights the significant positive impact of social media marketing efforts (SMME) on purchase decisions, emphasizing the strategic importance of leveraging social media to influence consumer behavior and gain a competitive advantage. For PT XYZ, focusing on tailored, high-quality, and interactive content for JEMPOL geomembrane plastic, particularly within the shrimp farming sector, is recommended to strengthen consumer trust and loyalty. Building brand trust is identified as a critical factor, with product quality, accountability, and consistent innovation playing pivotal roles in meeting consumer expectations and sustaining competitiveness.

The research also underscores the role of social conformity within professional aquaculture communities, such as the Shrimp Club Indonesia (SCI), in shaping purchase decisions. PT XYZ is advised to engage these communities through targeted initiatives, such as seminars and training sessions, to capitalize on this dynamic.

Furthermore, the findings emphasize brand trust as a fundamental long-term strategic objective for PT XYZ. While social conformity significantly influences purchase decisions among consumers with low trust, those with high trust in JEMPOL geomembrane plastic are less reliant on it, highlighting the necessity of trust-building efforts for achieving sustainable market success.

## LIMITATION

This study is subject to certain limitations, such as the absence of an analysis on the direct effects of individual social media marketing effort (SMME) features on brand trust (BT) and purchase decisions (PD). Furthermore, the data collection was limited to consumers of JEMPOL geomembrane plastic, restricting the generalizability of the findings. Future research is encouraged to replicate this model in diverse contexts to provide broader and more comprehensive insights.

## CONCLUSION

This study examined the impact of social media marketing efforts (SMME) on purchase decisions for JEMPOL geomembrane plastics, with a focus on the mediating role of brand trust. The findings highlight the critical role of social media as a strategic platform for achieving marketing objectives, fostering brand trust, and influencing consumer purchasing behavior. Given the growing adoption of geomembrane plastics, leveraging social media to engage target markets and shape consumer perceptions is both relevant and effective. The study emphasizes the importance of regularly sharing interactive content and brand information on consumer-preferred platforms to strengthen brand trust. Policymakers are encouraged to maintain a strong social media presence and adapt to evolving consumer needs to develop products that meet market demands. Social media's cost-effectiveness, wide reach, and large user base make it an indispensable tool for sustainable business growth.

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