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The Effect of Social Media Marketing on Purchase Intention through Brand Image and Brand Trust

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Abstract

The rapid growth of Indonesia's coffee shop industry has intensified competition and increased the importance of social media in influencing consumer purchasing behavior. This study examines the effect of Social Media Marketing Activities (SMMA) on Purchase Intention, mediated by brand trust and brand image among consumers. Motivated by Tomoro Coffee's rapid expansion despite low consumer preference, this quantitative study applies the Stimulus–Organism–Response Theory to examine the gap between positive social media perceptions, trust, and purchase intention. Data were collected from 403 purposively selected respondents through online questionnaires and analyzed using PLS-SEM with SmartPLS. The results show that SMMA has significant positive effects on brand trust, brand image, and purchase intention. Brand image also has a significant positive effect on purchase intention, whereas brand trust does not significantly influence purchase intention. Furthermore, brand image partially mediates the relationship between SMMA and purchase intention, while brand trust does not exhibit a significant mediating effect. Should prioritize visually engaging content, direct call-to-action messages, and social commerce features to strengthen brand image and drive consumer conversion. These findings provide practical guidance for developing more effective social media marketing strategies to enhance consumer purchase intention.

Keywords

Brand Image, Brand Trust, Purchase Intention, Social Media Marketing Activities.

1. Introduction

The rapid growth of the coffee shop industry has intensified competition in Indonesia, where increasing coffee consumption is accompanied by changing consumer purchasing behavior (Wicaksana et al., 2022). According to the United States Department of Agriculture (2024), Indonesia's domestic coffee consumption continues to increase, creating significant market opportunities while encouraging coffee shop brands to compete beyond product quality and pricing. In this environment, companies increasingly rely on Social Media Marketing Activities (SMMA) to shape consumer perceptions and stimulate purchase intention, as platforms such as Instagram and TikTok have become primary channels through which consumers obtain product information, compare brands, and share consumption experiences before deciding to buy.

However, SMMA does not straightforwardly translate into purchase intention. The Stimulus–Organism–Response (S–O–R) framework explains that external stimuli, such as marketing content, first pass through an internal evaluative process, represented here by brand image and brand trust, before producing a behavioral response. Within this process, SMMA shapes brand image by building favorable, credible, and recognizable brand associations in consumers' minds; a stronger brand image, in turn, increases brand trust because consumers infer product reliability and quality from a brand's perceived reputation (Yulianto & Fahrudi, 2025). Brand trust then functions as the more proximal determinant of purchase intention, since consumers are only willing to commit to a purchase once they feel secure that the brand will deliver on its promises. Recent studies in the food and beverage sector support this sequential mechanism: Salhab et al. (2023) found that brand trust and brand image jointly explained a substantial share of variance in purchase intention, while Armawan et al. (2023), examining a coffee shop context, showed that SMMA influenced purchase intention both directly and indirectly through brand image and brand trust. Similarly, Sanny et al. (2020) and Savitri et al. (2022) confirmed that social media marketing strengthens brand image and brand trust, which subsequently drive purchase decisions. These findings indicate that brand image and brand trust are not merely parallel outcomes of SMMA but sequential, mutually reinforcing mechanisms that ultimately determine whether marketing exposure converts into actual purchase intention.

Tomoro Coffee illustrates a phenomenon gap that challenges this expected mechanism. Since its establishment in 2022, the company has expanded to more than 600 outlets while actively employing SMMA through Instagram, TikTok, promotions, and intellectual-property collaborations targeting younger consumers. Despite this aggressive digital presence, GoodStats (2024) reported that Tomoro Coffee received only 7% of consumer preference, and the brand was absent from the 2025 Top Brand Index for the coffee shop category. A preliminary survey among Tomoro Coffee consumers reinforced this pattern: respondents rated SMMA positively, yet brand trust and purchase intention remained only moderate. This discrepancy suggests that active social media communication alone does not guarantee favorable brand evaluation or purchase behavior, pointing to a breakdown somewhere along the SMMA–brand image–brand trust–purchase intention pathway that warrants empirical investigation.

Prior research addressing this pathway, notably Moslehpour et al. (2020), modeled these relationships within GO-JEK, a digital service platform where evaluations depend on service reliability and transaction security rather than product experience. Since quick-service coffee chains are evaluated on different grounds, such as taste consistency, promotional appeal, and lifestyle association, the applicability of this model to the food and beverage sector remains empirically unconfirmed. No prior study has examined it within an Indonesian quick-service

coffee brand undergoing the specific mismatch between digital growth and weak brand preference seen at Tomoro Coffee. This constitutes the research gap and novelty of the present study.

Accordingly, this study addresses the problem of how SMMA influences purchase intention through brand image and brand trust at Tomoro Coffee. It aims to examine the effect of SMMA on brand image and brand trust, the subsequent effect of brand image and brand trust on purchase intention, and the extent to which brand image and brand trust mediate the relationship between SMMA and purchase intention. This study contributes to the digital marketing literature by testing whether the psychological mechanisms identified in digital service settings remain applicable in the food and beverage sector, while offering practical insights for coffee shop businesses seeking to strengthen brand image, build consumer trust, and increase purchase intention through more effective social media strategies.

2. Literature Review and Hypothesis Development

2.1. The Effect of Social Media Marketing Activities

Social Media Marketing Activities (SMMA) have become an essential communication tool for establishing and maintaining relationships between companies and consumers (Wibowo et al., 2020). Through entertaining content, interactive communication, trend-related information, personalized content, and electronic word-of-mouth, social media enables companies to strengthen consumer confidence and enhance brand credibility (Chaffey et al., 2009). Accordingly, Moslehpour et al. (2021) conceptualized SMMA through five dimensions: entertainment, interaction, trendiness, customization, and word-of-mouth, which collectively represent consumers' evaluations of a brand's social media performance.

The effectiveness of these activities extends beyond communication by fostering trust and shaping favorable brand perceptions. Trust develops when consumers perceive that a company consistently provides reliable information and fulfills its promises (Morgan & Hunt, 1994). In social media environments, transparent communication and continuous interaction reduce uncertainty, thereby strengthening consumers' confidence in the brand. Supporting this view, Moslehpour et al. (2020) found that SMMA positively influences brand trust among GO-JEK users in Indonesia. Similar evidence was reported by Ramadhani and Ariyanti (2024) and Abdullah et al. (2025), who demonstrated that social media marketing significantly enhances brand trust among Fore Coffee consumers.

In addition to building trust, SMMA plays an important role in developing brand image, which reflects consumers' perceptions and associations that differentiate a brand from its competitors (Kotler et al., 2022). In the digital era, these perceptions are increasingly formed through online interactions rather than direct consumption experiences. Attractive visual content, creative campaigns, and engaging communication help consumers establish favorable brand impressions before making a purchase. Consistent with this perspective, Prasetyo et al. (2022) found that Instagram-based SMMA positively influences brand equity and customer responses through interactive content and consumer engagement. Given Tomoro Coffee's intensive use of Instagram, TikTok, promotional campaigns, and intellectual property collaborations, effective SMMA is expected to strengthen both brand trust and brand image among consumers.

H1: Social media marketing activities have a positive influence on brand trust.

H2: Social media marketing activities have a positive influence on brand image.

2.2. The Effect of Brand Trust and Brand Image on Purchase Intention

Purchase intention refers to consumers' willingness to purchase a product after evaluating available information and forming attitudes toward a brand. Among the factors influencing this intention, brand trust is regarded as one of the strongest predictors because it reduces consumers' perceived risk and uncertainty during the purchasing process (Morgan & Hunt, 1994). When consumers believe that a brand consistently fulfills its promises and delivers reliable products and services, they become more confident in making purchase decisions. This relationship is supported by Hawa and Suroso (2025), who found that brand trust has a positive and significant effect on purchase decisions. Similarly, Salhab et al. (2023) demonstrated that consumers with higher trust in a brand are more likely to purchase its products, while Abdullah et al. (2025) confirmed that brand trust significantly increases purchase intention among Fore Coffee consumers. Therefore, consumers who trust Tomoro Coffee are expected to exhibit stronger purchase intention.

Besides trust, brand image also plays a fundamental role in shaping consumers' purchasing decisions because it reflects perceptions of a brand's quality, uniqueness, and credibility (Kotler et al., 2022). A favorable brand image helps consumers distinguish a brand from its competitors and strengthens their confidence during decision-making. A favorable brand image enhances consumers' perceptions, reduces perceived risk, and increases their intention to purchase a product. Empirical evidence by Blegur and Cokki (2023) demonstrates that brand image has a positive and significant effect on purchase intention.

H3: Brand trust has a positive influence on purchase intention.

H4: Brand image has a positive influence on purchase intention.

2.3. The Effect of Social Media Marketing Activities on Purchase Intention

Social media marketing activities directly expose consumers to product information, promotional campaigns, and peer-generated content, thereby encouraging purchase intention. Through engaging and informative content, consumers become more familiar with a brand, develop positive evaluations, and are more likely to consider purchasing its products. Empirical evidence consistently supports this relationship. Moslehpour et al. (2020) found that social media marketing activities significantly increase purchase intention among GO-JEK users, while Armawan et al. (2023) reported similar findings in the coffee shop industry. In the Indonesian beverage sector, Febriansyah et al. (2024) further confirmed that Instagram-based social media marketing activities positively influence purchase intention among ready-to-drink tea consumers, demonstrating the effectiveness of social media marketing in food and beverage markets. Likewise, Pahlawan and Cahyono (2025) found that effective social media marketing has a positive and significant effect on purchase intention.

Nevertheless, social media marketing activities remain an important determinant of consumers' purchase intention. Based on the Stimulus–Organism–Response framework, Sohaib et al. (2022) argued that social media marketing stimulates consumers' psychological responses that encourage purchasing behavior. Similarly, Ibrahim et al. (2021) reported that social media marketing activities positively influence consumers' evaluations and behavioral intentions by strengthening brand trust. Prasetyo and Purnamawati (2023) also found that social media marketing, particularly through Electronic Word-of-Mouth (eWOM) and brand ambassadors, significantly enhances purchase intention by increasing information credibility and consumer engagement on digital platforms. Supporting these findings, Winarno and Indrawati (2022) demonstrated that social media marketing and electronic word-of-mouth positively influence purchase intention. Although Mauliza and Fadhillah (2025) reported that the direct effect of social media marketing activities on purchase

intention was insignificant in their study, their findings suggest that the effectiveness of social media marketing depends on its ability to create favorable consumer perceptions.

H5: Social media marketing activities have a positive influence on purchase intention.

2.4. The Mediating Effect of Brand Trust and Brand Image

Within the Stimulus–Organism–Response (S–O–R) framework, brand trust represents an internal psychological evaluation through which marketing stimuli influence behavioral responses. Exposure to social media marketing activities can strengthen consumers' confidence in a brand, thereby reducing uncertainty and increasing their willingness to purchase. Empirical evidence supports this mechanism. Salhab et al. (2023) found that brand trust significantly mediates the relationship between social media marketing activities and purchase intention. Similarly, Abdullah et al. (2025) reported that consumers who develop greater trust in a coffee shop brand after being exposed to social media marketing are more likely to exhibit stronger purchase intention. These findings suggest that brand trust serves as an important psychological mechanism linking social media marketing activities to purchase intention.

Similarly, brand image functions as another key psychological mechanism through which social media marketing activities influence consumer behavior. Effective social media communication helps consumers develop favorable perceptions of a brand, which subsequently increases their willingness to purchase. Ali and Naushad (2023) demonstrated that brand image fully mediates the relationship between social media marketing and purchase intention. Likewise, Zhang et al. (2019) and Jasin (2022) confirmed that brand image explains how digital marketing activities are translated into consumers' purchase intention. Given Tomoro Coffee's active digital communication and brand-building initiatives, brand image is expected to mediate the relationship between social media marketing activities and purchase intention.

H6: Brand trust mediates the relationship between social media marketing activities and purchase intention.

H7: Brand image mediates the relationship between social media marketing activities and purchase intention.

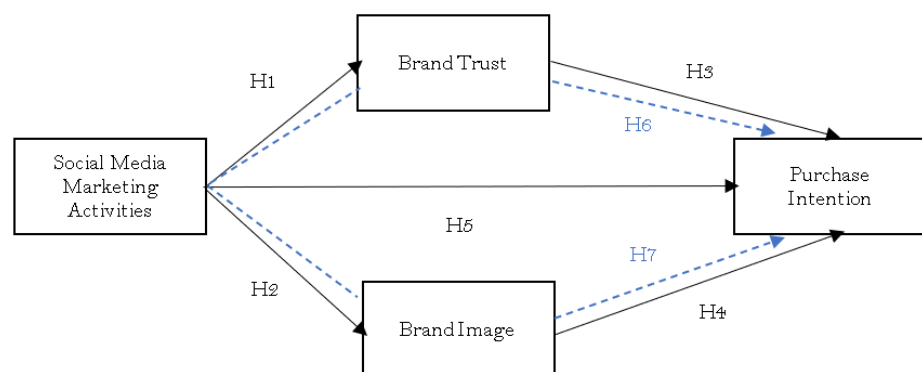


Figure 1. Research Framework

Figure 1 illustrates the proposed research framework examining the relationships among social media marketing activities, brand trust, brand image, and purchase intention. The model proposes that social media marketing activities directly

influence brand trust, brand image, and purchase intention. In addition, brand trust and brand image are expected to directly affect purchase intention while simultaneously serving as mediating variables in the relationship between social media marketing activities and purchase intention.

3. Methods

This study employed a quantitative approach with an explanatory research design to examine the relationships among Social Media Marketing Activities (SMMA), brand trust, brand image, and purchase intention. A cross-sectional survey was conducted to collect data from consumers and potential consumers of Tomoro Coffee in Indonesia. The study adopted the Stimulus–Organism–Response (S-O-R) framework, positioning SMMA as the stimulus, brand trust and brand image as mediating variables (organism), and purchase intention as the behavioral response. This design is appropriate for testing the proposed causal relationships among latent constructs (Indrawati, 2015; Sugiyono, 2019).

The target population consisted of Indonesian consumers who were familiar with Tomoro Coffee, had been exposed to its social media content, and had either purchased or intended to purchase its products. Since the population size could not be determined precisely, the minimum sample size was calculated using the Lemeshow formula, resulting in a minimum requirement of 385 respondents. To reduce the possibility of unusable responses, the study targeted at least 403 respondents. Purposive sampling was employed using the following criteria: respondents were at least 17 years old, had social media accounts, were aware of Tomoro Coffee, had interacted with the brand's social media content, and had purchased or intended to purchase Tomoro Coffee products. Primary data were collected through a structured online questionnaire distributed via Google Forms across various social media platforms, including Instagram, TikTok, and WhatsApp. The questionnaire consisted of three sections: screening questions, respondent demographics, and measurement items. All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The measurement instrument was adapted from the validated scale developed by Moslehpour et al. (2021). Social media marketing activities were operationalized using five dimensions: entertainment, interaction, trendiness, customization, and electronic word-of-mouth. Brand trust, brand image, and purchase intention were measured as reflective constructs using items adapted to the Tomoro Coffee context while maintaining the original conceptual meaning. Before the main survey, the questionnaire was pilot-tested with 30 respondents to evaluate item clarity, validity, and reliability.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected because it is suitable for simultaneously evaluating measurement and structural models involving multiple latent constructs and mediation effects (Hair et al., 2017). The measurement model was assessed through factor loadings, Average Variance Extracted (AVE), Cronbach's alpha, Composite Reliability (CR), and discriminant validity using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT). The structural model was evaluated using the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), variance inflation factor (VIF), and bootstrapping with 5,000 resamples to test both direct and indirect hypotheses. A hypothesis was considered statistically significant when the p-value was below 0.05, and the t-value exceeded 1.96.

4. Results

A total of 403 valid responses were collected and analyzed in this study. The respondents fulfilled the predetermined screening criteria, including being at least 17 years old, having been exposed to Tomoro Coffee's social media marketing activities, and possessing experience purchasing or intending to purchase Tomoro Coffee products.

Table 1. Convergent Validity & Reliability Test

Variable	Indicator	Loading	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
Social Media Marketing	X1.1	0.770	0.849	0.877	0.328	Reliable, but not valid
	X1.2	0.533				
	X1.3	0.717				
	X1.4	0.537				
	X1.5	0.528				
	X1.6	0.261				
	X1.7	0.766				
	X1.8	0.616				
	X1.9	0.564				
	X1.10	0.396				
	X1.11	0.299				
	X1.12	0.761				
	X1.13	0.457				
	X1.14	0.419				
	X1.15	0.383				
	X1.16	0.761				
Purchase Intention	Y1.1	0.861	0.386	0.677	0.374	Not reliable and not valid
	Y1.2	0.541				
	Y1.3	0.625				
	Y1.4	0.266				
Brand Image	M1.1	0.780	0.465	0.701	0.342	Partially reliable, not valid
	M1.2	0.538				
	M1.3	0.615				
	M1.4	0.230				
	M1.5	0.616				
Brand Trust	M2.1	0.840	0.431	0.684	0.373	Not reliable and not valid
	M2.2	0.510				
	M2.3	0.643				
	M2.4	0.335				

As presented in Table 1, the measurement indicators exhibited loading values ranging from 0.230 to 0.861. The highest loading was observed for indicator Y1.1 (0.861), whereas the lowest loading belonged to indicator M1.4 (0.230). Although several indicators exceeded the recommended loading threshold of 0.70, many indicators remained below the acceptable level, indicating that not all measurement items adequately represented their respective latent constructs. This finding is also reflected in the AVE values, which ranged from 0.328 to 0.374 and remained below the recommended threshold of 0.50. Furthermore, while the social media marketing construct achieved acceptable reliability based on Cronbach's Alpha (0.849) and Composite Reliability (0.877), the remaining constructs demonstrated insufficient reliability and convergent validity, suggesting that further refinement of the measurement model is necessary.

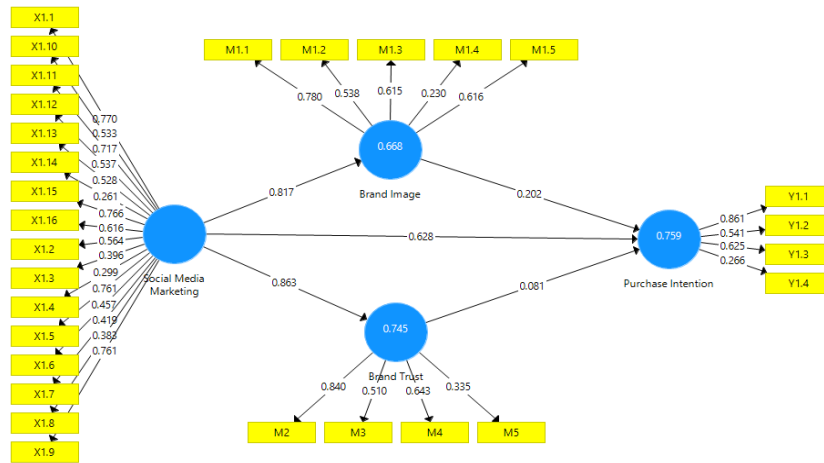


Figure 2. Importance-Performance Map Analysis SEM-PLS

Table 2 and Figure 2 present the results of the measurement model evaluation. Several indicators achieved outer loading values above the recommended threshold of 0.70, including X1.1 (0.770), X1.3 (0.717), X1.7 (0.766), X1.12 (0.761), X1.16 (0.761), Y1.1 (0.861), M1.1 (0.780), and M2.1 (0.840). However, several indicators exhibited relatively low outer loadings, particularly X1.6 (0.261), X1.10 (0.396), X1.11 (0.299), X1.15 (0.383), M1.4 (0.230), and M2.4 (0.335), while several others fell within the moderate range of 0.40–0.70. According to Hair et al. (2017), indicators with loadings below 0.40 are generally recommended for removal, whereas indicators with loadings between 0.40 and 0.70 should be evaluated based on their contribution to construct reliability and convergent validity.

The reliability assessment showed that social media marketing demonstrated the highest internal consistency ($\alpha = 0.849$; Composite Reliability = 0.877). In contrast, purchase intention ($\alpha = 0.386$; CR = 0.677) and brand trust ($\alpha = 0.431$; CR = 0.684) did not meet the recommended reliability thresholds, while brand image showed acceptable composite reliability (CR = 0.701) but low Cronbach's Alpha ($\alpha = 0.465$). Furthermore, all constructs produced AVE values ranging from 0.328 to 0.374, which are below the recommended threshold of 0.50, indicating that convergent validity had not yet been established. These findings suggest that refinement of the measurement model, including evaluation of low-loading indicators, is necessary before proceeding with structural model assessment.

Table 2. Discriminant Validity Test

Variable	Brand Image	Brand Trust	Purchase Intention	Social Media Marketing
Brand Image	0.585			
Brand Trust	0.715	0.611		
Purchase Intention	0.773	0.767	0.612	
Social Media Marketing	0.817	0.863	0.862	0.573

Table 2 presents the Fornell–Larcker criterion for assessing discriminant validity. The results indicate that the square root of the AVE for several constructs is lower than their correlations with other constructs. For example, the square root of AVE for brand image (0.585) is lower than its correlation with social media marketing (0.817), while brand trust (0.611) is lower than its correlations with purchase intention (0.767) and social media marketing (0.863). Similarly, purchase intention (0.612) and social media marketing (0.573) also exhibit square root AVE values that are lower than several inter-construct correlations. These findings

indicate that the Fornell–Larcker criterion has not been satisfied. Therefore, the discriminant validity of the measurement model has not yet been established, suggesting that the constructs may not be sufficiently distinct from one another. Further refinement of the measurement model is required before proceeding with structural model analysis.

Table 3. Coefficient of Determination (R^2)

Variable	R Square	R Square Adjusted
Brand Image	0.668	0.667
Brand Trust	0.745	0.744
Purchase Intention	0.759	0.757

As presented in Table 3, brand image, brand trust, and purchase intention achieved R^2 values of 0.668, 0.745, and 0.759, respectively. These results indicate that the exogenous constructs explained 66.8% of the variance in brand image, 74.5% of the variance in brand trust, and 75.9% of the variance in purchase intention. According to Hair et al. (2017), these values indicate moderate to substantial explanatory power, suggesting that the proposed model has strong predictive capability.

Table 4. Effect Size (f^2) and Predictive Relevance (Q^2) Test

Variable	Brand Image	Brand Trust	Purchase Intention	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Image			0.056	2015.000	1580.351	0.216
Brand Trust			0.007	1612.000	1180.414	0.268
Purchase Intention				1612.000	1171.650	0.273
Social Media Marketing	2.008	2.920	0.284	6448.000	6448.000	

Table 4 presents the effect size (f^2) and predictive relevance (Q^2) of the structural model. Social media marketing exhibited a very large effect on brand trust ($f^2 = 2.920$) and brand image ($f^2 = 2.008$), indicating that it is the strongest predictor of both constructs. It also had a medium effect on purchase intention ($f^2 = 0.284$). In contrast, brand image showed a small effect on purchase intention ($f^2 = 0.056$), while brand trust had a negligible effect ($f^2 = 0.007$). The model also demonstrated adequate predictive relevance, with Q^2 values of 0.216 for brand image, 0.268 for brand trust, and 0.273 for purchase intention. As all Q^2 values exceeded zero, the structural model possesses satisfactory predictive capability for the endogenous constructs (Hair et al., 2017).

Table 5 presents the collinearity assessment using the VIF. The VIF values ranged from 1.065 to 2.910, which are well below the recommended threshold of 5.00 (Hair et al., 2017). These findings indicate that multicollinearity is not a concern among the measurement indicators. Therefore, the measurement model satisfies the collinearity assumption and is appropriate for structural model evaluation.

Table 5. VIF Test Result

Variable	Indicator	VIF
Social Media Marketing	X1.1	2.651
	X1.2	1.742
	X1.3	1.589
	X1.4	1.286
	X1.5	2.165
	X1.6	1.515
	X1.7	1.586
	X1.8	1.376
	X1.9	2.910
	X1.10	1.600
	X1.11	2.075
	X1.12	1.603
	X1.13	1.708
	X1.14	1.346
	X1.15	2.585
	X1.16	1.692
Purchase Intention	Y1.1	1.318
	Y1.2	1.105
	Y1.3	1.153
	Y1.4	1.079
Brand Image	M1.1	1.263
	M1.2	1.088
	M1.3	1.203
	M1.4	1.065
	M1.5	1.222
Brand Trust	M2.1	1.243
	M2.2	1.068
	M2.3	1.166
	M2.4	1.080

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples in SmartPLS. Following Hair et al. (2017), the significance of each structural path was evaluated using the path coefficient (β), t-statistics, and p-values. A hypothesis was considered supported when the t-statistic exceeded 1.96, and the p-value was below 0.05. Table 6 shows that five of the seven proposed hypotheses were supported, while two were rejected.

Table 6. Hypothesis Testing

Relationship	Path Coefficient	t-statistics	P-value	Result
Social Media Marketing → Brand Trust	0.863	39.928	0.000	H1 Accepted
Social Media Marketing → Brand Image	0.817	29.618	0.000	H2 Accepted
Brand Trust → Purchase Intention	0.081	0.811	0.418	H3 Rejected
Brand Image → Purchase Intention	0.202	2.912	0.004	H4 Accepted
Social Media Marketing → Purchase Intention	0.628	6.150	0.000	H5 Accepted
Social Media Marketing → Brand Trust → Purchase Intention	0.070	0.811	0.418	H6 Rejected
Social Media Marketing → Brand Image → Purchase Intention	0.165	2.947	0.003	H7 Accepted

The results in Table 6 indicate that social media marketing had a positive and significant effect on brand trust ($\beta = 0.863$, $t = 39.928$, $p < 0.001$), supporting H1, and on brand image ($\beta = 0.817$, $t = 29.618$, $p < 0.001$), supporting H2. Social media marketing also had a positive and significant direct effect on purchase intention ($\beta = 0.628$, $t = 6.150$, $p < 0.001$), confirming H5. Furthermore, brand image significantly influenced purchase intention ($\beta = 0.202$, $t = 2.912$, $p = 0.004$), supporting H4. In contrast, brand trust did not significantly affect purchase intention ($\beta = 0.081$, $t = 0.811$, $p = 0.418$), leading to the rejection of H3.

The mediation analysis revealed that brand image significantly mediated the relationship between social media marketing and purchase intention ($\beta = 0.165$, $t = 2.947$, $p = 0.003$), supporting H6. Conversely, the indirect effect through brand trust was not significant ($\beta = 0.070$, $t = 0.811$, $p = 0.418$), resulting in the rejection of H7. These findings indicate that brand image serves as a significant mediator linking social media marketing to purchase intention, whereas brand trust does not mediate this relationship.

5. Discussion

The findings demonstrate that social media marketing is the strongest predictor of both brand trust and brand image, indicating that Tomoro Coffee's digital marketing activities effectively shape consumers' psychological evaluations. Engaging content, interactive communication, and consistent promotional messages enable consumers to perceive the brand as both credible and attractive. These findings are consistent with the Stimulus–Organism–Response (S-O-R) theory proposed by Mehrabian and Russell (1974), in which social media functions as the environmental stimulus that influences consumers' internal evaluations before generating behavioral responses. The results also corroborate previous studies showing that social media marketing significantly enhances brand trust and brand image (Moslehpour et al., 2021; Ramadhani & Ariyanti, 2024; Abdullah et al., 2025). From a digital marketing perspective, these findings further support the argument of Chaffey et al. (2009) that interactive digital communication strengthens consumers' perceptions of brand credibility and value.

The results further reveal that social media marketing has a significant direct effect on purchase intention, suggesting that consumers are encouraged to purchase Tomoro Coffee products immediately after being exposed to attractive and informative social media content. This finding indicates that digital communication not only shapes consumers' perceptions but also directly stimulates purchase decisions. The result is in line with previous studies by Moslehpour et al. (2020), Armawan et al. (2023), Febriansyah et al. (2024), and Pahlawan and Cahyono (2025), all of which reported a positive relationship between social media marketing and purchase intention. The finding also supports Sohaib et al. (2022), who argued that social media serves as an effective marketing stimulus capable of generating favorable behavioral responses. For Tomoro Coffee, this direct influence may be attributed to its intensive use of Instagram and TikTok, promotional campaigns, limited-time offers, and intellectual property collaborations that encourage immediate consumer responses. Such strategies are particularly relevant considering that Generation Z consumers actively seek product information and promotional updates through social media before making purchasing decisions (GoodStats, 2024).

Among the two mediating variables, brand image significantly influenced purchase intention and partially mediated the relationship between social media marketing and purchase intention. This finding indicates that social media marketing not only directly encourages consumers to purchase but also strengthens favorable brand perceptions, which subsequently increase purchase intention. The persistence of the significant direct effect confirms that brand image functions as a

partial mediator rather than a full mediator. This result is consistent with Zhang et al. (2019), Jasin (2022), Savitri et al. (2022), Ali and Naushad (2023), and Abdullah et al. (2025), who similarly found that brand image serves as an important psychological mechanism linking social media marketing to purchase intention. The finding also aligns with the organism component of the S-O-R framework, where consumers' cognitive evaluations of a brand become the pathway through which marketing stimuli influence behavioral responses.

In contrast, brand trust did not significantly influence purchase intention, resulting in the absence of a mediating effect. This finding differs from those reported by Ibrahim et al. (2021), Armawan et al. (2023), Salhab et al. (2023), and Abdullah et al. (2025), who found brand trust to be a significant mediator between social media marketing and purchase intention. A possible explanation is that consumers in the quick-service coffee market prioritize experiential and hedonic attributes, such as attractive product presentation, promotional offers, menu innovation, convenience, and lifestyle compatibility, over trust when making purchase decisions. As coffee purchases generally involve relatively low financial and functional risk, consumers may rely more heavily on visual appeal and brand image than on trust in evaluating purchase alternatives. This explanation is also supported by Hawa and Suroso (2025), who emphasized that the relative importance of brand trust depends on the characteristics of the product category and consumers' decision-making context. Consequently, for Tomoro Coffee, strengthening a distinctive and appealing brand image appears to be a more effective strategy for increasing purchase intention than focusing solely on building consumer trust.

6. Conclusion

This study investigated the effects of social media marketing activities on purchase intention through the mediating roles of brand trust and brand image among Tomoro Coffee consumers. The findings reveal that social media marketing significantly influences brand trust, brand image, and purchase intention. In addition, brand image has a significant positive effect on purchase intention, whereas brand trust does not significantly affect purchase intention. The mediation analysis further demonstrates that brand image partially mediates the relationship between social media marketing and purchase intention, while brand trust does not play a significant mediating role. These findings indicate that consumers' purchase intentions are more strongly influenced by favorable brand perceptions than by trust alone. Therefore, strengthening brand image through effective social media marketing represents a key strategy for encouraging consumer purchasing behavior.

From a practical perspective, the findings suggest that companies should prioritize attractive visual content, interactive communication, and consistent social media campaigns to enhance brand image and stimulate purchase intention. Although social media marketing also improves brand trust, managers should complement digital marketing efforts with product quality, service consistency, and positive customer experiences to further strengthen consumer trust. This study is limited to Tomoro Coffee consumers and focuses only on social media marketing, brand image, brand trust, and purchase intention. Future research is encouraged to examine other factors, such as customer satisfaction, electronic word-of-mouth, brand experience, perceived value, or customer engagement, and to include different industries or broader geographical areas to improve the generalizability of the findings.

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