
Social Media Marketing Influence Analysis Brand Image: Product Quality Perception and Trust in Consumer Buying Interest in Mie Sedap Cup Products

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Abstract

This research was conducted on Sedaap cup noodle products produced by PT. WingsFood. From the data above, it shows that there has been a decline in the Top Brand Index for Mie Sedaap Cup products, especially from 2019-2022 or the last 4 years. This indicates that consumer buying interest is inconsistent and tends to decline, so it is of course interesting to research what factors influence consumer buying interest in Mie Sedaap Cup products. This research aims to find out the influence of social media marketing, brand image, product quality and trust on consumer buying interest in purchasing Mie Sedap Cup products. The sample for this research was 115 respondents, using purposive sampling or judgmental sampling techniques, namely a method of taking samples using criteria. The criteria that can be used as samples in this research are consumers who have purchased Sedaap Cup noodle products, are at least 17 years old and live in the city of Semarang. The data analysis method used in this research is multiple linear regression. The research results found that social media marketing had a positive and significant effect on consumer buying interest, brand image had a positive and significant effect on consumer buying interest, product quality had a positive and significant effect on consumer buying interest and trust had a positive and significant effect on consumer buying interest.

Keywords: *social media marketing, brand image, product quality, consumer trust and buying interest.*

INTRODUCTION

Lifestyle changes often influence human being's intake habits. One of the modification is the widespread use of immediate noodles as a rice replacement. This product is becoming increasingly popular among customers for daily meals since, further to being realistic and economical, instantaneous noodles are also pretty filling. Immediate noodles may be started to be prepared-to-devour and smooth-to-cook meals, particularly now that the opposition for immediate noodles inside the enterprise global is felt to be getting tighter, withwe growing wide variety of comparable corporation imparting instant noodle merchandise. With the quantity of clientd who nevertheless stick with their merchandise, the corporation gets excellent earnings and make the corporation develop for the higher due to the excessive purchaser shopping for hobby (Inesti & Handayani, 2020).

The method of purchaser shopping for hobby can't show up wih the aid of itself. In keeping with. According to Kurniawan (2020) Shopping for hobby is a purhaser's preference to personal a thing, which occurs when a buyer is influenced by the product's quality, benefits or disadvantages over competitors, and the fee provided. Customer buying interest refers to clients' plans to buy particular matters at a selected moment. Before clients make a choice to shop for a very good or service, the possible customer has an interest

within the product he'll purchase. Buying interest is the initiative of respondents in you make decision to shop for a product. Clients in determining to shop for a product generally examine the product consistent with their wishess, then look for information approximately the product, then the subsequent level is product assessment, then observed by the preference whether or not they need to shop for the product or now not (Nurhidayah et al., 2019).

Purchasers' shopping for interest in a product is carefully associated with shopping for interest. Shopping for hobby is an character's tendency or encouragement to collect or use a positive services or products. In the meantime, patron shop for interest is part of the shopping for hobby this is mainly related to the choice to buy services or products by customers. Purchaser's shopping for interest in a product is motivated by means of element including whises, possibilites, perceptions, fees, promotions, and product fine. Buy for interest in popular will is likewise prompted by means of growth purchaser shopping for interest in the product. Patron shopping for hobby is an crucial issue in the acquisition choice method. If customers shopping for hobby in a product is excessive, they are possibly to select to shop for the product whilst they may be inside the buying selectio making stage (Tirtayasa et al., 2021). The extent of customer shopping for hobby in a product also can effect the marketing method utilized by the corporation. Organization tend to attention on merchandise that have excessive purchaser shopping for hobby to increase income and income (Kotler & Keller, 2016).

The primary component influencing purchaser buy interest is social marketing. Social media advertising is a advertising and marketing strategy that employs virtual distribution channels to touch clients in a applicable, privat, and fee-powerfull manner (Morgan & Hunt, 1994). Social media marketing is a manner verbal exchange that seeks empathy with customers, and a emblem's social media activities can help to reduce misconceptions and prejudices approximately manufacturers whilst also increasing emblem price by means of providing a platform for the public to trade thoughts and information (Ang & Andreani, 2022).

The second thing that impacts patron shopping for interest is logo picture. Constructing a logo photograph could be very essential for the organization, apart from being one of the differentiators from other products from competition, the emblem picture will decide clients' selections for a product within the marketplace (Rizan et al., 2012); (Damayanti, 2017). The call given to a product can decide the logo picture of a product, an appealing emblem can create a good picture in society and emerge as an advantage of the product and have an effect on purchaser interest. A belief that purchasers have once they first listen, see, appearance, and recollect so that it's miles embedded inside the minds of purchasers. which means that this emblem picture is a view or evaluation given through purchasers to a logo of products or offerings that's then saved of their minds (Wijaya & Dewi, 2022).

The third issue influencing client purchasing behavior is the notion of product exceptional. Product exceptional refers to a product's capacity to perform its features, such as its general design, dependability, accuracy, ease of operation and restore, and different essential traits. nice is a product's capability to carry out its features. Product pleasant is

described because the ability to perform its capabilities, such as dependability, sturdiness, precision, ease of use, and product development, among different essential characteristics.

Businesses must continue to enhance the exceptional of their services or products due to the fact enhancing the first-class of merchandise could make purchasers sense content with the items or offerings they purchase, influencing purchasers to make repeat purchases (Kuncoro, 2013); (Halim & Iskandar, 2019).

The fourth element that impacts purchaser shopping for interest is client confidence. Customer accept as true with performs a very important position in mediating buying interest due to the fact if customers already accept as true with in a product on social media, then client shopping for hobby can also be higher. The foundation for purchaser accept as true with relies upon on how an awful lot information is acquired concerning a product. client consider may be interpreted as client know-how of objects, merchandise and their pastimes. So, excessive expectancies, shopping for interest and consider by ability clients get up from the great of a person's evaluations on social media (Sari, 2021).

This studies become accomplished at the sedaap cup noodle product produced via PT. Wings Food. PT. Wings Food released its present day product, specifically cup noodles, this cup packaged noodle has an appealing look observed by an amazing packaging layout and whole with the contents and spices. appealing noodle packaging and delivered with a diffusion of taste alternatives make clients shopping for interest growing. The motive for deciding on the item in the cup noodles is because of the phenomenon of decline within the pinnacle emblem Index in 2021-2022 as visible inside the following desk:

Table 1. Top data on Packaged Cup Noodles in Indonesia Year 2019-2022

Brand Name	TBI 2019	TBI 2020	TBI 2021	TBI 2022
Cup Packaging Noodles				
Pop Mie	46	41	53.8	54.2
Mie Sedaap Cup	42.1	40	35.3	34.8
ABC	6.4	8.2	7.0	6.4
Gaga	-	-	3.1	3.1

Source : <http://www.topbrand-award.com>, 2022

From the facts above, it indicates that there was a decline inside the pinnacle logo Index in Mie Sedaap Cup merchandise, particularly from 2019-2022 or the final four years. This suggests that customer shopping for interest is inconsistent and has a tendency to lower, so of direction it's far interesting to analyze what elements have an effect on customer shopping for interest in Mie Sedaap Cup products.

Similarly to the outline of the trouble above, there are numerous research that describe the connection among the above elements and customer shopping for interest, although there are one of a kind outcomes among one researcher and another. The subsequent desk 2 is hole studies that describes the connection with elements and performance:

Tabel 2 Research Gap

Variable	Significant	Insignificant
1. <i>Social media marketing</i> on consumer buying interest	Ang & Andreani (2022); Geraldine (2021) (Moslehpour et al., 2020)	Yunikartika & Harti, (2022)

2.Brand image towards consumer buying interest	Wijaya & Dewi, (2022); Dhaefina et al., (2021) Prawira (2019); (Moslehpour et al., 2020)	Geraldine (2021)
3.Perception of product quality on consumer buying interest	Inesti & Handayani, (2020) (Nurhidayah et al., 2019); Lee et al (2019). Prawira (2019); Geraldine (2021)	Halim & Iskandar, (2019)
3.Trust in consumer buying interest	Ang & Andreani (2022) (Moslehpour et al., 2020)	Yunikartika & Harti (2022)

Source : Some previous research, 2022

The Influence of Social Media Marketing on Consumer Buying Interest

Social media advertising leverages virtual distribution channels to engage clients in a applicable, personalized, and value-powerful manner. It involves two-manner communication aimed toward building empathy with users. through social media activities, brands can dispel misconceptions and biases, while also enhancing logo price by growing a platform for idea and records exchange with the general public (Ang & Andreani, 2022).

The The outcomes of the studies carried out by Ang & Andreani (2022); (Geraldine, 2021); Moslehpour et al (2020) (Moslehpour et al., 2020) discovered that social media marketing has a tremendous impact on purchaser shopping for hobby. Based at the above declaration, the primary speculation on this examine is:

H1: Social media marketing has a positive and significant effect on consumer buying interest

The Influence of Brand Image on Consumer Buying Interest

Constructing a brand picture is very essential for the corporation, aside from being one of the differentiators from different merchandise from competition, the emblem picture will decide clients' alternatives for a product on the market. The call given to a product can decide the logo picture of a product, an appealing logo can create an amazing photo in society and come to be an advantage of the product and have an effect on purchaser interest. A notion that clients have once they first listen, see, appearance, and don't forget so that it's miles embedded inside the minds of purchasers. Because of this this logo picture is a view or evaluation given through purchasers to a logo of products or offerings that's then stored in their minds (Wijaya & Dewi, 2022).

A nicely-constructed brand image is capable of create a fantastic perceived cost inside the eyes of traders in order that it can growth client shopping for interest. customer shopping for interest is prompted by logo photograph. The better the logo photograph, the better the purchaser's buying interest (Prawira, 2019).

The effects of the studies performed via Wijaya & Dewi (2022); (Dhaefina et al., 2021); Prawira (2019); (Moslehpour et al., 2020) discovered that brand photograph has a effective impact on patron shopping for interest. based at the above declaration, the second speculation on this examine is:

H2 : Brand image has a positive and significant effect on consumer buying interest

The Effect of Product Quality on Consumer Buying Interest

Product excellent refers to a product's potential to perform its features, such as its common design, dependability, accuracy, ease of operation and restore, and different essential characteristics. satisfactory is a product's potential to perform its features. Product first-rate is defined as the capacity to carry out its features, such as dependability, sturdiness, precision, ease of use, and product development, among other critical characteristics. Businesses must continue to enhance the satisfactory in their services or products due to the fact enhancing the pleasant of merchandise can make purchasers sense content with the items or offerings they purchase, influencing clients to make repeat purchases (Halim & Iskandar, 2019).

In concept, if a product is of higher first-rate, clients can be more likely to shop for it. moreover, their studies emphasizes that product nice has a high-quality effect on purchaser buy reason (Prawira, 2019).

The results of the research conducted by (Inesti & Handayani, 2020); (Nurhidayah et al., 2019); Lee et al., (2019); (Prawira, 2019); (Geraldine, 2021) discovered that product first-rate has a fine impact on patron shopping for interest. based at the above declaration, the third speculation on this examine is:

H3 : Product quality has a positive and significant effect on consumer buying interest

The Effect of Consumer Confidence on Consumer Buying Interest

Consumer consider performs a completely critical position in mediating shopping for interest due to the fact if clients already agree with in a product on social media, then patron shopping for interest may also be higher. The muse for purchaser believe relies upon on how a whole lot data is acquired concerning a product. Customer believe may be interpreted as client know-how of items, merchandise and their pastimes. So, excessive expectancies, shopping for interest and agree with by ability purchasers get up from the fine of a person's evaluations on social media (Sari, 2021).

Agree with is key to connecting ultimately, as it can lessen purchaser tension (Silvi & Prabandari, 2024); (Kim et al., 2017). Trust performs an crucial influence in patron purchasing decisions. consumer trust will rise as a business receives positive social media reviews.

According to the findings of Ang & Andreani (2022) ; Moslehpour et al., (2020) agree with has a beneficial impact on purchasers' shopping for interest. primarily based at the previous announcement, the fourth speculation on this examine is:

H4 : Trust has a positive and significant effect on consumer buying interest

RESEARCH METHODS

The study's demographic consists of consumers who purchase cup noodle products in Semarang. This study's sample size become 115 respondents. Purposive sampling, additionally referred to as judgmental sampling, is a way of selecting participants based on specified standards established by the researcher. On this observe, there are numerous standards for use as a sample. The standards that may be used as a pattern on this observe are purchasers who've bought noodle sedaap cup merchandise, are at least 17 years antique,

have visible commercials on Instagram social media and stay inside the town of Semarang (Mileva, 2018).

This study's statistics gathering approach was questionnaires (Sugiyono, 2020) . A questionnaire is a type of data collection in which written questions are provided to respondents and replied in a clearly specified way, allowing researchers to get discipline/empirical facts to remedy studies issues and check hypotheses which have been installed. Questionnaires are an powerful records series tool if researchers understand what's required and the way to degree the studies variables (Sekaran & Bougie, 2017).

RESULTS AND DISCUSSION

Respondent's Identity

The most of the people or maximum of the respondents / clients of Sedap Cup noodles in the town of Semarang are male as many as 63 respondents or 54.8%, most people of respondents are among 17 – 27 years antique as many as 79 respondents (68.7%), and maximum of them are nonetheless students, specifically 68 people (59.1%).

Asumy Classic

Within the normality check, the probability cost of $0.184 > \alpha$ importance degree of 5% or 0.05 means that the studies facts is normally disbursed, so it is possible to apply a regression version in checking out the hypothesis.

Inside the multicollinearity check, the VIF cost of the Social Media advertising variable changed into $1.752 < 10$; the VIF price of the brand picture variable is $2.985 < 10$; the VIF value of the Product excellent variable is $two.718 < 10$ and the VIF value of the emblem trust variable is $2.850 < 10$. for that reason, all studies variables on this studies version are freed from multicollinearity due to the VIF cost of < 10 .

In the heteroscedasticity test, the probability value of each independent variable $>$ a significance degree of 5% in order that it could be concluded that the check does no longer have a heteroscedasticity trouble on this examine.

Multiple Linear Regression Analysis

Regression evaluation is needed to decide the regression coefficients and their importance, that may then be used to check hypothesis. In widespread, the method for regression evaluation can be stated as follows:

Table 3. Multiple Regression Analysis

		Coefficients ^a				Collinearty Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
Model		B	Std. Error	Beta	t		
1	(Constant)	-,071	,275		-,259	,796	
	Social Media Marketing	,298	,084	,239	3.564	,001	,571 1,752
	Brand Merk	,249	,083	,263	3.004	,003	,335 2,985
	Kualitas Produk	,263	,084	,261	3.126	,002	,368 2,718
	Kepercayaan	,223	,088	,217	2.539	,013	,351 2,850

a. Dependent Variable: Minat beli Konsumen

Source: SPSS Output, 2023

The regression equation is obtained: $Y = 0.239 X_1 + 0.263 X_2 + 0.261 X_3 + 0.217 X_4$

The maximum dominant unbiased variable that impacts clients' shopping for interest is emblem picture with a regression coefficient cost of 0.263; the second issue that impacts purchaser shopping for interest is product great with a regression coefficient price of 0.261; The third thing that impacts client shopping for hobby is Social Media advertising with a regression coefficient price of 0.239. In the meantime, the fourth component that influences purchaser shopping for interest is accept as true with with a regression coefficient cost of 0.217.

T Test

The t-cost is calculated as 3.564 and the significance price or possibility is $0.001 <$ a importance degree of 5% or 0.05 method that there's a superb and huge impact of Social Media advertising on patron shopping for interest. Therefore, the primary hypothesis that Social Media advertising has a wonderful and significant impact on purchaser shopping for interest is standard.

The t-cost is calculated as 3.004 and the significance fee or opportunity is $0.003 <$ a importance stage of 5% or 0.05 method that there's a wonderful and sizeable influence of logo photo on customer shopping for interest. As a consequence, the second speculation that brand photograph has a tremendous and massive impact on customer shopping for interest is ordinary.

The t-cost is calculated at 3.126 and the significance fee or chance is $0.002 <$ a importance degree of 5% or 0.05, that means that there's a positive and giant impact of Product best on customer shopping for interest. Consequently, the 0.33 speculation that stated that Product satisfactory has a nice and large impact on customer shopping for interest become prevalent.

The t-cost is calculated as 2.539 and the significance fee or possibility is $0.013 <$ a importance stage of 5% or 0.05, which means that there's a effective and good sized affect of emblem trust on client buying interest. Hence, the fourth speculation that states that logo trust has a nice and tremendous impact on client shopping for interest is regularly occurring.

Discussion

The Influence of Social Media Marketing on Consumer Buying Interest

According to the test effects, there is a fantastic and significant affect among social media advertising variables on consumer shopping for interest. Based on those findings, the first hypothesis can be ordinary, implying that the higher social media advertising, the more patron buying interest. however, the poorer social media advertising, the decrease the purchaser's purchasing interest. Social media marketing has a significant influence on consumers' buying interest in Sedap Cup noodles. Social media marketing allows Sedap Cup noodle manufacturers to create awareness about their products among consumers. Using platforms like Facebook, Instagram, Twitter, and YouTube, manufacturers can submit engaging and informative content about their instant noodles, including images,

videos, reviews, and recipes that grab consumers attention (Alma, 2018). This helps consumers become more familiar with the instant noodle brand and product (Air et al., n.d.); (Wenats, 2012).

This studies is in step with the effects of the studies through Ang & Andreani (2022); (Geraldine, 2021) ; (Moslehpour et al., 2020) discovered that social media advertising has a nice impact on customer shopping for interest. Found that Social Media marketing definitely impacts clients buying interest.

This result shows the importance of preserving the best indicator associated with Social Media marketing, specifically Sedap Cup noodle ads on social media supplying information in step with desires. In the meantime, the bottom indicator that wishes to be optimized is the information supplied inside the content of Sedap Cup noodles on social media that is exciting to examine

The Influence of Brand Image on Consumer Buying Interest

According to the take a look at consequences, there's a high quality and substantial influence among the emblem photograph variable and client buying interest. Based on those findings, the second hypothesis can be common, implying that the higher the logo photograph, the extra client shopping for interest will growth. however, the poorer the emblem picture, the decrease the purchaser's purchasing interest.

Brand image has a sturdy affect on customers' shopping for interest in Sedap Cup noodles. A robust brand photo can growth purchaser recognition of the Sedap Cup noodle logo. While clients have a high consciousness of the emblem, they tend to be greater interested by shopping for it. A advantageous emblem photograph can create high-quality institutions with clients. If the Sedap Cup noodle logo is considered pleasant, scrumptious, realistic, or according with purchaser alternatives and values, then client buying interest will growth.

This studies is in keeping with the outcomes of studies via Wijaya & Dewi (2022) ; Dhaefina et al (2021); (Moslehpour et al., 2020) discovered that brand photo has a fine impact on client shopping for interest.

This result suggests the significance of keeping the best indicator associated with emblem image, specifically clients experience that Sedap Cup noodles have particular traits and are clean for clients to recollect. Meanwhile, the bottom indicator that needs to be optimized, specifically the energy of the Sedap Cup noodle brand, is critical in influencing client belief of services or products to purchasers.

The Effect of Product Quality on Consumer Buying Interest

Based at the check outcomes, there's a advantageous and large affect of the product satisfactory variable on patron shopping for interest; consequently, the third speculation can be well-known, implying that the higher the Social Media marketing, the extra client shopping for interest will growth. However, the more severe Social Media advertising and marketing, the decrease the patron's shopping interest.

Product best has a enormous impact on client buying interest in Sedap Cup noodles. right product fine will boom the extent of purchaser pride. If Sedap Cup noodles have an excellent flavor, exact texture, and best substances, customers will experience glad with

the product and are probably to shop for it once more within the destiny. Constant and true product best will assist construct a nice logo popularity. Purchasers tend to believe manufacturers that have been confirmed to provide fine merchandise and have proper performance. this will growth purchaser buying interest in Sedap Cup noodles from the emblem. Purchasers who are happy with the exceptional of a emblem's immediately noodles tend to end up unswerving clients, who will keep to shop for products from that brand or even propose them to others.

This studies is consistent with the outcomes of the studies via Inesti & Handayani (2020) ; (Nurhidayah et al., 2019) ; Lee et al (2019); Prawira (2019); Geraldine dan Susanti (2021) found that product quality has a positive effect on consumer buying interest.

This result shows the significance of preserving the very best indicator associated with product quality, particularly customers sense that Sedap Cup noodles are according with immediate noodle first-class requirements. Meanwhile, the lowest indicator that desires to be optimized is that clients experience that the design and coloration of the packaging of Sedap Cup noodles offers its personal attraction to clients.

The Effect of Brand Trust on Consumer Buying Interest

Primarily based on the test outcomes, there is a advantageous and substantial connection among logo agree with factors and customer shopping for interest; therefore, the fourth hypothesis may be commonplace, implying that the higher the emblem consider, the greater the growth in consumer shopping for hobby. However, the more severe the logo agree with, the decrease the patron's purchasing hobby may be.

Brand agree with has a full-size affect on clients shopping for hobby in Sedap Cup noodles. emblem consider creates self belief in customers that immediate noodles from the emblem are dependable. Clients will sense assured that the product will offer steady outcomes, each in phrases of flavor, satisfactory, and packaging. This will growth consumer shopping for hobby in Sedap Cup noodles. Clients who consider in the emblem tend to consider that the product will offer the predicted first-class and meet their expectancies, thereby growing patron shopping for hobby in Sedap Cup noodles.

This studies is in keeping with the outcomes of the studies via Ang & Andreani (2022) Moslehpour et al (2020) located that consider has a high-quality impact on purchasers' shopping for hobby.

This result suggests the significance of preserving the best signs related to product first-class, specifically the Mie Sedap Cup internet site can compete and be dependable with different immediately noodle brands. Meanwhile, the bottom indicator that wishes to be optimized is Mie Sedap Cup, that's sincere in imparting statistics associated with the goods it sells.

CONCLUSION

Based on the effects of the research and dialogue, the conclusion of this examine suggests that advertising strategies through social media have a vast impact on brand picture, perceived product best, and patron believe. The study found that social media marketing activities conducted by Mie Sedap Cup succeeded in increasing consumer awareness and understanding of product quality, which in turn strengthened consumer trust.

This improvement in brand image and trust proved effective in increasing patron shopping for hobby in Mie Sedap Cup products. The effects of this observe verify the importance of social media integration in marketing strategies to strengthen the relationship between brands and consumers and encourage more positive purchasing decisions.

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