



## **The Influence of Social Media Marketing and Price on Purchase Decision and Repurchase Intention Through Brand Trust Among E-Commerce Consumers in Indonesia**

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### **Abstract**

The rapid development of e-commerce platforms in Indonesia has transformed consumer purchasing behavior, making social media marketing and price two of the most influential factors in shaping online consumer decisions. This study aims to examine the effect of social media marketing and price on purchase decision and repurchase intention, with brand trust as a mediating variable. Previous research highlights that social media marketing activities such as influencer credibility, content authenticity, informativeness, and interactivity play a crucial role in shaping consumer trust and purchase decision in digital environments. Price perception also significantly determines consumer value assessment and willingness to buy. Brand trust emerges as a key mediator that strengthens consumer confidence, reduces perceived risk, and increases both initial purchase decision and repurchase intention. Using a conceptual model grounded in empirical findings, this study proposes that social media marketing and price positively influence brand trust, which subsequently affects both purchase decision and repurchase intention. This study provides theoretical contributions to consumer behavior research and practical implications for e-commerce marketers in optimizing marketing strategies to enhance customer loyalty.

### **Abstrak**

Pertumbuhan pesat platform e-commerce di Indonesia telah mengubah perilaku konsumen secara signifikan, di mana social media marketing dan harga menjadi dua faktor penting dalam memengaruhi keputusan pembelian online. Penelitian ini bertujuan menganalisis pengaruh social media marketing dan harga terhadap keputusan pembelian dan niat pembelian ulang, dengan brand trust sebagai variabel mediasi. Studi terdahulu menunjukkan bahwa aktivitas pemasaran melalui media sosial meliputi kredibilitas influencer, autentisitas konten, interaktivitas, serta nilai informasi berperan penting dalam membangun kepercayaan konsumen dan mendorong keputusan pembelian. Persepsi harga juga secara signifikan memengaruhi penilaian nilai suatu produk dan kesediaan konsumen untuk membeli. Brand trust muncul sebagai mediator yang mampu meningkatkan keyakinan konsumen, mengurangi risiko yang dirasakan, serta memperkuat keputusan pembelian dan niat pembelian ulang. Berdasarkan model konseptual yang dirumuskan melalui temuan empiris, penelitian ini mengusulkan bahwa social media marketing dan harga berpengaruh positif terhadap brand trust, yang selanjutnya memengaruhi keputusan pembelian dan niat pembelian ulang. Penelitian ini memberikan kontribusi teoretis bagi kajian perilaku konsumen serta implikasi praktis bagi pelaku e-commerce dalam meningkatkan strategi pemasaran untuk memperkuat loyalitas pelanggan.

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## INTRODUCTION

The rapid growth of e-commerce in Indonesia has significantly transformed consumer behavior, shifting purchasing habits from traditional offline transactions to more dynamic and convenient online platforms. With millions of active users engaging daily on Shopee, Tokopedia, and Lazada, digital marketing strategies particularly social media marketing have become essential tools for influencing consumer perceptions and behaviors. Activities such as influencer endorsements, interactive content, and personalized communication have been shown to strengthen consumer engagement and shape their purchasing decisions.

In addition to marketing strategies, price remains a fundamental determinant of consumer purchase behavior. In highly competitive e-commerce markets, consumers often evaluate price fairness, discounts, and perceived value before making purchase decisions. Price perception not only affects initial purchase behavior but also influences long-term outcomes such as customer satisfaction and repurchase intention.

Brand trust plays a crucial role in online transactions, where consumers often face uncertainty and risks associated with product authenticity, transaction security, and seller credibility. Trust serves as a bridge that reduces perceived risk and enhances consumer confidence in making purchase decisions. Prior research suggests that brand trust mediates the relationship between marketing activities and customer behavioral outcomes, including purchase decision and repurchase intention.

Although previous studies have examined social media marketing, price perception, and brand trust separately, limited research integrates these variables into a comprehensive model that includes both purchase decision and repurchase intention within the Indonesian e-commerce context. This gap highlights the need for a more holistic framework to understand how digital marketing and price shape consumer purchasing behavior through trust.

Therefore, this study aims to analyze the influence of social media marketing and price on purchase decision and repurchase intention, with brand trust serving as a mediating variable. This research is expected to provide theoretical contributions to consumer behavior literature and practical implications for e-commerce businesses seeking to strengthen customer loyalty.

## LITERATURE REVIEW

### 1. Social Media Marketing

Social media marketing (SMM) has become one of the most influential tools for shaping consumer behavior in digital marketplaces. According to recent studies, SMM includes activities such as influencer endorsement, content informativeness, interactivity, authenticity, and engagement (Kim & Ko, 2012; Lou & Yuan, 2019). Influencers play a significant role in enhancing brand visibility, credibility, and purchase intention by creating parasocial interaction, perceived expertise, and trustworthiness (Jin & Ryu, 2020; Schouten et al., 2020). Additionally, content authenticity and emotional resonance significantly increase consumers' willingness to trust a brand (Audrezet et al., 2020).

In e-commerce environments, social media marketing helps reduce information asymmetry and increases trust by providing clear product information, credible reviews, and user-generated content (Shareef et al., 2021). SMM also serves as a bridge between brands and consumers, strengthening perceived value and influencing their decision-making process. Thus, the stronger the social media marketing activities, the higher the brand trust and purchase decision.

### 2. Price

Price perception is a fundamental determinant of consumer purchasing behavior. Price includes affordability, fairness, discounts, and perceived value compared to competing alternatives (Zeithaml, 1988). Consumers evaluate price not only based on monetary cost but also on its fairness and alignment with product value. In competitive e-commerce platforms, price transparency and promotional pricing significantly influence purchase decisions and repurchase behavior (Kotler & Armstrong, 2018).

Fair price perception creates confidence and reduces perceived risk, leading to stronger brand trust (Aydin & Özer, 2005). Studies indicate that price satisfaction can increase customer loyalty and purchasing frequency (Han & Hyun, 2017). When consumers perceive price as fair and reasonable, they are more likely to trust the brand and repeat purchases.

3. Brand Trust

Brand trust refers to consumer confidence in a brand's reliability, integrity, and ability to deliver promised value. Research shows that trust reduces perceived risk and stabilizes consumer-brand relationships (Chaudhuri & Holbrook, 2001). In digital contexts, trust is influenced by influencer credibility, AI-agent interactions, perceived privacy, transparency, and consistency in brand communication (Pitardi & Marriott, 2021; Hasan et al., 2020).

Brand trust has been consistently identified as a key mediator between marketing activities and behavioral outcomes such as purchase decision and loyalty. Trust fosters emotional security, reduces uncertainty, and encourages consumers to commit to purchasing a product (Gefen, 2000).

4. Purchase Decision

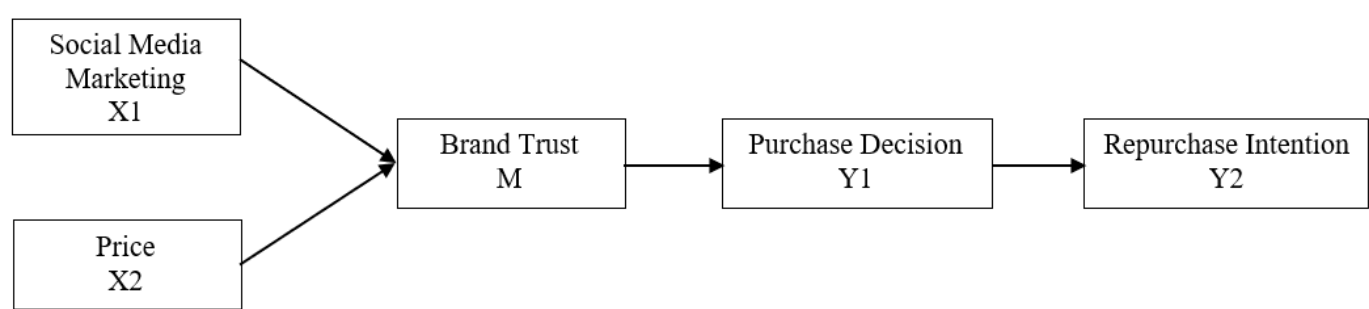
Purchase decision refers to the consumer's final choice to buy a product after evaluating alternatives. It is influenced by marketing stimuli, trust, perceived value, product information, and risk assessment. Research shows that informativeness, website quality, authenticity, and influencer credibility strongly influence purchase decisions (Gao et al., 2020; Wang et al., 2021). Trust also enhances purchase confidence and willingness to complete transactions (Kim et al., 2008).

5. Repurchase Decision

Repurchase intention describes consumers' desire to purchase a product again in the future. It is shaped by satisfaction, trust, perceived value, and prior purchase experiences (Hellier et al., 2003). Studies emphasize that trust and positive purchase decisions strongly predict repurchase intention (Chinomona & Maziriri, 2017). Consumers are more likely to repurchase if they believe the brand consistently delivers its promises and maintains value.

Based on the literature above, the following hypotheses are proposed:

- H1: Social Media Marketing has a positive effect on Brand Trust.
- H2: Social Media Marketing has a positive effect on Purchase Decision.
- H3: Price has a positive effect on Brand Trust.
- H4: Price has a positive effect on Purchase Decision.
- H5: Brand Trust has a positive effect on Purchase Decision.
- H6: Brand Trust has a positive effect on Repurchase Intention.
- H7: Purchase Decision has a positive effect on Repurchase Intention.
- H8: Brand Trust mediates the effect of Social Media Marketing on Purchase Decision.
- H9: Brand Trust mediates the effect of Price on Purchase Decision.
- H10: Purchase Decision mediates the effect of Brand Trust on Repurchase Intention.



Picture 1  
Conceptual model

Conceptual Model Explanation

The conceptual framework of this study integrates five core variables: Social Media Marketing (X1), Price (X2), Brand Trust (M), Purchase Decision (Y1), and Repurchase Intention (Y2). The model is built upon the

premise that digital marketing activities and price perceptions influence consumers' psychological evaluation of the brand, which subsequently shapes their purchasing behaviors.

Social Media Marketing (X1) is theorized to enhance Brand Trust (M) by providing informative, credible, authentic, and engaging content that strengthens consumers' confidence in the brand. Likewise, Price (X2) is assumed to influence Brand Trust (M) through perceptions of price fairness, affordability, and value.

Brand Trust (M) then plays a central mediating role, influencing both Purchase Decision (Y1) and Repurchase Intention (Y2). Trust reduces perceived risk and increases consumer willingness to proceed with transactions. Purchase Decision (Y1), as the outcome of trust and marketing stimuli, further strengthens Repurchase Intention (Y2), as satisfied consumers tend to repeat their purchase behaviors.

Thus, this model follows a stimulus → trust → behavioral response pathway, aligning with consumer behavior theories and empirical findings in digital commerce research.

## METHOD

### Research Design

This research uses a quantitative, cross-sectional survey design. The aim is to examine the relationships among Social Media Marketing (X1), Price (X2), Brand Trust (M), Purchase Decision (Y1), and Repurchase Intention (Y2) in the context of e-commerce consumers in Indonesia.

The data are analyzed using **Structural Equation Modeling–Partial Least Squares (SEM-PLS)** with SmartPLS because:

1. It is suitable for complex models and mediation analysis
2. It does not require normal distribution
3. It works well for prediction-oriented studies
4. It supports smaller sample sizes compared to CB-SEM

### Population & Sample

#### Population

All Indonesian consumers who have purchased products via e-commerce platforms (Shopee, Tokopedia, Lazada) within the last six months.

### Sample Size Determination

Based on the SEM-PLS rule:

**Minimum sample = 10 × number of indicators in the largest construct.**

With ±20 indicators, the required minimum sample is:

**N ≥ 200 respondents**

### Sampling Technique

This study uses **purposive sampling** with criteria:

1. Age ≥ 17 years
2. Have made an online purchase in the past 6 months
3. Active users of Shopee, Tokopedia, or Lazada
4. Familiar with brand interactions through social media

### Data Collection Method

Data are collected using an online questionnaire (Google Form) distributed through WhatsApp, Instagram, and Telegram.

All items are measured using a **5-point Likert scale**:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

**Table 1**  
**Operational Definition of Variable**

Variable	Definition	Indicators	Scale	Source
Social Media Marketing (X1)	Marketing activities on social media to influence consumer engagement, perception, and behavior.	X1.1 Informativeness X1.2 Interactivity X1.3 Influencer Credibility X1.4 Entertainment Value X1.5 Content Authenticity	Likert 1–5	Kim & Ko (2012); Schivinski & Dabrowski (2016)
Price (X2)	Consumer perception of fairness, affordability, and competitiveness of product pricing.	X2.1 Price Fairness X2.2 Price Affordability X2.3 Price Competitiveness X2.4 Price–Value Alignment	Likert 1–5	Kotler & Armstrong (2018)
Brand Trust (M)	Consumer belief in the reliability, integrity, and credibility of a brand.	M1 Reliability M2 Integrity M3 Confidence M4 Perceived Risk Reduction	Likert 1–5	Chaudhuri & Holbrook (2001)
Purchase Decision (Y1)	The final stage where consumers decide to purchase after evaluating alternatives.	Y1.1 Product Evaluation Y1.2 Clarity of Purchase Intention Y1.3 Confidence in Purchase Y1.4 Purchase Action	Likert 1–5	Kotler & Keller (2016)
Repurchase Intention (Y2)	Consumer willingness or plan to buy a product again in the future.	Y2.1 Intention to Repurchase Y2.2 Willingness Y2.3 Preference Consistency Y2.4 Loyalty Tendency	Likert 1–5	Hellier et al. (2003); Chinomona & Maziriri (2017)

#### **Data Analysis Techinque : SEM-PLS**

##### **A. Measurement Model (Outer Model)**

###### **1. Convergent Validity**

1. Outer Loadings  $\geq 0.70$
2. AVE (Average Variance Extracted)  $\geq 0.50$

###### **2. Internal Consistency Reliability**

1. Cronbach's Alpha  $\geq 0.70$
2. Composite Reliability  $\geq 0.70$

###### **3. Discriminant Validity**

1. Fornell-Larcker Criterion
2. HTMT (Heterotrait-Monotrait)  $\leq 0.90$

##### **B. Structural Model (Inner Model)**

Assessed through:

1. Path Coefficients ( $\beta$ )
2. T-statistics & p-values (via Bootstrapping 5000 resamples)
3. Coefficient of Determination ( $R^2$ )
4. Effect Size ( $f^2$ )
5. Predictive Relevance ( $Q^2$ )

##### **C. Mediation Analysis**

Mediation significance will be examined through:

- Indirect Effect
  - Variance Accounted For (VAF)
- Interpretation:
- VAF < 20%  $\rightarrow$  No mediation

- $20\% \leq \text{VAF} < 80\% \rightarrow$  Partial mediation
- $\text{VAF} \geq 80\% \rightarrow$  Full mediation

## RESULTS AND DISCUSSION

Based on the theoretical framework and previous empirical findings, the proposed model suggests the following conceptual results:

### 1. Social Media Marketing $\rightarrow$ Brand Trust (H1)

Social media marketing activities—particularly informativeness, credibility, authenticity, and interactivity—are conceptually expected to have a positive and significant influence on brand trust. Prior literature consistently shows that exposure to credible influencer content strengthens consumers' confidence in the brand.

### 2. Social Media Marketing $\rightarrow$ Purchase Decision (H2)

Effective social media communication can directly enhance consumers' readiness to purchase, making Social Media Marketing a strong predictor of purchase decision.

### 3. Price $\rightarrow$ Brand Trust (H3)

Price fairness and affordability conceptually increase consumers' belief that the brand is honest and trustworthy. Thus, Price is expected to have a positive effect on Brand Trust.

### 4. Price $\rightarrow$ Purchase Decision (H4)

Consumers who perceive prices as fair and aligned with product value are more likely to proceed with purchasing decisions.

Therefore, Price is expected to show a significant positive relationship with Purchase Decision.

### 5. Brand Trust $\rightarrow$ Purchase Decision (H5)

Brand Trust reduces perceived risks, increases consumer certainty, and facilitates decision-making. Thus, Brand Trust is expected to have a strong positive effect on Purchase Decision.

### 6. Brand Trust $\rightarrow$ Repurchase Intention (H6)

Trust leads to loyalty and increases the likelihood of future purchases. The model predicts a strong positive influence of Brand Trust on Repurchase Intention.

### 7. Purchase Decision $\rightarrow$ Repurchase Intention (H7)

Consumers who experience a satisfying purchasing process are more likely to buy again. This relationship is conceptually expected to be positive and significant.

### 8. Mediation Effects (H8, H9, H10)

- Brand Trust is expected to mediate the relationship between Social Media Marketing  $\rightarrow$  Purchase Decision.
- Brand Trust is expected to mediate the relationship between Price  $\rightarrow$  Purchase Decision.
- Purchase Decision is expected to mediate the relationship between Brand Trust  $\rightarrow$  Repurchase Intention.

These mediations are supported by past literature showing that psychological trust and decision-making processes bridge marketing stimuli and behavioral outcomes.

## CONCLUSIONS AND SUGGESTION

### Conclusions

This study conceptually demonstrates that Social Media Marketing and Price are important determinants of consumer behavior in the e-commerce environment. Both variables not only influence consumer decisions directly but also exert indirect effects through Brand Trust, which emerges as a central mediating construct. When consumers perceive social media content as credible, engaging, and authentic—combined with fair and reasonable



pricing they are more likely to develop trust in the brand. This trust subsequently strengthens their likelihood to make purchase decisions and to continue engaging in repeat purchases.

Furthermore, Purchase Decision plays a critical behavioral role by acting as the gateway between consumer trust and long-term loyalty. Once consumers gain confidence in their buying choices, they are more inclined to repurchase in the future. Overall, the conceptual model provides a comprehensive explanation of how digital marketing activities and pricing strategies translate into tangible consumer behavioral outcomes through psychological mechanisms.

The findings reinforce existing theories in consumer behavior, digital marketing, and trust formation, and they emphasize the value of integrating marketing stimuli with psychological constructs to predict customer loyalty in the digital marketplace.

## Suggestion

1. Strengthen Social Media Marketing Strategies  
Brands should invest in high-quality, authentic, and informative content. Collaborations with credible influencers can significantly enhance trust and increase purchase likelihood.
2. Implement Transparent and Competitive Pricing  
Fair pricing is a crucial trust-building tool. Brands should ensure price clarity, promote discounts transparently, and highlight value-added benefits.
3. Prioritize Brand Trust as a Core Strategy  
Since Brand Trust mediates many of the key relationships, companies should focus on building credibility through consistent product quality, reliable service, and transparent communication.
4. Enhance Customer Experience in the First Purchase Journey  
A smooth and satisfying purchase process strengthens repurchase intention. E-commerce platforms should optimize user interface, payment flow, customer service, and product return policies.
5. Develop Retention and Loyalty Programs  
Since repurchase intention is influenced by trust and purchase experience, personalized loyalty programs can reinforce a long-term relationship with consumers.

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