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THE ROLE OF TRUST MEDIATES IN THE INFLUENCE OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD-OF-MOUTH ON PURCHASE INTENTION

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Abstract. Purchase intention is an important factor for PT Reska Multi Usaha in realizing sustainable business continuity. This study aims at analyzing the increase in purchasing intention through social media marketing and electronic word of mouth with trust as a mediating variable. The type of this research is an explanatory study with a quantitative approach. The respondents of this study is all customers of PT Reska Multi Usaha countless, the sample used 100 respondents with the sampling technique using incidental sampling. The method of gathering data is a questionnaire. The data analysis method used is path analysis. The partial results of hypothesis testing found that social media marketing and electronic word of mouth had a positive and significant trust effect. Electronic word of mouth and trust have a positive and significant effect on purchasing intention. Social media marketing has no effect on purchasing intention. The results of the indirect effect prove that social media marketing and electronic word of mouth have a positive and significant effect on purchasing intention through trust.

Keywords: social media marketing, electronic word of mouth, trust, purchase intention.

JEL Classification: M 310, M370, M 390.

INTRODUCTION

Challenges in a business of macro dimension are external challenges that come from changes in the business environment. Some of the existing changes include the changes in consumers, competition, technology, politics, regulations, socio-culture, economy and finance (Kartono, 2017). Revolution is the basis in the dimension of the macro challenge where this challenge must be read and anticipated because revolution can be both a threat and an opportunity. A business that cannot turn a revolution change into an opportunity will lose the competition and collapse.

The revolution in changing technology becomes a trigger for changes that occur in business (Kartono, 2017). The technological revolution by itself will spur changes in consumers, consumer products and services. Furthermore, Kartono (2017) states that with this change, business competition will lead to competition in meeting consumer needs. Industries that cannot read a change in technology will lose in business competition, so they can experience a decrease in income, sales due to the decreased purchasing power (Kasali, 2017). Changes in technology can

lead to the disruption that causes destruction and shifting. Kasali (2017) also explains that disruption creates a new world in the digital marketplace. In this era of disruption, the existence of the market has changed and consumers have also experienced the change that follows these market changes. Changes in consumers can take place so quickly with mass communication (Kartono, 2017). Changes in this shift in consumers have resulted in a value migration that must be captured with discretion in running a business. A business that is unable to capture a value migration will be abandoned by consumers, and the business will automatically become a looser.

Consumers who leave a business that has been fulfilling their consumption needs will not make purchase intentions (Tjiptono and Diana, 2019). Kotler and Keller (2016) define purchase intention as a process that exists between evaluating alternatives and purchasing decisions. Consumers are the main source of a business to know unmet needs, so companies must be able to motivate consumers to convey unmet needs so that companies are able to motivate consumers to make purchase intentions of products provided by the company (Aaker, 2013). One of the factors that influence purchase intention is social media marketing (Liu, Xiao, Lim, and Tan, 2017).

Social media marketing is an interactive marketing system that uses internet social communication media to increase specific and measurable consumer responses (Tjiptono and Diana, 2019). Social media marketing can increase purchase intention (Gautama and Setiawan, 2017). Increasing purchase intention can be done through social media marketing (Liu et al., 2017).

Another way that can be done to increase purchase intention is through electronic word of mouth. Electronic Word of Mouth (eWOM) is defined by Pedersen (Pedersen, Razmerita, and Colleoni, 2014) as a development of communication that utilizes digital power persuasion of consumers about a product. Hamdani and Maulani (2018) state that increasing purchase intention can be through electronic word of mouth. Electronic word of mouth can have an impact on increasing purchase intention.

Previous research on the influence of social media marketing on purchase intention carried out by Dong, Chang, Liang, Fan (2004); Lin (2018); Pucci, casprini, Nosi, Zanni (2019) found that social media marketing has a significant positive impact on purchase intention. The results of different research findings were found by Zhu, Li, Wang, He, Tan (2020) where social media marketing has no effect on purchase intention. The difference in the research findings is overcome by including trust as the mediating variable. Trust is defined by (Moorman, Deshpande, and Zaltman, 1993) as the willingness of consumers to rely on the company based on consumer confidence. This is based on research conducted by different researchers (Jakic, Wagner, and Meyer, 2017; Prasad, Gupta, and Totala, 2017; Zhang and Li, 2019) who found that social media marketing can have an impact on trust, then customer trust can have an impact towards increasing purchase intention (Matute and Redondo, Yolanda Polo Utrillas, 2016).

The present research was conducted at PT Reska Multi Usaha. This company is a subsidiary of PT Kereta Api Indonesia (Persero). The company was established to implement and support the policies and programs of PT KAI (Persero). It carries out business activities in the field of managing restaurants on trains and at railway stations, catering services, and advertisements related to trains. PT Reska Multi Usaha has several problems in carrying out business activities to provide support services for PT KAI (Persero) where consumer behavior has changed and the fulfillment of consumer needs has also changed. This change in consumer behavior causes a decrease in purchases or is called a purchase decision. Decreasing purchase decisions are preceded by a lesser intention of the product being offered. This problem has been reflected in the value of consumer purchases for the last 6 months where the purchase value has continued to decline.

PAPER OBJECTIVE

This study aims at analyzing the problem of reducing the purchase intention of customers of PT Reska Multi Usaha. Based on the above phenomena, further research is carried out on purchase

intention through social media marketing and electronic word of mouth and trust.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Social Media Marketing

Social media is a social network (social networks, namely networks and relationships online on the Internet). Social media is an online media where users can easily participate in sharing and creating content including blogs, social networks and so on (Dong, Chang, Liang, and Fan, 2018). Social media is a tool or method used by consumers to share information in the form of text, images, audio and video with other people and companies (Kotler and Keller, 2016).

Social media marketing is an interactive marketing system that uses the Internet social communication media to increase specific and measurable consumer responses (Tjiptono and Cjandara, 2017). Social media is an effective business promotion tool because it can and is easily accessed by anyone, so that the promotion network can be wider. Types of online promotion that can be used in online marketing to achieve goals and sales effectively are (Kotler and Keller, 2016): websites, micro sites, search ads, display ads, intermediate ads, Internet specific video ads, sponsorship, alliances, communities online, email, car marketing.

Social media have a number of features that enable effective applications in terms of interactive dissemination of information, creating awareness of companies and products, gathering market research and creating the desired image (Tjiptono and Cjandara, 2017). The use of social media as marketing media includes: Target marketing, Message tailoring, Interactive capabilities, Information access, Sales potential, Creativity, Market potential. Social media marketing indicators (Kotler and Keller, 2016) are context, content, community and customization.

Electronic word of mouth

Pedersen et al., (2014) argue that the Electronic Word of Mouth (eWOM) is communication development that utilizes the power of digital consumer persuasion about a product. Another opinion states that the Electronic Word of Mouth is a form of non-formal communication that is partly directed at customers through the internet-based technology related to the use or characteristics of a good or service (Abd-Elaziz, Aziz, Khalifa, and Abdel-Aleem, 2015).

Social networks are an important force in business-to-consumer marketing and business-to-business marketing (Kotler and Keller, 2016). Word of mouth, the number and nature of conversations and communication between various parties are key aspects of social media networking. Social media offers a more targeted market and possibly spreads the brand message. Companies are increasingly recognizing the power of word of mouth. Word of mouth is especially effective for small businesses where customers can experience a more personal connection. Social networks in the form of online communities can be an important resource for companies.

The formation of electronic word of mouth goes through several stages (Kotler and Keller, 2016) including buzz marketing, viral marketing and blogs. Electronic word of mouth is a form of marketing communication that contains positive or negative statements made by potential customers, customers and consumers about a product or company that is available to many people or institutions via the Internet (Hennig-Thurau, Gwinner, Walsh, and Gremler, 2004). The dimension of Electronic word of mouth according to Hennig-Thurau (Hennig-Thurau et al., 2004) is a platform assistance, concern for other, expressing positive emotions.

Trust

Trust is the willingness of consumers to trust the company in providing services for products and services (Moorman et al., 1993). Trust is one of the most important factors in a seller-consumer relationship, and is an important element of the strength of business relationship and trust is essential for maintaining long-term relationship. Morgan and Hunt (1994) define trust as one party's

trust in another because of the other's honesty and reliability. Patrick (2002) views customer beliefs as thoughts, feelings, emotions, or behavior manifested when customers feel that the provider can be relied on to act in providing the best service

Trust is a basis for consumers to make purchases of an item offered by the seller (Green, 2006). Consumer trust can be built through consumer confidence in the statements and services provided. Furthermore, Green (2006) states that the product provided has the required character, the seller is able to provide solutions to problems that consumers have, the seller is able to become a partner in doing business and the company has people who can be trusted by consumers. The indicators of trust are credibility, reliability, intimacy, and self orientation (Green, 2006).

Purchase intention

Interest is an internal impulse or stimulation. Purchase interest is consumer behavior that appears as an action towards a particular product that forms attitudes about consumer desire to buy a product (Kotler and Keller, 2016). External effects, awareness of the need for product introduction and evaluation of alternatives are things that can lead to consumer buying interest (Schiffman and Kanuk, 2018). External influences consist of marketing efforts and socio-cultural factors. Motivation is a power within the individual that forces him to take action. Someone who has high motivation for something will be encouraged to behave in control of the product.

Consumer purchase interest is someone's desire to fulfill the needs and wants hidden in the minds of consumers. Purchase interest is always embedded in each individual where no one knows what the consumer wants and expects (Malik et al., 2013). The stages of purchase intention are awareness, interest, desire, action (Rehman et al., 2014).

Kotler and Keller (2016) state that there are two external factors that influence a person's buying interest. The first is the attitude of other people, in this case the attitude of other people who influence buying interest depends on two things, namely the magnitude of the influence of one's negative attitude towards alternatives that are of interest to consumers, as well as consumer motivation to be influenced by other people related to the buyer's interest. The second is an uninspired situation, the situation that suddenly arises and indirectly can change consumers' buying interest. The indicators of buying interest (Kotler and Keller, 2016) are transactional interest, referential interest, and referential interest.

Social media marketing and trust

Social media as a medium for marketing. According to Helianthusonfri (2019) social media is used as a marketing medium because it is practical, cheap and also has a large number of users. Companies that do marketing using social media will increase customer trust. The research conducted by Jakic et al., (2017), Prasad et al., (2017), Zhang and Li (2019), Mahmoud et al., (2020), Irshad et al., (2020) have found that social media marketing are able to increase trust.

H1. Social media marketing has a positive effect on trust.

Electronic word of mouth and trust

Electronic word of mouth is a form of marketing communication that contains positive or negative statements made by potential customers about a product or a company that is available to many people or institutions via the Internet (Hennig-Thurau et al., 2004). Electronic word of mouth will have an impact on consumer trust. The research of several authors have found that electronic word of mouth has a positive effect on trust.

H2. Electronics word of mouth has a positive effect on trust.

Trust and purchase intention

Trust is the willingness of consumers to trust the company in providing products and services (Moorman et al., 1993). Companies that get the trust of customers will maintain this trust in

providing the best service, customer trust that is formed will arise in customer intentions to use their products and services. The research conducted by Prasad et al., (2017), Irshad et al., (2020) has found that trust is able to increase purchase intention.

H3. Trust has a positive effect on purchase intention.

Social media marketing and purchase intention

Social media marketing is an interactive marketing system that uses internet social communication media to increase specific and measurable consumer responses (Tjiptono and Cjandara, 2017). Gautam and Sharma (2017) found that social media marketing has an impact on increasing purchase intention. Liu et al., (2017) in a study conducted found that social media marketing has a significant positive effect on purchase intention. It is stated that purchase intention is influenced by social media marketing.

H4. Social media marketing has a positive effect on purchase intention.

Electronic word of mouth and purchase intention

Pedersen et al., (2014) argue that Electronic Word of Mouth (eWOM) is a development of communication that utilizes the power of digital consumer persuasion about a product. Electronic word of mouth has an impact on purchases intention. Electronic word of mouth has a significant positive effect on purchase intention. Electronic word of mouth has an impact on purchase intention.

H5. Electronic word of mouth has a positive effect on purchase intention.

METHODOLOGY

Research design

This research is an explanatory one aimed at explaining the relationship between variables that cause changes in other variables (Cooper and Schindler, 2014). The population in this study are the customers of PT. Reska Multi Usaha which is unlimited. The sampling technique used is incidental sampling with a number of respondents amounted to 100 customers. The data collection method used is a questionnaire.

Measurement

The variables used in this study were assessed using several items from different studies in the extant literature. All items were measured using a five-point Likert-type scale, in which respondents had to indicate their level of suitability with different statements (1: strongly disagree to 5: strongly agree). Measurement of social media marketing through 4 items (Kotler and Keller, 2016). Measurement of electronic word of mouth uses 3 items (Tjiptono and Diana, 2019). The measurement of trust uses 4 items (Green, 2006). Measurement of purchase intention uses 5 items (Kotler and Keller, 2016).

Data analysis method

The data analysis used was confirmatory analysis to determine the validity of each indicator used and the reliability of the variables used in the study (Hair, Hult, Ringle, and Sarstedt, 2017). The hypothesis testing is carried out as the next step to determine the results of the hypotheses used in the study. The path analysis is used to determine the magnitude of the influence of each variable by using the Smart PLS tool.

RESULT AND DISCUSSION

Reliability and validity the scales

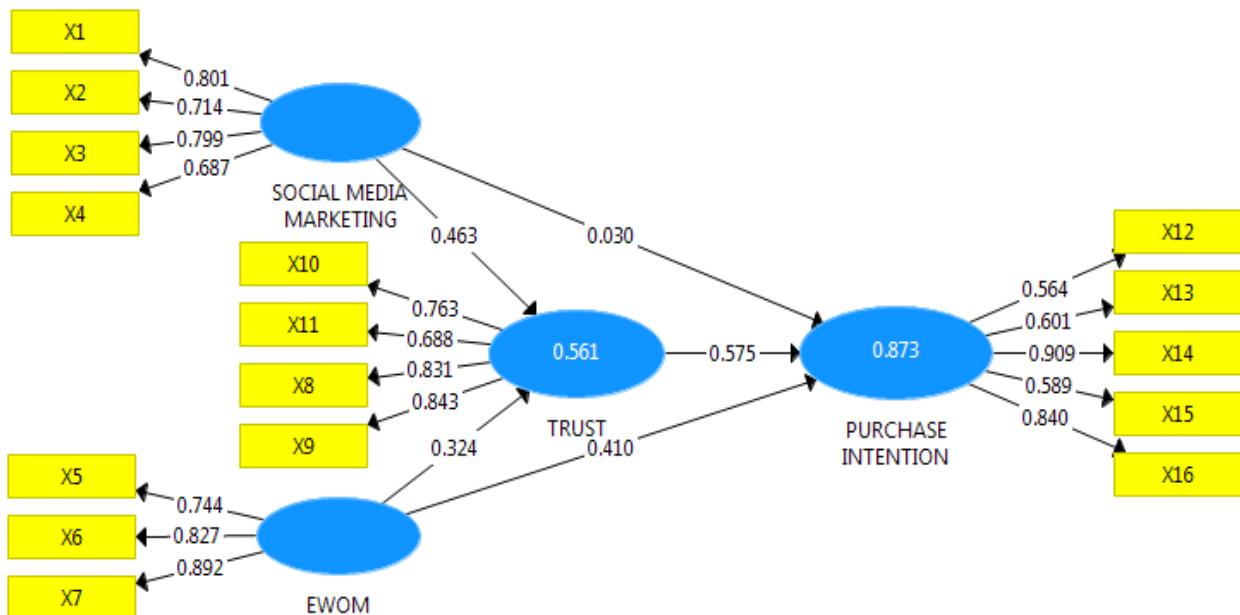


Figure 1. Reliability And Validity The Scales

Source: PLS output results

The construct validity can be seen from the loading factor (LF) value with a rule of thumb greater than 0.5 which is said to be valid. Based on the test results, the loading factor (LF) results of all indicators in the model are said to fit. Evaluation of the construct reliability value is measured by the Cronbach alpha and Composite Reliability values. The Cronbach alpha value of all constructs must be above 0.70. The test results show that the Cronbach alpha value is above 0.70 so it can be said that the indicators are consistent in measuring the construct.

Table 1
Reliability Construct

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Social Media Marketing	0,742	0,748	0,838	0,566
Electronic Word Of Mouth	0,764	0,812	0,862	0,677
Trust	0,794	0,836	0,863	0,614
Purchase Intention	0,751	0,819	0,834	0,512

Source: PLS output results

The table above shows the Cronbach Alpha value for all constructs above 0.70, so it can be concluded that the indicators are consistent in measuring the constructs. The results of the Cronbach

Alpha value of social media marketing is (0.742), of electronic word of mouth is (0.764), of trust is (0.794) and of purchase intention is (0.751). The results of examining construct reliability based on composite reliability can be obtained by looking at the Composite reliability value to show the size of the indicator variance contained in the construct where the limit value of Composite reliability ≥ 0.5 . The results of the Composite Reliability value of social media marketing is (0.838), of electronic word of mouth is (0.862), of trust is (0.863) and of purchase intention is (0.834). The results of checking construct reliability based on convergent validity can be done by looking at the AVE value to show the number of indicator variants contained in the construct where the AVE limit value is ≥ 0.5 . The results of checking construct reliability based on convergent validity can be done by looking at the AVE value to show the number of indicator variants contained in the construct where the AVE limit value is ≥ 0.5 . The test results above show the value of social media marketing is (0.566), electronic word of mouth is (0.677), trust is (0.614) and purchase intention is (0.512).

R Squares

R Squares

Table 2

Variable	R Square
The influence of social media marketing and electronic word of mouth on trust	0,561
The influence of trust, social media marketing and electronic word of mouth on purchase intention	0,873

Source: PLS output results

Based on the table above, the R Square value for the influence model of social media marketing and electronic word of mouth on trust is 0.561, it can be interpreted as the ability of social media marketing and electronic word of mouth to influence trust by 56.1%, while the rest 43.9% is explained by other variables not examined in this study. The value of R Square for the model of the influence of trust, social media marketing and electronic word of mouth on purchase intention is 0.873, which means that trust, social media marketing and electronic word of mouth are able to influence purchase intention by 87.3%, while the remaining 12.7% is explained by other variables not examined in this study.

Test hypothesis

The proposed hypothesis is tested using structural equation modeling. The results of the hypotheses H1, H2, H3, H5 are accepted with a t count of more than 1.96 and a significance of below 0.05, except for hypothesis 4 (not accepted) with a t count of $0.435 < 1.96$ and a significance of $0.332 > 0.005$. The structural model test depicted in the figure shows a good match with the data.

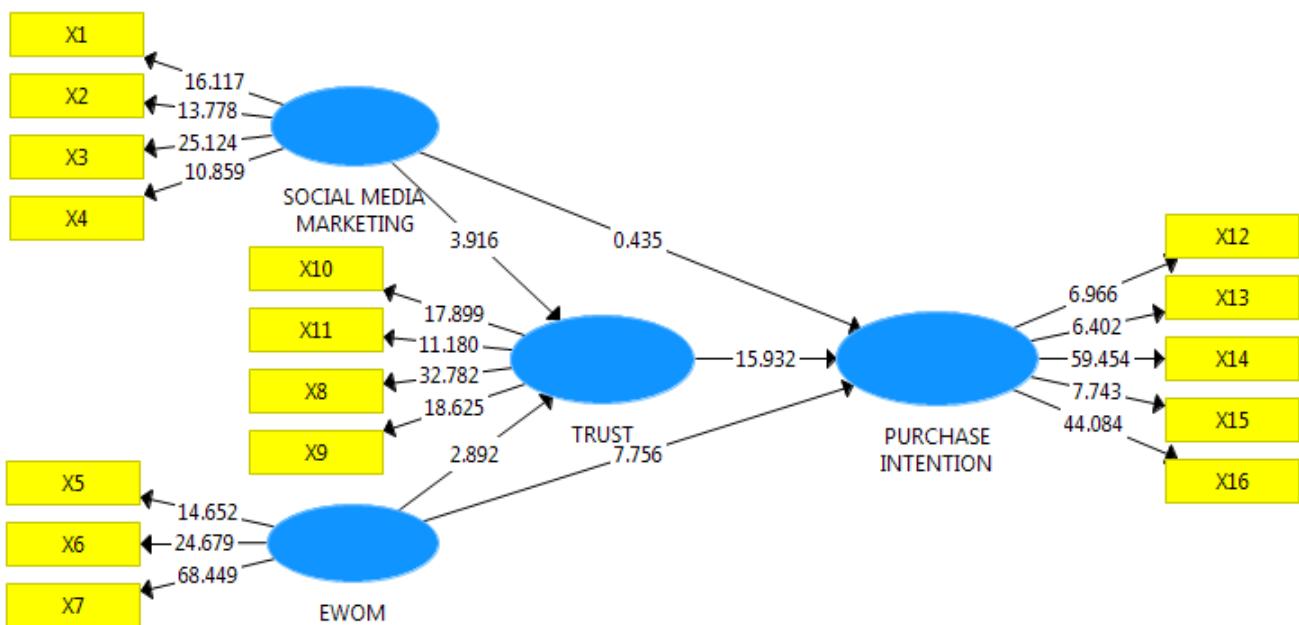


Figure 2. Test hypothesis

Source: PLS output results

Table 2
Test hypothesis

	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media Marketing -> Trust	0,463	0,459	0,118	3,916	0,000
Electronic Word Of Mouth -> Trust	0,324	0,331	0,112	2,892	0,002
Trust -> Purchase Intention	0,575	0,581	0,036	15,932	0,000
Social Media Marketing -> Purchase Intention	0,030	0,030	0,068	0,435	0,332
Electronic Word Of Mouth -> Purchase Intention	0,410	0,405	0,053	7,756	0,000
Social Media Marketing -> Trust -> Purchase Intention	0,266	0,266	0,068	3,933	0,000
Electronic Word Of Mouth -> Trust -> Purchase Intention	0,187	0,193	0,068	2,746	0,004

Source: PLS output results

Based on social media marketing testing, trust has a significant positive effect and it can be interpreted as following: the higher the social media marketing is, the higher the customer trust is. Social media marketing through context, content, community and customization can increase this trust in accordance with the research of Jakic et al., (2017), Prasad et al., (2017), Zhang and Li (2019), Mahmoud et al., (2020), Irshad et al., (2020) who proved this statement. Electronic word of mouth has a significant positive effect on trust and it can be interpreted as following: the better the electronic word of mouth is, the higher the trust is, electronic word of mouth in the form of platform assistance, concern for other, expressing positive emotions can increase trust. This is in accordance with the results of Matute et al., (2016), Prasad et al., (2017), Jakic et al., (2017), Seifert and Kwon (2019), Suwandee et al., (2019) who found that the better electronic word of mouth will increase customer trust. The results of the influence of trust on purchase intention show that trust has a significant positive effect on purchase intention, meaning that the higher the trust is, the higher the purchase intention is. Trust in the form of credibility, reliability, intimacy, and self orientation can increase purchase intention. This is in line with the research results of Prasad et al., (2017), Irshad et al., (2020) who found that trust is able to increase purchase intention. The results of social media marketing research on purchase intention show that social media marketing has no influence on purchase intention. Social media marketing, which should be able to increase purchase intention, is not able to have an impact on increasing purchase intention because the social media marketing that is being carried out is not enough to make customers have trust in the products and services provided. This is in line with the research of Zhu, Li, Wang, He, Tan (2020) where social media marketing has no influence on purchase intention. Electronic word of mouth has a significant positive effect on purchase intention, the better electronic word of mouth, the higher the purchase intention is. This is in line with the research results which has found that electronic word of mouth can increase purchase intention.

CONCLUSION

The conclusion of this study is that social media marketing, electronic word of mouth has a significant positive effect on trust. Trust and electronic word of mouth have a significant positive effect on purchase intention. Social media marketing has no effect on purchase intention. Trust is able to mediate the influence of social media marketing and electronic word of mouth on purchase intention. The variables that affect purchase intention in this study are limited to free social media marketing and electronic word of mouth as well as intervening (trust) variables so that future research needs to add several other relevant independent variables. Social media marketing variables have no effect on purchase intention, the format of social media marketing information owned by PT Reska Multi Usaha is felt by consumers to have less interest in the format of information from the social media marketing. The information format really determines purchase intention as a decision starts with an interest and is followed by a purchase. Recommendations for future research on the insignificant influence of social media marketing variables on purchase intention are to be created for different objects.

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РОЛЬ ДОВІРЧОГО ПОСЕРЕДНИЦТВА У ВПЛИВІ МАРКЕТИНГУ В СОЦІАЛЬНИХ МЕРЕЖАХ ТА «ЕЛЕКТРОННОГО САРАФАННОГО МАРКЕТИНГУ» НА КУПІВЕЛЬНИЙ НАМІР

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Намір придання є важливим фактором для PT Reska Multi Usaha для реалізації стійкої безперервності бізнесу. Це дослідження має на меті проаналізувати збільшення купівельних намірів за допомогою маркетингу в соціальних мережах та електронного усного переказу з довірою як посередницькою змінною. Тип цього дослідження - пояснювальне дослідження з кількісним підходом. Респондентами цього дослідження є всі клієнти PT Reska Multi Usaha, вибірка використовувала 100 респондентів із технікою відбору з використанням випадкової вибірки. Методом збору даних є анкетування. Використанням методом аналізу даних є аналіз шляхів. Часткові результати перевірки гіпотез показали, що маркетинг у соціальних мережах та електронна пошта надають позитивний та значний ефект довіри. Електронне усне спілкування та довіра позитивно і суттєво впливають на купівельні наміри. Натомість, маркетинг у соціальних мережах не впливає на купівельні наміри. Результати непрямого ефекту доводять, що маркетинг у соціальних мережах та електронна пошта надають позитивний та значний вплив на купівельний намір через довіру.

Ключові слова: маркетинг у соціальних мережах, «електронний сарафанний маркетинг», довіра, купівельний намір.

РОЛЬ ДОВЕРИТЕЛЬНОГО ПОСРЕДНИЧЕСТВА ВО ВЛИЯНИИ МАРКЕТИНГА В СОЦИАЛЬНЫХ СЕТЯХ И «ЭЛЕКТРОННОГО САРАФАННОГО МАРКЕТИНГА» НА ПОКУПАТЕЛЬСКИЕ НАМЕРЕНИЯ

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Намерение приобретение является важным фактором для PT Reska Multi Usaha для реализации устойчивой непрерывности бизнеса. Это исследование имеет целью проанализировать увеличение покупательских намерений с помощью маркетинга в социальных сетях и электронного устного общения с доверием как посреднической переменной. Тип этого исследования – объяснительное исследования с количественным подходом. Респондентами этого исследования являются все клиенты PT Reska Multi Usaha, выборка использовала 100 респондентов с техникой отбора с использованием случайной выборки. Методом сбора данных является анкетирование. Использованным методом анализа данных является анализ путей. Частичные результаты проверки гипотез показали, что маркетинг в социальных сетях и электронная почта оказывают положительный и значительный эффект доверия. Электронное устное общение и доверие положительно и существенно влияют на покупательские намерения. Зато, маркетинг в социальных сетях не влияет на покупательские намерения. Результаты косвенного эффекта доказывают, что маркетинг в социальных сетях и электронная почта оказывают положительное и значительное влияние на покупательские намерения через доверие.

Ключевые слова: маркетинг в социальных сетях, «электронный сарафанный маркетинг», доверие, покупательские намерения.