

The Influence of Perceived Social Media Marketing Activities on Purchase Intentions Through Brand Trust and Brand Love toward Jiniso

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ABSTRACT

Introduction: Industry fashion in Indonesia continues to develop, one of which is the emergence of Jiniso, which actively promotes its products through social media. Despite attracting attention with creative and engaging content, Jiniso faces challenges in low engagement and search trends compared to competitors and an unknown public perception of their content.

Objectives: This research aims to determine the influence of perceived social media marketing activities on purchase intentions, mediated by brand trust and brand love. To provide an understanding of social media marketing strategies for increasing customer trust, love, and purchase intentions for the Jiniso brand.

Methods: This research uses the stimulus-organism-response (SOR) theory to analyze the influences of perceived social media marketing activities (PSMMA) against purchase intentions, with mediation between brand trust and brand love. The research sample consisted of 400 followers of Jiniso's social media accounts selected based on specific criteria. Data were analyzed using structural equation modeling-partial least square (SEM-PLS) to test direct and indirect relationships between variables.

Results: The research results show that perceived social media marketing activities indirectly influence purchase intentions through brand trust and brand love as a mediating variable. Besides that, perceived social media marketing activities have a positive and significant direct influence on brand trust. Furthermore, brand trust positively and significantly affects brand love and purchase intentions. Moreover, the results of this research also reveal that brand love has a positive and significant influence on purchase intentions.

Conclusions: The SEM-PLS analysis shows that PSMMA, including word of mouth, entertainment, interaction, trendiness, and customization, significantly impact brand trust and love for the Jiniso brand. Brand trust and brand love mediate the association between PSMMA and purchase intentions, indicating that effective campaigns can influence emotional connections and customer purchase intentions.

Keywords: Perceived social media marketing activities, Purchase intentions, Brand trust, Brand love

INTRODUCTION

Industry fashion in Indonesia continues to increase year over year and continues to dominate the market online. According to a survey from Yonathan (2023), the type of product most widely sold in the marketplace is clothing and accessory products, which reach 89%. Clothing and accessories become prima donnas for customers looking for items in the marketplace.

In 2022, the number of fashion businesses in Indonesia was 594,912; in 2023, there will be an increase of 4.78% to 623,323 businesses (Statistics Indonesia, 2024). This increase shows that the fashion industry continues to develop and is increasingly in demand by business actors in Indonesia. Increase in the number of fashion businesses. This can be caused by several factors, including high market demand for fashion products. This is in line with revenue

projections in the fashion industry conducted by (Statista Market Insights, 2024), which shows an increase in income from year to year and is expected to continue to increase until 2029.

Then, when linked to industry revenue, total revenue in the Indonesian clothing market in 2021 was recorded at \$15.96 billion. In 2022, revenue increased to \$19.48 billion (an increase of 22.06%); in 2023, it reached \$21.70 billion (11.40%). These annual increases in revenue are expected to continue through 2029, with total revenue projected to reach \$27.37 billion. Even though the number of business actors in fashion in Indonesia shows an increase, as well as total industrial income, fashion is projected to continue to increase until 2029.

The number of entrepreneurs of fashion, and total industry revenue increased. Fashion, of course, is also affected by the emergence of various local fashion brands in Indonesia. The emergence of local brands such as 3Second in 2002, Erigo in 2011, Roughneck in 1991 in 2015, and Jiniso in 2018 shows the development of the local fashion industry in Indonesia, which is increasing rapidly. However, some conditions require the local fashion brand to continue reviewing its marketing strategy; according to the Asosiasi Pengusaha Pusat Perbelanjaan Indonesia (Hippindo), product sales of fashion local products decreased by 10% in the first semester of 2024 due to weakening purchasing power and competition with imported products (Jagat Bisnis, 2024).

One of the marketing strategies that companies can use, in this case, is local fashion brand, which is a marketing activity via social media. Marketing activities via social media have become one of the most effective strategies for entrepreneurs to reach customers in the current digital era. This aligns with the statement from (Moslehpour et al., 2022), social media marketing has become a crucial element for entrepreneurs in today's business landscape

. Social media now functions as a means of communication and can also play a crucial role in other sectors, including business.

According to We Are Social & Meltwater (2024), Instagram and TikTok are among Indonesia's most popular social media platforms. Based on data from Napoleon Cat (2024), the number of Instagram users in Indonesia increased from 101.76 million in 2022 to 106.72 million in 2023, then decreased to 88.86 million users in 2024. This indicates a 12.68% decline in the number of Instagram users in Indonesia. Meanwhile, for TikTok, in 2023, the number of TikTok users in Indonesia will be 112.98 million users (Annur, 2023). In contrast to Instagram, in 2024, TikTok users increase to 157.6 million (Ceci, 2024). As one of Indonesia's largest social media platforms, Instagram offers various features that enable businesses to promote their products and interact directly with customers. Instagram has several features for business actors, namely the story feature, post feature, reels feature, live feature, broadcast channel feature, and shopping feature (Kumparan, 2024). Therefore, businesses must make sure their content is engaging, interactive, trend-following, and personalized. (Koay et al., 2023).

Marketers also need to follow the latest trends on social media because audience content preferences will change from time to time. According to We Are Social & Meltwater (2024), there is currently a shift from aspirational content that highlights a luxurious lifestyle to realistic content that is more achievable. Marketers also need to understand that the type of content that people are most interested in can change over time. Entertainment content is one of the types of content most frequently accessed by social media users. This shows that social media users look for fun, light, funny content that can relieve boredom. Based on this, marketers must create content that entertains social media users. Content can be alternated with jokes, light memes, and similar elements to keep social media users entertained and not bored. Apart from that, marketers need to pay attention to building interactions with their customers; live shopping is one form of interaction currently becoming a trend. Live shopping offers an interactive experience, allowing customers to interact directly with sellers. Besides that, live shopping often provides exclusive promotions with limited offers only available to viewers. Data from (Jakpat, 2023) reveals that 86% of shoppers online have attended a live shopping session, and 65% of them made a purchase afterward. This shows that live shopping is an effective tool in influencing customer purchase decisions. In addition to influencing customer purchase decisions, live shopping can influence brand trust.

Social media has replaced traditional methods of word of mouth and introduced a new phenomenon, viz electronic word of mouth or eWOM (Indrawati et al., 2023). Prasetio et al. (2024) posits that electronic word-of-mouth (E-WOM) exerts a substantial influence on consumer decision-making by furnishing them with genuine information, perceptions, and confidence in a brand or product. Marketers can also user-generated content (UGC) and influencer

marketing as part of electronic word-of-mouth (eWOM) in their social media marketing activities. UGC is content created by consumers, like reviews or photos, which is considered more authentic and trustworthy than brand or celebrity content. Customer's positive responses to UGC can also influence purchase intentions for a product (Pramesti & Alversia, 2024). In contrast, influencer marketing is a marketing strategy that utilizes people who build and maintain a self-image and follow on social media through posts that combine personal life with a product (Joshi et al., 2023).

Based on reports from (Taslaud, 2024), as many as 74% of brands in Indonesia allocate a budget for influencer marketing. This shows that influencer marketing as a strategy in social media marketing positively impacts purchase intentions and sales. Based on this, marketers must focus on social media marketing activities to increase brand trust through interactive and engaging content. Marketers can take advantage of the features of live shopping to interact with customers; of course, this can also have a good impact on brand trust dan sales.

Table 1. Shopee Platform Sales

No	Brand Name	Total Revenue	Total Units Sold
1	Erigo	Rp. 132,612,546,824	1,310,442 Units
2	Jiniso	Rp. 31,821,722,736	186,867 Units
3	3Second	Rp. 1,401,945,000	13,319 Units
4	Roughneck 1911	Rp. 18,645,440,000	116,128 Units

Source: Data Pinter, 2024

Based on Table 1, Erigo recorded the highest total revenue and number of units sold among its competitors, with IDR 132,612,546,824 in revenue and 1,310,442 units sold. Jiniso ranks second, generating IDR 31,821,722,736 in revenue and selling 186,867 units. Erigo's strong performance across both metrics is expected to strengthen its position as a well-established brand further.

Despite being a relatively new local fashion brand, Jiniso has demonstrated strong competitiveness against more established competitors. On average, the brand sells approximately 7,000 packages per day (Detik Finance, 2023), and during national shopping day (Harbolnas), it reportedly achieved sales of up to 40,000 packages in a single day (Supriyanto, 2021). This success is closely linked to Jiniso's strategic use of social media marketing.

As a leading denim brand in Indonesia, Jiniso has effectively leveraged social media platforms like TikTok and Instagram for promotional purposes. Observations made by the researcher in October 2024 revealed that Jiniso's Instagram account (@jiniso.id) posted an average of 10 times per week, while its TikTok account averaged around 40 posts per week. These findings indicate that Jiniso consistently creates engaging and entertaining content, significantly boosting its brand visibility and consumer engagement.



Figure 1. Jiniso Quick Answer content

Source: Jiniso, 2024

As shown in Figure 1, Jiniso uploaded a game-style content segment titled "Quick Answer," the featured talent was asked a series of questions and required to respond quickly without prior reflection. This content garnered significant engagement, accumulating 2.7 million views, 282.8 thousand likes, 969 comments, 13,300 favorites, and 1,481 shares. Many viewers responded positively to the video, with some specifically expressing interest in the jacket worn by the featured talent, as indicated by comments requesting a "spill" or reveal of the jacket's details. This suggests that Jiniso's content effectively stimulates consumer interest and has the potential to drive purchase intentions for its products.

In addition to the "Quick Answer" segment, Jiniso produces various engaging and entertaining content, including "30 Questions for Bara," "How to Become an Artist," pranks, and Halloween-themed videos. These videos entertain and remain relevant by aligning with current social media trends. Jiniso frequently uploads trending dance content, such as a performance set to the APT song by Rosé (Blackpink) and Bruno Mars, which garnered 585,000 views, 15,400 likes, 233 comments, and 76 shares.

Beyond entertainment, Jiniso demonstrates a strong commitment to audience engagement. Observations by the researcher indicate that the brand consistently conducts interactive polls on its Instagram Stories, thereby fostering two-way communication with its followers.



Figure 2. Jiniso Instagram Story Poll

Source: Jiniso, 2024

Jiniso actively communicates with their customers and followers on social media. One way it does this is by running surveys through its Instagram Stories. As seen in Figure 2, Jiniso conducted a poll asking followers to choose which simple outfit they found more fashionable. The results showed that 83% of participants preferred the suggested option, while 17% disagreed. In addition to surveys, Jiniso engages with its audience through Q&A content and promptly responds to comments on its social media platforms.

Jiniso provides customer support via WhatsApp, enabling clients to raise concerns, manually make purchases, and receive order confirmations. This demonstrates the brand's dedication to customized and timely service.

Jiniso also hosts daily live shopping sessions on TikTok, significantly boosting real-time engagement with its audience. For example, in 2023, the brand collaborated with influencer Fuji for a live session that generated approximately IDR 600 million in sales (Respati, 2023). Other influencers, including Nathalie Holscher, Ghea Indrawati, Maysha Jhuan, Amanda Caesa, Sherry Joelica, and Ajeng Fauzia, have also worked with Jiniso to promote its products (Noviyanti, 2024).

Despite Jiniso's strategic and aggressive use of social media—featuring engaging, entertaining, and trend-aligned content, as well as highly interactive and customizable services, the public perception of its social media marketing activities (PSMMA) remains unclear. Understanding this perception is essential for local fashion brands like Jiniso to develop more effective and targeted marketing strategies.

Koay et al. (2023) assert that PSMMA substantially impact brand trust. Elevated perceptions of SMMA are generally correlated with enhanced consumer trust in a brand. Jiniso has established a formidable reputation on Shopee, achieving a review score of 4.9 out of 5 from over 2.3 million ratings and a 100% response rate in customer communications, indicating exceptional responsiveness and customer satisfaction. These elements enhance brand trust, which, as Ebrahim (2019) indicates, is further reinforced when a brand routinely garners positive feedback, high ratings, and favorable reviews.

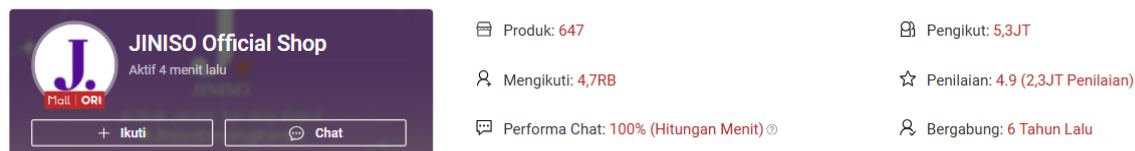


Figure 3. Shopee Jiniso Account Information

Source: Shopee Jiniso Account, 2024

Moreover, brand trust can affect brand love (Koay et al., 2023). Data from Jiniso's Shopee e-commerce account indicates that the brand provides 647 distinct products and has achieved sales exceeding 2 million units. Many clients exhibit repeat purchasing behavior, signifying a robust emotional affiliation with the brand. Several consumers have conveyed significant satisfaction, noting that Jiniso products are superior quality, competitively priced, frequently discounted, and deserving of repurchase. Some individuals reported possessing multiple Jiniso objects. Recurrent purchases serve as a crucial metric of brand affection, demonstrating loyalty and devotion to the brand. This corresponds with Ismail's (2022) findings, which indicate that brand love significantly influences repurchase intentions. Bairrada (2018) emphasizes that customers who experience brand love are more inclined to engage in positive word-of-mouth, augmenting brand visibility and repute. In Jiniso's instance, numerous customers actively endorse the brand by producing user-generated content (UGC) and disseminating favorable experiences with their followers, illustrating brand affection's existence and influence.



Figure 4. Jiniso UGC content

Source: Alfansahmad, 2024

As illustrated in Figure 4, a TikTok user with the handle @alfansahmad created content endorsing products from Jiniso. In his video, Alfian praised Jiniso jeans, noting their high quality, non-stiff material, and overall comfort. This content garnered significant engagement, achieving 2.4 million views, 34.7 thousand likes, 1,759 comments, 9,356 favorites, and 1,066 shares. Based on researchers' observations, Alfian has not only produced a single promotional

video but has consistently uploaded over 40 pieces of content endorsing Jiniso products between March 2024 and November 2024.

Koay et al. (2023) suggest that PSMMA can indirectly influence purchase intentions. In the case of Jiniso, the brand's ongoing efforts to produce engaging content have played a key role in the remarkable growth of its TikTok following. The number of followers on Jiniso's TikTok account increased from 41,000 in March 2021 to 2,542,581 in March 2024, representing an impressive growth of 6,099% over three years.

However, follower count alone does not necessarily equate to effective engagement. The engagement rate, which measures how actively the audience interacts with posted content, is relatively low at 2.54%. This suggests that, despite high view counts and growing follower numbers, Jiniso's content may not significantly engage its audience. A low engagement rate indicates limited audience responsiveness and potentially diminished influence over consumer behavior. Consequently, this lack of engagement could negatively affect consumer purchase intentions, regardless of the reach or frequency of Jiniso's content.

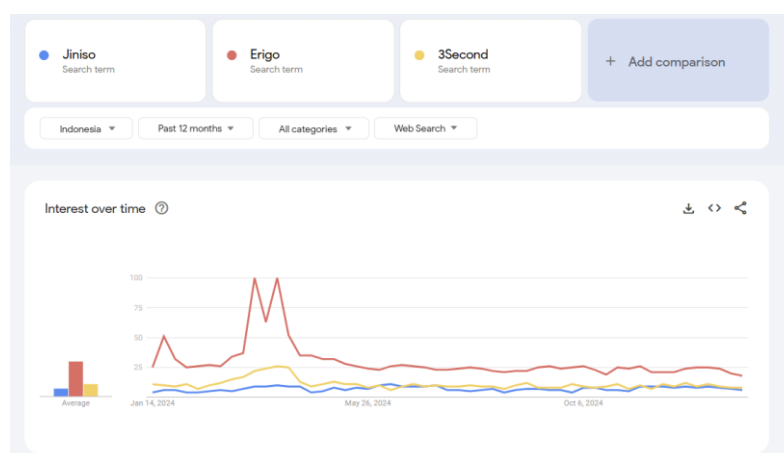


Figure 5. Jiniso Search Trends

Source: Google Trends, 2024

Google Trends reflects search behavior and interest levels among Google users. As shown in Figure 5, Jiniso's search trend over the past year has been consistently lower than those of its competitors, specifically Erigo and 3Second. For instance, during the period from March 31 to April 6, 2024, the search volume for Jiniso was recorded at only 10, compared to 100 for Erigo and 26 for 3Second. On average, over the past year, Jiniso received approximately 7 searches per week, while 3Second received 11 and Erigo 30. This relatively low level of search interest suggests a potential issue for purchase intention, which may subsequently affect actual purchasing behavior toward the Jiniso brand.

According to Moslehpour et al. (2022), purchase intention is a critical predictor of purchase behavior. The assertion is further substantiated by the findings of Dewi et al. (2020), which state that researchers must investigate online purchase intentions, as these intentions serve as significant predictors of actual online purchases. Therefore, Jiniso must formulate a more effective marketing strategy to strengthen purchase intention, which, in turn, may positively impact actual consumer behavior. Despite achieving high view counts and a rapidly growing number of followers, the brand's low engagement rate and declining search trend on Google suggest that Jiniso's current social media presence is not translating into increased consumer interest or brand visibility.

OBJECTIVES

The purpose of this study is to analyze the effect of Perceived Social Media Marketing Activities (SMMA) on Brand Trust at Jiniso, as well as to determine the impact of Brand Trust on Brand Love and the effect of Brand Love and Brand Trust on Purchase Intentions. In addition, this study also aims to identify the mediating role of Brand Trust and Brand Love in the relationship between Perceived SMMA and Purchase Intentions on Jiniso.

METHODS

This research uses the Stimulus-Organism-Response (SOR) model. SOR is a psychological concept that explains how the interaction between stimuli and responses can influence learning and behavior (Indrawati et al, 2024). The study employs a quantitative causal research design to identify and explain the causal relationships between variables. The causal approach seeks to uncover the underlying factors of a phenomenon by analyzing inter-variable relationships. A survey strategy was used to collect data quantitatively through structured questionnaires administered to individual respondents. The study was conducted in a natural (non-contrived) setting and adopted a cross-sectional design, meaning that data was collected at a single point.

The population in this study consists of followers of Jiniso's social media accounts. To determine the population size, Jiniso's TikTok account followers were selected, as this platform has the highest follower count compared to the brand's other social media platforms. The study uses a limited (finite) population, specifically the 3,100,000 followers recorded on Jiniso's TikTok account. The sample size for this study was determined to be 400 respondents using the Slovin algorithm.

Data were collected to obtain information relevant to achieving the research objectives. According to Iba and Wardhana (2023), data can be classified into primary and secondary based on the acquisition method. This study uses SmartPLS version 4 to perform PLS-SEM. This method allows for assessing the influence of exogenous variables on endogenous variables (Iba & Wardhana, 2023). The data analysis process consists of four stages: descriptive analysis, evaluation of the outer model, evaluation of the inner model, hypothesis testing, and mediation analysis.

RESULTS

Measurement Model Test (Outer Model)

The outer model assesses the instruments used in a study (Duryadi, 2021). It aims to measure the validity and Reliability of the measurement instrument. According to (Iba and Wardhana, 2023), the outer model aims to ensure that all indicators measuring latent variables show adequate convergent and discriminant validity values.

Table 2. Variable Convergent Validity Test

Variable	Dimensions / No. Again	Loading Factor	AVE	Information
Perceived Social Media Marketing Activities	WOM	0,705	0,636	Valid
	ENT	0,792		
	INT	0,811		
	TRAIN	0,853		
	CUS	0,819		
Brand Trust	BT 1	0,847	0,808	
	BT 2	0,934		
	BT 3	0,913		
Brand Love	BL 1	0,810	0,637	
	BL 2	0,742		
	BL 3	0,848		
	BL 4	0,855		
	BL 5	0,817		
	BL 6	0,706		
Purchase Intentions	PI 1	0,879	0,803	
	PI 2	0,913		

Source: SmartPLS 4 Output (2025)

Table 2 above shows the second stage of the convergent validity test, which measures the variables in this study: PSMMA, brand trust, brand love, and Purchase IntentionS. All items on each variable were declared valid and passed the convergent validity test.

This means that all items in this research can measure the research variables. For example, items BL 1 - BL 6 are found in the variables brand love. These items have been proven to measure the latent variable, namely brand love. In conclusion, all items in this research successfully met the criteria for convergent validity.

Table 3. Dimensional Fornell-Larcker Test

	CUS	ENT	INT	TRAIN	WOM
Customization	0,921				
Entertainment	0,459	0,898			
Interaction	0,686	0,493	0,865		
Trendiness	0,642	0,657	0,550	0,903	
Word Of Mouth	0,495	0,425	0,581	0,467	0,882

Source: SmartPLS 4 Output (2025)

In the first stage, the author carried out the Fornell-Larcker test on the dimensions of the variables PSMMA. Based on the table 3 above, it is stated that all dimensions have met the criteria Fornell-larger. The square root of the AVE of each dimension, namely Cus 0.921, Ent 0.898, Int 0.865, Trend 0.903, and Wom 0.882, is higher than the correlation with other dimensions. This means that each dimension in this model shows good discriminant validity, meaning it is better at explaining the variance of its indicators than other constructs.

Reliability

Reliability testing aims to ensure that the results obtained from a measurement tool remain consistent when the tool is used repeatedly. According to Iba & Wardhana (2023), reliability is intended to assess the ability of a research instrument to produce the same results if conducted multiple times. Hair et al. (2017) state that the threshold for reliability tests, whether measured by Cronbach's alpha or composite reliability, is the same—specifically, a value above 0.70

Table 4. Variable Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_c)	Information
Brand Love	0,885	0,913	Reliable
Brand Trust	0,880	0,926	
Purchase Intentions	0,757	0,891	
Perceived Social Marketing Activities	0,857	0,897	

Source: SmartPLS 4 Output (2025)

In the second stage, the author carried out a cross loading test on the variables in this research, namely brand love, brand trust, Purchase Intention dan Perceived Social Media Marketing Activities. Referring to the table above, it is known that all variables in this study have met the specified thresholds, both Cronbach alpha and composite reliability. It means, all variables are considered to consistently produce similar results when tested repeatedly.

Structural Model (Inner Model)

Table 5. Variance Inflation Factor (VIF)

Variable	BL	BT	PI
Brand Love			2,555
Brand Trust	1,000		2,555

Purchase Intentions

Perceived Social Media Marketing Activities

1,000

Source: SmartPLS 4 Output (2025)

Based on Table 5, it is known that the VIF value PSMMA > BT of 1,000, BT > BL of 1,000, BT > PI amounting to 2,555 and BL > PI amounting to 2,555. Based on this test, all variables were declared to have no significant collinearity problems. This is because all variables have VIF values below 3. This indicates that, in the absence of substantial collinearity, the link between exogenous and endogenous variables in this study model is both consistent and reliable.

Table 6. R Square Test (R²)

	R-square
brand trust	0,609
brand love	0,505
Purchase Intention	0,343

Source: SmartPLS 4 Output (2025)

According to Table 6, the r-square value for brand trust is 0.609, and for brand love, it is 0.505, both of which are categorized as exhibiting moderate predictive ability. Meanwhile, purchase intentions has an r-square value of 0.343 and is grouped as having weak predictive ability. This states that the variable PSMMA can explain variables brand trust as much as 60.9%. In comparison, the other 39.1% is explained by other variables that are not in this model. Next, the variable brand trust can explain brand love, amounting to 50.5%, while the other 49.5% is explained by other variables that are not in this model. Next, variables such as brand trust and brand love can explain variables Purchase intentions amounted to 34.3%, while the other 65.7% was explained by other variables not in this model.

Table 7. F Square Test (F²)

	BL	BT	PI	PSMMA
brand love			0,072	
brand trust	1,555		0,044	
Purchase Intention				
perceived social media marketing activities		1,019		

Source: SmartPLS 4 Output (2025)

According to Table 7, it is known that the variable PSMMA has an f-square value of 1.019. This indicates that this variable has a high influence on BT. Meanwhile, BT has an f-square value of 1.555 to brand love. This suggests that BT has a significant influence on BL. This differs from the influence on PI, as the f-square value of BT to PI is 0.044. This indicates that BT has a moderate influence on PI. It is the same with the influence of BT to PI; the f-square value BL to PI is classified as a moderate influence, namely 0.072.

This implies that Jiniso's social media marketing activities may have a substantial impact on the audience's trust in the brand. Additionally, brand love and brand trust are likely to exert a moderate influence on the audience's purchasing intentions.

Table 8. Goodness of Fit (GoF) Test

	Saturated Model	Estimated Model
SRMR	0,069	0,086

Source: SmartPLS 4 Output (2025)

Based on the SRMR test results in Table 8 above it show that the saturated model value of 0.069 is below the threshold of 0.08, which indicates good model fit. Meanwhile, the estimated model value of 0.086 slightly exceeds the limit, but is still within reasonable limits because it is in the range 0.08 - 0.100. Thus, the model used in this research still fits adequately with the empirical data. Therefore, this model can be considered suitable for use in further analysis.

Hypothesis Testing

Path coefficient or path coefficient aims to determine an exogenous variable's effect on endogenous variables. The evaluation path coefficient involves t-statistic and p-value, which aims to determine whether the hypothesis can be accepted or rejected. The significance of this coefficient is determined through bootstrapping, which produces t-statistic and p-values. A threshold that is t-statistic is 1.65 (10%), 1.96 (5%), and 2.57 (1%), and a p-value less than 0.05 indicates a significant path coefficient.

Table 9. Hypothesis Testing

Hypothesis	Structural Path	Path Coefficient	T-Statistic	P-Value	Information
H1	PSMMA > brand trust	0,710	12,928	0,000	Positive And Significant
H2	brand trust > brand love	0,780	17,555	0,000	
H3	brand trust > purchase intentions	0,272	3,568	0,000	
H4	brand love > purchase intentions	0,348	4,360	0,000	

Source: SmartPLS 4 Output (2025)

Based on the data processing results described in Table 9 above, here are some conclusions:

1. **H1(PSMMA > brand trust):** Based on the results, it is known that all of them have met the predetermined threshold, with a value path coefficient of 0.710, t-statistics amounting to 12,982 and p-value of 0.000. That is, the variable perceived social media marketing activities has a positive and significant influence on brand trust. This means that every change that occurs in the variable perceived social media marketing activities affects the improvement of brand trust. Therefore, Hypothesis 1 is accepted.
2. **H2 (brand trust > brand love):** Based on the results, it is known that all of them have met the predetermined threshold, with a value path coefficient of 0.780, t-statistics amounting to 17,555 and p-value of 0.000. That is, variable brand trust has a positive and significant influence on brand love. This means that every change that occurs in the variable brand trust affects the improvement of brand love. Therefore, Hypothesis 2 is accepted.
3. **H3(brand trust > purchase intentions):** Based on the results, it is known that all of them have met the predetermined threshold, with a value path coefficient of 0.272, t-statistics amounting to 3,568 and p-value of 0.000. That is, variable brand trust has a positive and significant influence on purchase intentions. This means that every change that occurs in the variable brand trust affects the improvement of purchase intentions. Therefore, Hypothesis 3 is accepted.
4. **H4 (brand love> purchase intentions):** Based on the results, it is known that all of them have met the predetermined threshold, with a value path coefficient of 0.348, t-statistics amounting to 4,360 and p-value of 0.000. That is, the variable brand love has a positive and significant influence on purchase intentions. This means that every change that occurs in the variable brand love affects the improvement of purchase intentions. Therefore, Hypothesis 4 is accepted.

Mediation Test

The mediation test was carried out using the bootstrapping method. The effect is considered significant if the t-statistic value is > 1.96 and the p-value is < 0.05 (Ghozali & Latan, 2015).

Table 10. Mediation Test

Hypothesis	Structural Path	Path Coefficient	T-Statistic	P-Value	Information
H5	PSMMA > Purchase Intention	0,386	5,653	0,000	Positive And Significant

Source: SmartPLS 4 Output (2025)

Based on Table 10, it is known that Hypothesis 4, namely, influence of perceived social media marketing activities to purchase intentions mediated by brand trust and brand love, has met the threshold, with the value path coefficient of 0.386, t-statistics amounting to 5,653 and p-value of 0.000. That is, variable perceived social media marketing activities have an indirect positive and significant influence on purchase intentions through the mediation of brand trust and brand love. Therefore, Hypothesis 4 is accepted.

DISCUSSION

Perceived social media marketing activities (PSMMA) have a positive and significant influence on brand trust

The results of the SEM-PLS analysis using Smart-PLS 4 show that the variable perceived social media marketing activities has a positive and significant influence on brand trust, with a path coefficient value of 0.710, t-statistics amounting to 12.982, and a p-value of 0.000. In addition, the influence of the variable perceived social media marketing activities on brand trust is relatively strong. This is based on an f-square value of 1.019, which indicates a strong effect. According to Hair et al. (2021), the threshold for a strong influence is f-square (F^2) ≥ 0.35 , so the value obtained far exceeds this limit and can be categorized as a strong influence.

That is, to improve brand trust, the variable perceived social media marketing activities, with dimensions of entertainment (content on brand social media is interesting & content on social media is fun), word of mouth (desire to share information & desire to share content), trendiness (content is in accordance with current trends & content provides the latest information), interaction (possibility to interact & ease of expressing opinions via social media), and customization (services can be customized & search for information can be adjusted), has a positive and significant effect on brand trust.

The results of this hypothesis test are in line with the research of Koay et al. (2023), which states that perceived social media marketing activities have a positive and significant effect on brand trust. Likewise, the research from Moslehpour et al. (2022) states that the Social Media Marketing Activity variable has a significant influence on trust.

Brand trust has a positive and significant influence on brand love

The results of the SEM-PLS analysis using Smart-PLS 4 show that the variable brand trust has a positive and significant influence on brand love. With a value path coefficient of 0.780, t-statistics amounting to 17,555 and a p-value of 0.000. In addition, the influence of the variable brand trust on brand love is categorized as strong. This is shown by the f-square value of 1,555. According to (Hair et al., 2021), the threshold for a strong influence is f-square (F^2) ≥ 0.35 , so the value obtained far exceeds this limit and can be categorized as a strong influence.

That is, to improve brand love, variable brand trust which has indicators, namely trust in the brand, brand reliability, brand honesty & sense of security in the brand has a positive and significant effect on brand love. For example, by increasing trust in the brand, Jiniso can increase brand love among its audience or customers.

The results of this hypothesis test are in line with research (Koay et al., 2023), which states that brand trust has a positive and significant effect on brand love, similar to research from (Aureliano-Silva L. et al., 2022). Brand trust has a direct and significant influence on brand love.

Brand trust has a positive and significant influence on purchase intentions

The results of the SEM-PLS analysis using Smart-PLS 4 show that the variable brand trust has a positive and significant influence on purchase intentions. With a value path coefficient of 0.272, t-statistics amounting to 3,568

and p-value of 0.000. In addition, the influence of variables brand trust to purchase intentions is categorized as moderate, with an f-square value of 0.044. According to (Hair et al., 2021), the threshold for moderate influence is $F^2 \geq 0.15$, so the value obtained has met the threshold and can be categorized as a moderate influence.

That is, to increase customer buying interest or purchase intentions, variable brand trust, which has indicators, namely Trust in the brand, brand reliability, brand honesty, and sense of security in the brand, has a positive and significant effect on purchase intentions. For example, by increasing Trust in the brand, Jiniso can increase purchasing interest in Jiniso products, which, according to Moslehpour et al. (2022), purchase intentions are the main predictor of purchasing behaviour.

The results of this hypothesis test are in line with research Koay et al (2023), which states that brand trust has a positive and significant effect on purchase intentions. Likewise, research from (Moslehpour et al., 2022) states that Trust has a significant influence on purchase intentions.

Brand love has a positive and significant influence on purchase intentions

The results of the SEM-PLS analysis conducted using SmartPLS 4 revealed that the brand love variable exerted a positive and significant influence on purchase intentions, as evidenced by a path coefficient of 0.348, a t-statistic of 4.360, and a p-value of 0.000. While the relationship is statistically significant, the strength of the effect is categorized as low, based on the f-square (f^2) value of 0.0072. According to Hair et al. (2021), an f^2 value of at least 0.02 is indicative of a low effect size. Given that the value obtained falls below this threshold, the effect of brand love on purchase intention is considered weak in practical terms.

Nevertheless, this result demonstrates that brand love, as measured by indicators such as emotional satisfaction with the brand, positive emotional connection, happiness derived from the brand, affection for the brand, enthusiasm for the brand, and emotional attachment, exerts a meaningful yet modest impact on consumers' intention to purchase Jiniso products. In essence, the development of an emotional attachment to the Jiniso brand has been demonstrated to result in increased purchase intention.

Consequently, it is imperative for Jiniso to implement strategies that are designed to enhance brand affection among its target audience and customer base. Initiatives that encourage deeper emotional engagement have been demonstrated to play a key role in motivating purchase behavior. This finding aligns with the research conducted by Koay et al. (2023), which substantiated the notion that brand love exerts a positive and significant influence on Purchase Intention.

Relationship between perceived social media marketing activities (PSMMA) and purchase intentions mediated by brand trust and brand love

The SEM-PLS mediation analysis performed with SmartPLS 4 demonstrated that the perceived social media marketing activities (PSMMA) variable positively and significantly indirectly affected purchase intentions via brand trust and brand love mediating variables. The hypothesis is corroborated by a path coefficient of 0.386, a t-statistic of 5.653, and a p-value of 0.000, signifying statistical significance. This finding suggests that to enhance purchase intentions, Jiniso should prioritize cultivating brand trust and brand love through strategic social media marketing campaigns. The present study demonstrates that social media material that is engaging, interactive, relevant to trends, and customizable can enhance both brand trust and brand affection. These emotional connections, in turn, have positively influenced consumers' purchasing intentions regarding the Jiniso brand.

PSMMA, which encompasses the dimensions of entertainment (engaging and enjoyable content), word of mouth (willingness to share and recommend), trendiness (alignment with contemporary trends and information), interaction (opportunities for bilateral communication), and customization (personalized services and content), exhibits an indirect impact on purchase intentions via its effects on consumer attitudes and emotional engagement with the brand.

The present findings are consistent with the research conducted by Koay et al. (2023), which established that PSMMA significantly affects purchase intentions via brand trust and brand love. Moslehpour et al. (2022) posit that brand

trust is a mediating variable between social media marketing activities and customer purchase intentions, thereby underscoring the necessity of trust-centric methodologies in digital brand engagement.

CONCLUSION

The SEM-PLS analysis shows that social media marketing activities (PSMMA), such as word of mouth, entertainment, interaction, trendiness, and customization, have a significant positive impact on brand trust for Jiniso. This trust then influences brand love and has a moderate effect on purchase intentions. Brand love also positively affects purchase intentions, though to a lesser degree. Additionally, brand trust and love mediate the link between PSMMA and purchase intentions, emphasizing that effective social media marketing not only builds trust and affection but also indirectly encourages purchase intentions.

Based on these results, Jiniso should focus on creating entertaining and engaging content for young people on Instagram and TikTok. Content that is both entertaining and customizable has been shown to build trust in a brand, which can increase purchase intentions. Furthermore, collaboration with influencers, especially those popular with young people, can help the brand reach more people and connect with them on a deeper emotional level.

FUTURE WORK AND LIMITATIONS

We encourage future research to include brand experience as a mediating variable in the model that links perceived social media marketing activities with purchase intentions. Previous studies have demonstrated that brand experience is critical in improving one's understanding of how it influences consumer purchase intentions. Furthermore, incorporating influencer marketing as either an independent or mediating variable could provide more comprehensive insights, given the significant influence of influencers on enhancing brand awareness and changing customer purchasing intentions, as noted by Chen et al. (2024). We anticipate integrating these two variables will enrich the research outcomes and provide a more comprehensive.

The limitation of this study is evident in the exclusion of brand experience as a mediating variable, despite its potential impact on consumer purchasing decisions. The primary focus of the study is the correlation between perceived social media marketing activities and purchase intentions, with the exclusion of other critical factors, such as influencer marketing, which has been demonstrated to have a substantial impact on the results. The limitations underscore a significant opportunity for future research to create a more comprehensive model by incorporating additional relevant variables, thereby enhancing comprehension of the factors that influence consumer purchase intentions.

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