Research Article

The Influence of Social Media Marketing and Product Attribute on Purchase Intention through Brand Trust and e-Wom Moderated by Gender on Batik Bono House Batik Andalan Riau

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ARTICLE INFO	ABSTRACT
	In this article, we study the relationship between social-media marketing and product attributes on purchase intention through bran trust and Electronic Word of Mouth (e-WOM) on Batik Bono in Riau. The questionnaire design used a five-point Likert scale. A total of 359 respondents were taken from the number of followers of Rumah Batik Andalan's Facebook and Instagram accounts during the last 3 months of May-July 2024 using a purposive sampling technique. Structural Equation Modeling (SEM) analysis using SPSS AMOS 26 software shows that social media through e-WOM, and customer trust, have a positive effect on purchase intention, which leads to an increase in purchase intention. The model shows an R-squared of 0.950, indicating that social media explains about 95.0% of strengthening customer trust. In particular, social media through customer trust and e-Wom has been established as a strong factor in influencing purchase intention. This research reveals that maintaining the customer trust of Rumah Batik Andalan is also a form of preserving Riau culture. **Keywords:** Social Media Marketing, Product Attribute, Brand Trust, e-WOM, Purchasing Intentions, MSME, Batik.

INTRODUCTION

The growth of MSMEs in Indonesia has great potential to support the rate of national economic growth and become a trigger for the economy in Indonesia. As stated by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2022), that the government continues to support the development of MSMEs as a trigger for the National Economy. The press release explained that MSMEs play a major role in supporting Indonesia's economic growth. This can be seen from the contribution of MSMEs to GDP which reaches 60.5%, and can absorb a workforce of 96.9% of the total national workforce. One of the potential MSMEs to be developed is the batik business. Indonesian batik was designated by UNESCO as the Heritage of Humanity for Oral and Intangible Culture on October 2, 2009, since then October 2 has been celebrated as National Batik Day.

One of the regions that already has and produces its own batik is Pelalawan Regency in Riau Province. Pelalawan Regency's batik is produced by batik artisans who are members of a Small and Medium Enterprise fostered by PT RAPP, called Rumah Batik Andalan. Rumah Batik Andalan was established on December 1, 2013, and has been producing batik since 2015. The batik produced by Rumah Batik Andalan is named the Bono batik brand, the name Bono is taken from Pelalawan Regency's proud tourist attraction, the Bono Wave. Batik Bono has different characteristics from batik in general. The color selection in Bono batik uses bright colors such as orange, blue, red, brown, green and other colors. The selection of bright colors aims to give a distinctive impression that only Bono batik has and to generate a sense of enthusiasm.

Consumer buying interest in purchasing apparel products is data needed for every company in the garment industry, especially for MSME marketing data. Seeing that buying interest between men and women, as a consideration in

companies to produce clothing based on gender. Thus, it can find out the market needs or types of clothing needed by consumers over time. Buying interest is viewed based on gender or gender to be utilized as a form of marketing strategy for Rumah Batik Andalan which is engaged in the garment or apparel industry which will later be used as decision-making material in producing batik clothes. Although Batik has become an icon as one of the cultural heritages in Indonesia and is widely recognized, Batik in Riau still has not kept pace with batik products in Java in particular. Its sales are limited only in the neighborhood to community consumers in the form of associations, government offices and coaching companies. However, the general consumer buying interest in batik in Bono in Riau is still low. Therefore, Batik MSMEs need to optimally utilize social media as a marketing tool to increase consumer buying interest in batik.

Social media marketing will have an impact on transaction satisfaction and convenience, namely the seller will not get funds before confirmation of the goods received by consumers so that consumers feel confident in shopping and making repeat purchases or goods can be given a return guarantee if they are not in accordance with a certain period of time (Jayadi 2018). This research has high relevance in the marketing industry, especially for MSMEs that want to utilize social media as a marketing tool. By understanding the influence of social media marketing on consumer buying interest, companies can develop more effective marketing strategies and increase sales of their products. In addition, this research can also contribute to preserving batik culture as an Indonesian cultural heritage. In addition to social-media marketing, a factor that supports buying decisions is e-WOM, or reviews, recommendations, and experiences shared by consumers through online platforms, has also become an important factor in influencing consumer purchasing decisions.

In the context of Batik Bono in Riau, where business competition is getting tougher and social media penetration is getting wider, it is important to examine whether e-WOM mediates the influence between social media marketing and purchase intention. This will also provide a deeper understanding of how Batik Bono can utilize social media and e-WOM as effective marketing tools to increase consumer purchase intention. Overall, the role of social media marketing in increasing purchase intention through the positive influence on e-WOM and brand trust is an interesting phenomenon in today's marketing environment. By harnessing the power of social media and building strong relationships with consumers, companies can influence consumer perceptions and purchase intentions, bringing positive impacts on marketing success and business growth such as brand trust.

This research on Brand Trust as a Mediator between Social Media Marketing and Purchase Intention will test that consumer trust in the brand acts as a mediator in the relationship between marketing activities through social media and purchase intention. How brand trust in Batik Bono, which has begun to be widely recognized, especially in the Riau area, will affect the relationship between social media marketing and purchase intention in consumers or potential consumers who buy Batik Bono in Riau. By knowing Brand trust, or trust in the brand, will have a significant role in influencing the relationship between social media marketing and purchase intention in consumers or potential consumers of Batik Bono buyers in Riau. This means that if consumers have high trust in the brand, they tend to be more interested and motivated to make purchases.

This research gap is about the effect of social media marketing on purchase intention mediated by e-WOM and brand trust, as well as the effect of social media marketing on purchase intention moderated by gender. Although there are studies that look at the direct effect of social media marketing on purchase intention, there are not many studies that specifically look at the role of e-WOM and brand trust as a mechanism that connects the two variables. So, this study further focuses on the role of this mediator to understand more deeply how e-WOM and brand trust affect the relationship between social media marketing and purchase intention. This research will also try to explore the limitations in the contextual and dynamic aspects of the influence of social media marketing on purchase intention. The relationship between these two variables may be affected by different contextual factors, such as culture, industry, or market circumstances. Research involving these contextual factors is needed to gain a more complete understanding of how the influence of social media marketing may vary in different situations.

LITERATURE REVIEW

Social-Media Marketing

Social media marketing is done with the aim of building brand awareness through marketing efforts on social media (Anas et al., 2023). Social media marketing is carried out through online social media and utilizes online communities as a means of marketing to reach a wider target. So that with this, it can foster public buying intention for products,

especially social media users. In a study revealed that social media marketing has a significant effect on brand equity and brand trust where it affects purchase intention to consume products (Nugraha & Dwita, 2023). This is in line with Hadziahmetovic, (2023) statement that social media usage is significantly and positively related to purchase intention. Likewise, with Ebrahim, (2020) which states that social media has a significant effect on consumer purchase intentions.

Electronic Word of Mouth (e-WOM)

According to Maritha & Kuswati, (2022) says electronic word of mouth is a statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions via the internet. The increasing use and popularity of social media such as Instagram has changed the picture of word of mouth. According to Lestari, (2022) that the form of online information and knowledge exchange on social media is known as Electronic Word of Mouth (e- WOM). Electronic Word of Mouth (e-WOM) is a marketing communication that is carried out online through internet social media. Electronic Word of Mouth is a review in the form of a website that is identified as the second most frequently used source of information for recommending products and services. Therefore, service providers began to utilize online consumer reviews also known as electronic word of mouth (e-WOM), as a marketing tool by inviting consumers to post their personal experiences to others (Aminudin Azis et al., 2023).

Brand Trust

According to Murthy in Winarno et al, (2022) brand trust from the company's point of view is a brand that succeeds in creating a memorable brand experience in consumers that is sustainable in the long term, based on the integrity, honesty and politeness of the brand. According to Puspaningrum, (2020) brand trust or customer trust in a brand is the customer's desire to rely on a brand with the risks faced because of expectations that the brand will cause positive results. From the following theories, it can be concluded that brand trust is the perception and feeling of security from consumers about the positive experiences they experience when using a particular brand so that consumers believe in the brand and can rely on it in the long term. According to Liu, Qiyun, (2023)) state that brand trust is the customer's desire to lean on a brand with the risks faced because of expectations that the brand will cause positive results. In addition, it is also said by Alwahashi & Medjedel, (2024) that brand trust is the brand's ability to be trusted (brand reliability), which is based on consumer confidence that the product is able to fulfill the promised value and good brand intentions (brand intention) which is based on consumer confidence that the brand is able to prioritize consumer interests.

Product Attribute

The definition of product information from previous research Liu, et al, (2020) is used in this study and explains that product information may have subjective and objective segments in consumer consciousness; the objective segment is related to the customer's own knowledge or concept of the product, and the subjective segment refers to the product cognition obtained from external information. Moa et al., (2024) revealed that a systematic description or impression of product quality will significantly increase purchase willingness and commodity value. In addition, previous research relates that buyers tend to spontaneously reason that higher priced products may have a relatively low risk of acquiring merchandise of no value, and vice versa.

Purchase Intention

Purchase Intention is the possibility of a consumer to buy a product or service, positive purchase intention is when an actual purchase occurs and vice versa, negative purchase intention is when an actual purchase does not occur Oktaviani et al., (2022). Purchase Intention is the motivation and intention of the subject to have a plan or conscious consideration to be expected, willing, and likely to make a purchase (Iqbal et al., 2022) Purchase Intention is carried out both online and not online. Consumers' online purchase intentions in a web shopping environment also determine the strength of consumers' intentions to make certain purchasing behaviors via the Internet. According to Muhammad Ramadheo Nugraha et al., (2024) explaining that online purchase intention is a situation when customers are willing and intend to engage in online transactions. Online transactions can be considered as activities in which the process of information retrieval, information transfer, and product purchase is carried out.

Theoretical Background and Conceptual Model

Technology Acceptance Model

The Technology Acceptance Model (TAM) theory is a model developed by Juniansyah et al., (1989) to explain the acceptance of technology to be used by technology users. In formulating the Technology Acceptance Model, Davis uses Theory of Reasoned Action as a grand theory but does not accommodate all components of the Theory of Reasoned Action theory. Juniansyah uses one of the Theory of Reasoned Action indicators, namely by utilizing the Belief and Attitude components. Meanwhile, he did not use Normative Belief and Subjective Norms. Juniansyah et al., (1989) explains that the behavior of using Information Technology is preceded by a perception of the benefits and perceptions of the ease of using information technology. These two components, when associated with Theory of Reasoned Action, are part of Belief.

Theory Plan Behaviour

According to Ajzen, (1987) consumer behavior can be predicted from intentions that are directly related to behavior or action, targets and contexts with these consumer behaviors. Ajzen, (2011) explain that intention is the tendency of individuals when trying to use specific attitudes. Intention can be measured using subjective norms and attitudes that influence a person's intention to act, while subjective norms are influenced by beliefs and motivations which want others to be involved in them. Therefore beliefs, evaluations, and motivations affect intentions by themselves. The intention to reuse and form a behavior to use a good or service can be achieved if consumers have formed a positive attitude towards a good or service.

Purchase Behavior Concept

Behavior as a reaction that is both simple and complex and is an expression of one's attitude. Attitudes have been formed in him because of pressure or obstacles from outside or within himself. This means that the potential reactions that have been formed in him will appear in the form of actual behavior as a reflection of his attitude. Behavior is influenced by internal factors and environmental factors around it (Kowatsch & Maass, 2010). Behavior really needs to be understood by marketers, with the aim of understanding that the components of action must be defined and measured in the context of specific behavior. Behavioral intention is basically a proposition related to self and future actions. There is an opinion that says that intention is a plan in order to engage in a specific behavior in order to achieve goals (Peter and Olson, 2005). Consumer behavior according to Keller, (2007) is the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. Furthermore, according to Kotler, (2008), consumer behavior is the study of the decision process that drives consumers to buy and consume products. Before making a decision to buy, consumers will go through several stages of the decision process. The buying process starts with need recognition where the buyer recognizes a problem or need. Buyers feel the difference between the real situation and the desired situation. For these needs, buyers are looking for information, both from personal sources, the general public and experience.

Based on the theories mentioned above, the conceptual model is shown in Figure 1.
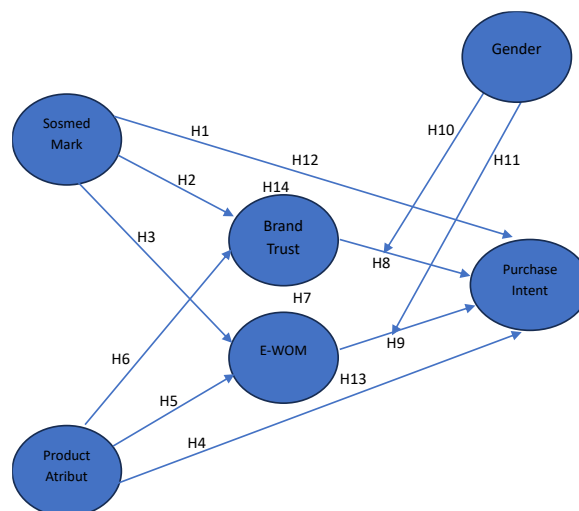

Figure 1. Research Model

Hypothesis Development

According to Burhan, (2023) social media marketing has a significant effect on brand equity and customer trust where it affects purchase intention to consume the product. This is in line with statement that social media usage is significantly and positively related to purchase intention. Likewise, with Nugraha & Dwita, (2023) which states that social media has a significant effect on consumer purchase intentions.

H1: *social media marketing has a positive and significant effect on purchase intention*

Ismanto et al., (2018) in their research support the positive influence of social media marketing characterization on brand trust. Companies use social media platforms to communicate, interact and engage with customers, providing value and experience, thereby increasing their behavioral response to the brand.

H2: *social media marketing has a positive and significant effect on brand trust.*

Word of Mouth (WOM) influences consumer product selection through WOM spread by other consumers (Fadhilah & Lusia Tria Nazala Yogi, 2024). In addition, the internet allows public opinion to be more easily and quickly accessed by other consumers. The experience of using products or services from online users has a great influence on a person's behavior and e-WOM is considered as one of the important reasons for consumers in making purchasing decisions.

H3: *social media marketing has a positive and significant effect on brand e-wom*

According to Kotler, (2014) in the alternative evaluation stage, consumers will see a product as a combination of attributes with the ability to provide certain benefits and be able to form buying interest. Product attributes (brand, packaging, labeling, complementary services, warranty and price). Brands can provide product identity and differentiation against competing products. Consumers will easily recognize a product through the product brand. Meanwhile, packaging is the first thing consumers see when shopping. If the packaging has an attractive appearance, consumers will be interested and intend to buy the product.

H4: *product attribute has a positive and significant effect on purchase intention*

Trust is considered important for a relationship. According to Muhammad Ramadheo Nugraha et al., (2024) Trust is the expectation of the parties in a transaction, and also Trust has an important role in industrial marketing. The fast dynamics of the business environment force marketing companies to look for more creative and flexible ways to adapt.

H5: *product attribute has a positive and significant effect on brand trust*

According to Kotler, Philip and Armstrong, (2014) Product attributes are a benefit that will be offered. These benefits will be communicated and conveyed through product attributes in the form of product quality, product features, product style and design. All batik brands generally have high product quality and have certain product specifications. Product attributes (brand, packaging, labeling, complementary services, warranty and price). Product attributes are benefits that are communicated and delivered through product quality, features, style and design.

H6: *product attribute has a positive and significant effect on e-WOM.*

In general, trust is known as a predictor of purchasing behavior Ebrahim, (2020), asserted that purchase intention is usually influenced by brand trust. Brand trust can have a positive effect on purchase intention and purchase, reducing uncertainty risk and encouraging purchase.

H7: *brand trust has a positive and significant effect on e-WOM.*

Electronic Word of Mouth (e-WOM) is a form of marketing communication that carries out positive or negative statements expressed by potential or past customers according to their products, which can be accessed by many people through the use of internet social media (Xia, L., & Bechwati, 2008).

H8: *brand trust has a positive and significant effect on purchase intention.*

Lestari, (2022) concluded in their research that e-WOM has a direct impact on online purchase intentions. Several studies conducted prove that purchase intention is significantly influenced by social media marketing through E-WOM positively.

H9: *e-WOM has a positive and significant effect on purchase intention.*

Burhanudin & Daldiri, (2023) revealed that gender affects a person's attitude towards social media marketing communication where men show a less favorable attitude than women. Women are more likely to trust content on social media, considering information from others more trustworthy than men.

H10: *Gender moderates the influence of social media marketing on purchase intention through Brand Trust*

One of the promotional media that influences purchasing decisions is online word of mouth by saying that word of mouth is interpersonal communication between two or more individuals such as reference group members or consumers and salespeople where everyone has an influence on purchases (Sari et al., 2021).

H11: *Gender moderates the effect of product attributes on purchase intention through e-Wom*

Social media marketing has a significant influence on purchase intention through the brand trust mechanism. Marketing activities through social media can build positive perceptions of the brand and create consumer confidence in the quality, reliability and reputation of the brand (Sanny et al., 2020).

H12: *social media marketing on purchase intention mediated by brand trust*

Several studies conducted prove that purchase intention is significantly influenced by social media marketing through E-WOM positively. As determined by Syahrani, Hilda Ziradine, (2024) Comments on social media increase the amount of information about brands available in the public space and help generate people's interest in buying products. Promotions and campaigns are also factors that influence people's decision to buy a product.

H13: *product attribute e-wom to purchase intention mediated by e-Wom*

Social media marketing allows direct interaction between brands and consumers, which can strengthen emotional bonds and e-Wom. Quick responses and good service through social media can build consumer trust in the brand and influence purchase intention.(Valentina et al., 2022)

H14: *social media marketing on purchase intention mediated by e-Wom*

In Agustina & Saniyah, (2022) Product attributes have a significant influence on purchase intention through brand trust. Marketing activities through social media, such as engaging content, product reviews, or consumer testimonials, can trigger positive brand trust. This customer trust can then influence consumer purchase intentions.

H15: *product attribute e-wom on purchase intention mediated by brand trust*

METHOD

Item Measurement and Questionnaire Design

In this study, the mean value of each item, indicator and variable was analyzed descriptively using a Likert scale of 1 - 5. The Likert scale is used to measure a person's response or response about social objects (Johnson, R. Burke, 2004). Johnson and Christenen 2012). In this Likert scale, the instruments used have gradations from very positive to very negative.

Structural Test

Our structural model consists of six key variables, each of which contains several constructs. Social media has three constructs, product attributes have five constructs, brand trust has two constructs, e-WOM has five constructs, and purchase intention has two constructs, as shown in Figure 2.

Population and Sampling

The size is taken from the number of followers of Rumah Batik Andalan's Facebook and Instagram accounts for the last 3 months, May-July 2024, as shown in Table 3.1 as follows:

Table 1. Respondent population

No.	Social-Media	Followers
1.	Facebook	4.997
2.	Instagram	315
Total		**5.312**

A sample is a group or part of a population. Samples taken from the population must be truly representative (representative). The sample calculation uses calculator.net by entering the total population of Rumah Batik Andalan's Facebook and Instagram with a population of 5312. By using this technique the confidence level is 95% and the error is 5% and the population proportion is 50%, the minimum sample for this research is 359. The sampling technique in this research is proportional sampling, where the researcher determines the sample with certain considerations. The characteristics or considerations used in determining respondents are: Following Facebook and Instagram, Consumers who are end users of products who directly make purchases at Rumah Batik Andalan. The following are the specifications of respondents in this study with the criteria for active social media users in Table 3.2 below:

Table 2 Research Sample Calculation

No.	Information	population	calculation	Sample
1.	Facebook	4.997	4997/5312x359	337
2.	Instagram	315	315/5312x359	22
	Total	**5.312**		**359**

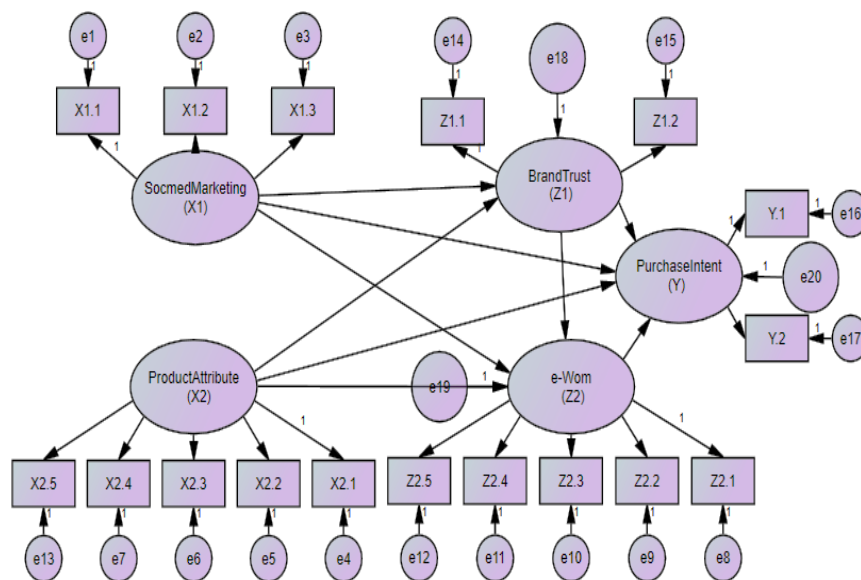Figure 2. Depiction of the structural mode

1.   Data Analysis

6.1   Analysis of Respondent Profiles

1.   Gender

Gender Respondents in this study were divided into two, namely men and women. Data regarding the gender of respondents in this study can be seen in full in the following table:

Tabel 3 Distribution of respondents by gender

	Item	**Frequency**	**Percentage**
	Female	216	60,0
Gender	Male	144	40,0
	Total	360	100,0

2.   *Age Group*

The ages of respondents in this study were divided into five, namely 18-23 years old, 24-35 years old, 36-44 years old, 45-54 years old and >55 years old. Data regarding the ages of respondents in this study can be seen in full in the following table:

Table 4 Distribution of respondents by age group.

	Item	Frequency	Percentage
	18-23 year	14	3,9
	24-35 year	76	21,1
	36-44 year	154	42,8
Age	45-54 year	92	25,6
	>55 year	24	6,7
	Total	360	100,0

3.   *Region of Domicile*

In this study, the respondent's domicile was divided into two, namely domicile in Riau and outside Riau Island. Data regarding the domicile of respondents in this study can be seen in full in the following table:

Tabel 5 Distribution of respondents by domicile.

	Item	Frequency	Percentage
	Riau	333	92,5
Region of Domicile	Outside Riau	27	7,5
	Total	360	100,0

6.2   *Assessment of the Measurement Model*

1.   *Structural Model*

We performed the analysis with AMOS 26 software, and the result is the model shown in Figure 3 below. This shows that each important independent variable has a measurable impact on each dependent variable, indicating the credibility of the model, as shown in the more in-depth analysis in the next subsection.
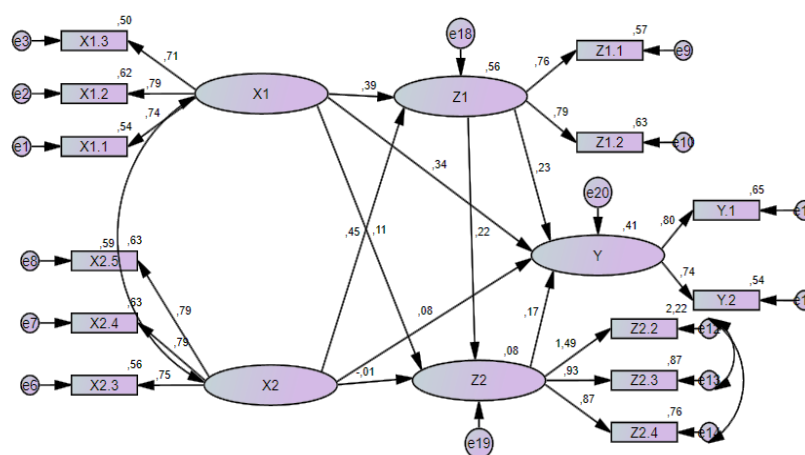

Figure 3. Path Diagram with Coefficients.

2.   *Indicator/Composite Reliability*

This reliability metric measures the overall latent variable reliability using its indicator variable loadings. Basically, it estimates the indicator variable consistency to ensure its integrity and compactness. A composite reliability score

of 0.7 or higher is considered acceptable. Our analysis in Table 3.5 shows results indicating that all construct variables are reliable, as seen in Table 3.5 below:

Table 6. Constructs' indicators.

No	Variable	Manifest	Standard Loading (factor)	Standard Loading2	Measurement Error (1-Std Loading2)	Construct Reliability (CR)	Variance Extracted (VE)
1.	Social Media Marketing (X1)	X1.1	0,738	0,544	0,023	0,97	0,96
		X1.2	0,785	0,616	0,024		
		X1.3	0,711	0,505	0,026		
		Σ	1,496		0,050		
		Σ²		1,121			
2	Product Attribute (X2)	X2.3	0,748	0,560	0,019	0,98	0,97
		X2.4	0,793	0,629	0,020		
		X2.5	0,791	0,625	0,021		
		Σ	1,550		0,039		
		Σ²		1,188			
3	Purchase Intention (Y)	Y.1	0,803	0,644	0,033	0,97	0,95
		Y.2	0,737	0,543	0,031		
		Σ	1,540		0,064		
		Σ²		1,188			
4	Brand Trust (Z)	Z1.1	0,755	0,570	0,024	0,98	0,96
		Z1.2	0,791	0,625	0,023		
		Σ	1,546		0,047		
		Σ²		1,195			
5	e-Wom (Z2)	Z2.2	1,488	2,214	0,081	0,98	0,94
		Z2.3	0,933	0,870	0,089		
		Z2.4	0,874	0,763	0,091		
		Σ	3,295		0,218		
		Σ²		3,848			

6.3   Analysis Gender

1.   Female Gender

The next data test is to analyze gender which consists of two genders, namely male and female. An expanded model was also created for women (n=215) shown in Figure 4. The results of the gender analysis of women in this study are explained in the picture below:
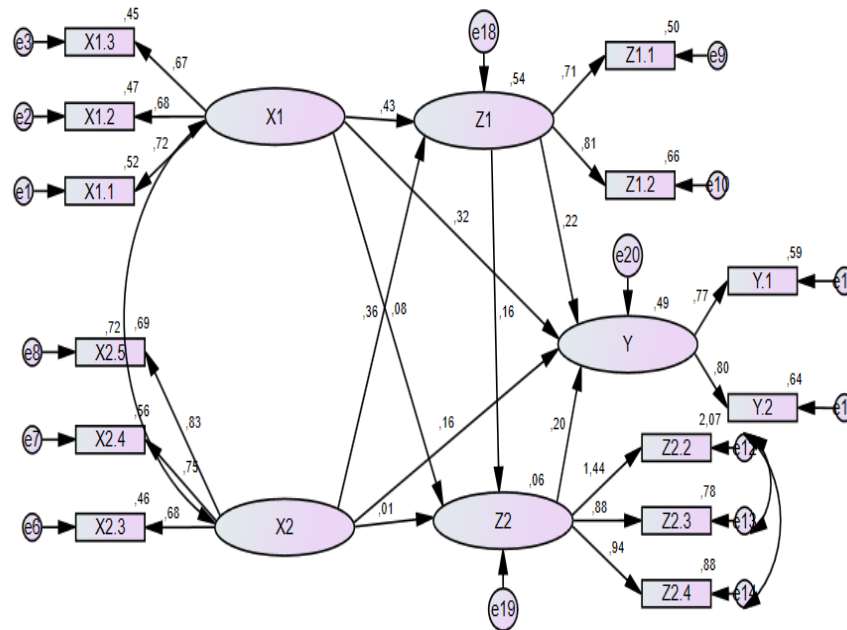
Figure 4. Expanded model female

Based on the results of observations in the image of the confirmatory factor analysis of female gender on the exogenous construct, it can be shown that the exogenous variable on the endogenous variable is constructed by 13 indicators that meet the requirements (with a lambda value greater than 0.50). as in the following table:

Tabel 7. Expanded Model Female Gender

No	Variable and Indicators	(λ)	P
1	X1.1←Soc Med Mark	,724	0,000
2	X1.2←Soc Med Mark	,684	0,000
3	X1.3←Soc Med Mark	,670	0,000
4	X2.3←Product Attribute	,676	0,000
5	X2.4←Product Attribute	,746	0,000
6	X2.5←Product Attribute	,831	0,000
7	Z1.1←Brand Trust	,708	0,000
8	Z1.2←Brand Trust	,811	0,000
9	Z2.2←E-Wom	1,439	0,000
10	Z2.3←E-Wom	,833	0,000
11	Z2.4←E-Wom	,938	0,000
12	Y.1←Purchase Intent	,768	0,000
13	Y.2←Purchase Intent	,798	0,000

Based on the table above, it can be explained that the indicators that form the Endogenous variable have a factor loading value below 0.5 with a significance level of $P < 0.05$ and a CR value > 1.96, so these indicators are declared capable of manifesting the Endogenous variable. Thus, it can be stated that the two lambda coefficients or loading factors of the two manifests are proven to be valid as forming variables.

2.   Male Gender

The next data test is to analyze gender which consists of two genders, namely male and female. An expanded model was also created for Men (n=143) shown in Figure 5. The results of this research analysis are explained in the figure below:
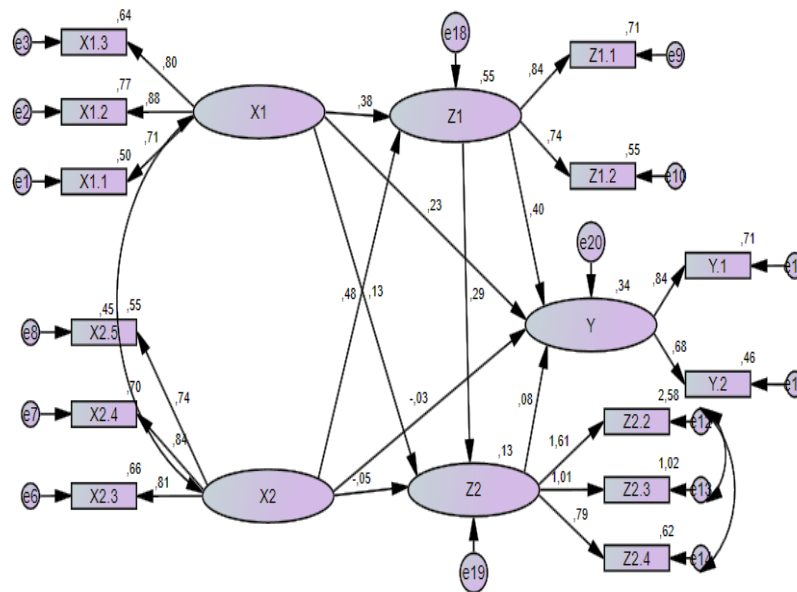

Figure 5. Expanded Model Male

Based on the results of observations in the image of the confirmatory factor analysis of male gender on the exogenous construct, it can be shown that the exogenous variable on the endogenous variable is constructed by 13 indicators that meet the requirements (with a lambda value greater than 0.50). as in the following table:

Tabel 8. Expanded Model Male Gender

No	Variable and Indicators	(λ)	P
1	X1.1←SocMedMark	,709	0,000
2	X1.2←SocMedMark	,880	0,000
3	X1.3←SocMedMark	,797	0,000
4	X2.3←Product_Attribute	,812	0,000
5	X2.4←Product_Attribute	,839	0,000
6	X2.5←Product_Attribute	,744	0,000
7	Z1.1←Brand_Trust	,843	0,000
8	Z1.2←Brand_Trust	,742	0,000
9	Z2.2←E-Wom	1,608	0,000
10	Z2.3←E-Wom	1,008	0,000
11	Z2.4←E-Wom	,790	0,000
12	Y.1←Purchase_Intent	,845	0,000
13	Y.2←Purchase_Intent	,679	0,000

Based on the table above, it can be explained that the indicators that form the Endogenous variable have a factor loading value below 0.5 with a significance level of P < 0.05 and a CR value > 1.96, so these indicators are declared capable of manifesting the Endogenous variable. Thus, it can be stated that the two lambda coefficients or loading factors of the two manifests are proven to be valid as forming variables.

6.4   *Model Fit Indices*

Goodness of fit evaluation is intended to assess how well the research model developed is. At this stage, the suitability of the research model is evaluated for the level of goodness of fit, but what needs to be done beforehand is to evaluate the data used so that it meets the criteria required by SEM.

Tabel 9. Model fit index matric

Criteria	Cut of Value	Result	Evaluation
Chi-Square	With df:53 p; 5% = 113,145	104,241	Marginal
Probability	>0,05	0,000	Good
CMIN/DF	<2,00	1,967	Good
GFI	>0,90	0,956	Good
AGFI	>0,90	0,926	Good
TLI	>0,95	0,964	Good
CFI	>0,95	0,976	Good
RMSEA	<0,08	0,052	Good

The results of the chi-square test calculation on the endogenous construct obtained a value of 104.241, which is still below the chi-square table for 53 degrees of freedom at a 5% significance level of 113.145. The probability value is 0.000, which is above 0.05. The CMIN/DF value is 1.967 below 2.00. The GFI value is 0.956 and the AGFI is 0.926, which is greater than 0.90. The TLI value is 0.964 which is still above 0.95. The CFI value is 0.976 which is still above 0.95 and the RMSEA value is 0.052 which is still below 0.08. According to (Iacobucci, 2010) the model is said to be reasonable/fit if the DF value is < 3 or the RMSEA limit value is lower than 0.06. So these results indicate that the Full Model meets the model fit criteria (Goodness of-Fit Indices).

6.5   *Decisions on Hypotheses*

This hypothesis testing is based on processing research data using SEM analysis, by analyzing the regression values shown in Table 3.9 below:

Tabel 10. Summary on decision hypothesis

Variable	Hypothesis	
Soc Med Mark→Purchase Intent	**H1**	**Supported**
Soc Med Mark→Brand Trust	**H2**	**Supported**
Soc Med Mark→e-Wom	**H3**	**Supported**
Product Attribute→Purchase Intent	**H4**	**Not Supported**
Product Attribute→Brand Trust	**H5**	**Supported**
Product Attribute→e-Wom	**H6**	**Not Supported**
Brand_Trust→e-Wom	**H7**	**Supported**
Brand_Trust→Purchase Intent	**H8**	**Supported**
e-Wom→PurchaseIntent	**H9**	**Supported**
Gender→ SocMedMark → PurchaseIntent	**H10**	**Supported**
Gender→ ProductAttribute → PurchaseIntent	**H11**	**Supported**
Brand Trust → SocMedMark → PurchaseIntent	**H12**	**Supported**

e-Wom → ProductAttribute →PurchaseInten	**H13**	**Supported**
Brand Trust → SocMedMark → PurchaseIntent	**H14**	**Supported**
e-Wom → ProductAttribute →PurchaseIntent	**H15**	**Supported**

3.   Data Collection

In data collection, we solely relied on the closed-ended questionnaire described in the "Item Measurement and Questionnaire Design" subsection. This was deemed to be the most suitable data collection method because of the nature and size of the data required for analysis. We collected these data within two weeks across the three regions of interest. The process involved approaching hotel management personnel and politely asking them to share the questionnaires with their willing clients. Once they agreed, we required them to express their consent by filling in the "Informed Consent Form" before answering the questions.

2.   Discussion, Implications, Limitations, and Future Research

7.1   Discussion

This research tries to reveal the relationship between Social Media Marketing and Product Attributes and their influence on Purchase Intention for Batik Bono in Riau. Researchers examine how Brand Trust and e-Wom relate and act as mediating relationships between Social Media Marketing, Product Attributes, Gender and Purchase Intention. This study aims to test the direct and indirect influence of Social Media Marketing and Product Attribute research variables on Purchase Intention through Brand Trust and eWOM moderated by Gender Batik Bono at Rumah Batik Andalan Riau by combining basic theory (Grand Theory), namely the Technology Acceptance Model theory (TAM) developed by Davis (1989), Theory Plan Behavior According to (Ajzen, I. and Fishbein, 1980)

H1: Influence of *Social Media Marketing* (X1) On *Purchase Intention* (Y)

Based on the research results from data analysis, it shows that hypothesis 1 is accepted. This is because the average obtained from the results of respondents' answers states that the Rumah Batik Andalan Account in terms of responding quickly to comments on Facebook/Instagram, and also answering questions about Bono Batik, as well as invitations to discuss Riau culture, is responded well by the community. The results of this research also show that the lowest average value is found in the Interaction indicator. The majority of respondents answered that Rumah Batik Andalan had not responded quickly to comments on Facebook/Instagram. So far, the marketing team at the mainstay Batik House has not answered questions about Bono Batik properly. The marketing team's response level will greatly determine the amount of insight and interaction with batik customers. The marketing team's lack of ability to encourage discussions about Riau culture is caused, among other things, by their low knowledge of the history of mainstay batik. Minimal knowledge about the history of mainstay batik will definitely reduce interactions with customers. Good and strong interaction with Batik customers also greatly influences the level of income at the mainstay batik house. Many other Batik Houses still maintain relationships with customers, although not all customers can be invited to establish good relationships.

H2: Influence of *Social Media Marketing* (X1) on *Brand Trust* (Z1)

The second hypothesis of this research tests the influence of Social Media Marketing on Brand Trust. The indicator that really influences it is the Reliability indicator, which means that the mainstay batik house always provides high quality Batik Bono. The reliability indicator is a relationship that can contribute to each other, each group influences each other in its relationship with other groups. So, it can influence customer trust in Batik Bono. Technology is currently very developed with the emergence of various social media platforms that help business people market their products. Social Media Marketing that is widely used is Instagram and Facebook. Many business people use Instagram and post all their product information. Followers on Instagram will follow a brand's Instagram in the hope of finding the information customers need. This indicates that many consumers are starting to believe in the products offered by business actors through Instagram promotional media. Consumer trust is the belief that a product or service provider can be relied upon to behave in such a way that the consumer's long-term interests can be met.

H3: Influence of *Social Media Marketing* (X1) On *e-Wom* (Z2)

The third hypothesis of this research tests the influence of Social Media Marketing on e-Wom. Based on the research results from data analysis, it shows that the third hypothesis is accepted. This is because the average obtained from

the results of respondents' answers states that prospective customers feel that Batik Bono reviewers can be trusted. The results of this research also explain that from all indicators, reviews about the quality of Batik Bono are generally positive, however, we see that the quality of Batik Bono offered is attractive. So, even though 5 Batik Bono motifs have been launched in 2015, this does not reduce the customer's intention to buy Batik Bono. The various Bono Batik motifs include: Bono Waves Motif, Acacia Motif, Lakum Motif, Timun Suri Motif, Eucalyptus Motif.

H 4: Influence of *Product Attribute* on *Purchase Intention*

The results show that Product Attributes are unable to influence Purchase Intentions. Product attributes do not have a significant influence in entrepreneurship in the Bono batik MSME sector in Riau on Purchase Intention because consumers may focus more on other factors such as the uniqueness of the design, cultural value, or emotional connection with the product rather than just the specifications or technical quality of the batik itself. This shows that to increase purchasing interest, Bono batik MSMEs in Riau need to place more emphasis on storytelling, customer experience and brand identity rather than just the physical attributes of the product. So, product attributes, which include features such as price, quality, and variety, significantly influence consumer purchase intentions. The absence of a significant influence of product attributes on increasing buyer interest in the context of MSME batik can be explained by research which shows that consumers are often more influenced by the emotional aspects and symbolic value of products than technical or functional attributes.

H 5: Influence of *Product Attribute* (X2) On *Brand Trust* (Z1)

The fifth hypothesis of this research tests the influence of Product Attribute on Brand Trust. The research outcome from data analysis, shows that the 5th hypothesis is accepted. The indicator that really influences it is the Uniqueness indicator, which means that the mainstay batik house has batik motifs that are different from other batik houses. So, it can influence customer trust in Batik Bono. The product elements in Batik Bono are considered important by consumers and can be used as a basis for decision making. Product attributes and consumer purchasing confidence are very closely related, because consumers before making a purchase place product attributes as an important consideration in making purchasing decisions.

H 6: Influence of *Product Attribute* (X2) On *e-Wom* (Z2)

The 6th hypothesis of this research tests the influence of Product Attribute on e-Wom. Based on the research results from data analysis, it shows that the 6th hypothesis is rejected. The lowest indicator is the Quality indicator, which means that the mainstay batik house always provides high quality Bono Batik, but the craftsmen sometimes encounter obstacles in the canting process. A quality indicator is a product that can guarantee whether the brand is good or bad. So, product quality can influence customer assessments of Batik Bono.'

H 7: Influence of *Brand Trust* (Z1) On *e-Wom*(Z2)

The 7th hypothesis of this research tests the influence of Brand Trust on e-Wom. Based on the research results from data analysis, it shows that the 7th hypothesis is accepted. The most influential indicator is the Reliability indicator, which means the communication media used to share information with consumers who have never met before regarding product information, especially Batik Bono products. Rumah Batik Andalan always provides high quality Batik Bono. The better the quality of information provided clearly and accurately about the product, the higher consumer brand trust will be.

H 8: Influence of *Brand Trust* (Z1) On *Purchase Intention* (Y)

Based on the results of the research data processing that has been carried out, it can be seen that the 8th hypothesis reads "Brand Trust has a positive and significant effect on Purchase Intention being accepted. The indicator that is very influential is the Reliability Indicator, which is a characteristic of Rumah Batik Andalan which consistently provides Batik products of high quality so that Batik Bono has characteristics that can influence customer trust in the Batik Motif. Brand Trust is the initial relationship between users of a service, where when they feel satisfied with the service provided, consumers will feel trust in Rumah Batik Andalan and a sense of loyalty will arise in consumers. The existence of high trust will influence consumer purchasing intentions. This means that trust is a tendency and high enthusiasm or a great desire for someone to buy products from Rumah Batik Andalan. The factors that influence trust come from within and outside the boutique owner.

H 9: Influence of e-Wom (Z2) on Purchase Intention (Y)

Based on the results of the research data processing that has been carried out, it can be seen that the 9th hypothesis which states "eWOM has a positive and significant effect on Purchase Intention" is acceptable. The indicator that really influences it is the Content indicator, namely the content of information on social networking sites related to Rumah Batik Andalan products. The very rapid development of the internet can increase people's trust and automatically increase word-of-mouth behavior, meaning that what is usually called eWOM, can make it easier to promote batik. For example, when communicating with family or friends using chat, one of the consumers posts an interesting Batik product, one of the others will ask where to buy Batik in Riau and what the motive is without realizing that the individual who answered has done eWOM.

H 10: The Role of Gender in Moderating the Influence of Social Media Marketing on Purchase Intention which is mediated by Brand Trust

The results show that Gender is able to fully strengthen the influence of Social Media Marketing on Purchase Intention. Gender Roles in Social Media Marketing and Purchase Intention have a significant impact due to differences in preferences, behavior and decision-making methods between men and women. Gender variables play an important role in Social Media Marketing and Purchase Intention, influencing how marketing strategies are developed and how consumers respond to them. Previous research has widely shown that gender influences the acceptability and effectiveness of social media marketing, with clear differences in the way male and female consumers engage with content and make purchasing decisions. Maritha & Kuswati, (2022) said that gender can moderate the relationship between social media marketing and purchase intention, indicating that men and women may perceive and react differently through social media, which can significantly influence their purchasing behavior.

H 11: The Role of Gender in Moderating the Influence of Product Attributes on Purchase Intention mediated by e-WoM

The results show that Gender is able to fully strengthen the influence of Product Attribute on Purchase Intention. Gender Roles in Product Attributes and Purchase Intention have a significant impact due to differences in preferences, behavior and decision-making methods between men and women. Gender variables play an important role in Product Attribute and Purchase Intention to influence how marketing strategies are developed and how consumers respond to them. Previous research has widely shown that gender influences the acceptability and effectiveness of product attributes, with clear differences in the way male and female consumers engage with content and make purchasing decisions. Sánchez Torres et al., (2018) said that gender can moderate the relationship between Product Attribute and purchase intention, indicating that men and women may perceive and react differently through social media, which can significantly influence their purchasing behavior.

H 12: The Influence of Social Media Marketing on Purchase Intention mediated by Brand Trust

The results show that Brand Trust is able to fully strengthen the influence of Social Media Marketing on Purchase Intention. Based on this context, even though Social Media Marketing can increase exposure and interaction with consumers, Brand Trust is formed enough to influence buyer decisions. This shows that effectiveness in marketing strategies on social media can directly result in increased purchase intentions, and also depends more on other factors. As is done by these MSMEs, these MSMEs act according to product experience, especially reviews from customers. Good reviews can increase consumer trust periodically. Several studies show that although social media marketing directly influences purchase intentions, brand trust does not necessarily mediate this relationship (Khan et al., 2024).

H 13: The Influence of Product Attributes on Purchase Intention mediated by e-Wom

The results show that e-WOM is able to fully strengthen the influence of Product attributes on Purchase Intention. Based on context, e-WOM functions as a source of information that can increase the credibility of a product or brand through reviews, recommendations and discussions between users. When consumers see positive reviews or experiences shared by others on social media platforms, they tend to have more confidence in the quality of the product or service. This, in turn, can increase Purchase Intentions, because positive e-WOM strengthens positive perceptions and motivates consumers to make purchases. e-WOM provides significant benefits for entrepreneurs, especially Bono batik MSMEs in Riau, in increasing buyer interest. Through e-WOM, reviews and recommendations from other consumers can increase trust in the product, which is especially important for consumers who have never

interacted with the brand.

H 14: The Influence of Social Media Marketing on Purchase Intention mediated by e-Wom

The results show that e-WOM is able to fully strengthen the influence of Social Media Marketing on Purchase Intention. Based on the context of Social Marketing Media, e-WOM functions as a source of information that can increase the credibility of a product or brand through reviews, recommendations and discussions between users. When consumers see positive reviews or experiences shared by others on social media platforms, they tend to have more confidence in the quality of the product or service. This, in turn, can increase Purchase Intentions, because positive e-WOM strengthens positive perceptions and motivates consumers to make purchases. e-WOM provides significant benefits for entrepreneurs, especially Bono batik MSMEs in Riau, in increasing buyer interest. Through e-WOM, reviews and recommendations from other consumers can increase trust in the product, which is especially important for consumers who have never interacted with the brand.

H 15: The Influence of Product Attributes on Purchase Intention which is mediated by Brand Trust

The results show that Brand Trust is able to fully strengthen the influence of Product attributes on Purchase Intention. Based on this context, apart from product attributes, public trust is also an important factor influencing the decision to purchase Bono Batik at Rumah Batik Andalan. This trust is built through the reputation of batik, consistency in the application of batik, and the quality of the raw materials provided. The high level of trust in Bono Batik in Riau can encourage more millennials to choose Bono Batik as a choice in loving Indonesian culture. This shows that effectiveness in product quality can result in increased purchase intentions, and also depends more on other factors. As is done by these MSMEs, these MSMEs act according to product experience, especially reviews from customers (Syahrani et al., 2024).

In terms of the credibility of our results, we must admit that some aspects of these studies are not comparable. One sampling method we prefer is convenience sampling, where respondents are selected based on their location and availability. However, because the model is not probabilistic and may produce biased results, it is not possible to create a list of potential participants that could aid in randomization, but we took the necessary steps to perform randomization. Additionally, we must realize that the main weakness of this research is that it is largely quantitative. Given the importance of this issue, there may be a possibility that this research could be expanded to include qualitative data as well. However, we made the questions qualitative.

CONCLUSION

This study shows that Social Media Marketing has a positive and significant effect on Purchase Intention. This shows that Rumah Batik Andalan must be able to build a relationship with consumers and maintain it so that it remains sustainable so that distant users can interact with Bono Batik Products via Instagram or Facebook. Our findings reveal that Product Attribute is unable to influence Purchase Intention. Product attributes do not have a significant influence in entrepreneurship in the Bono batik MSME sector in Riau on Purchase Intention because consumers may focus more on other factors such as the uniqueness of the design, cultural value, or emotional connection with the product rather than just the specifications or technical quality of the batik itself. . Apart from that, Gender is able to fully strengthen the influence of Social Media Marketing on Purchase Intention. Gender Roles in Social Media Marketing and Purchase Intention have a significant impact due to differences in preferences, behavior and decision-making methods between men and women. We found that marketers can plan to increase trust by maintaining product value and making good use of the digital world.

Considering the ongoing research regarding social media marketing, further research must be able to build relationships with consumers and keep them sustainable through Instagram social media which has been operational for 5 years to create purchase intentions. MSMEs are obliged to provide goods/services as promised in a reliable and accurate manner so as to create Purchase Intention. MSMEs can utilize social networking sites to provide product-related information to create Purchase Intention. MSMEs must have a level of differentiation or products that their competitors do not have, thereby generating Purchase Intention. MSMEs can build relationships that are not one-way, but rather each group influences each other in every way with other groups so that Purchase Intention is created.

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