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## The Influence of Social Media Marketing Activities and Brand Image on Purchase Intention Through Brand Trust as a Mediating Variable of Amanda Brownies on X Social Media

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**Abstract:** Fierce business competition demands the optimization of digital promotions and brand image to build consumer trust and purchase intent. This study aims to analyze the influence of Social Media Marketing Activities (SMMA) and Brand Image on Purchase Intention, both directly and indirectly through Brand Trust as a mediating variable, for Amanda Brownies on social media platform X. This study is explanatory research using a quantitative approach. The population consists of all users of social media platform X, with a sample selected using purposive sampling; based on the Lemeshow formula, the sample size was determined to be 311 respondents. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The results indicate that SMMA and brand image influence brand trust and purchase intention. Brand trust also influences purchase intention. The indirect effect test confirms that brand trust partially mediates the effects of SMMA and brand image on purchase intention.

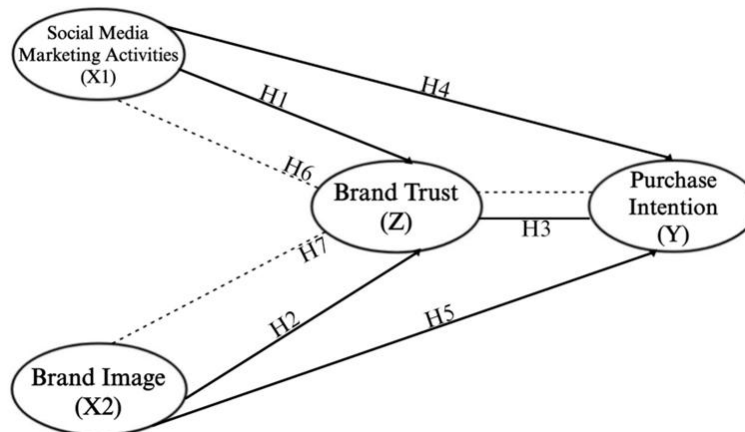
**Keywords:** Amanda Brownies, Brand Image, Brand Trust, Purchase Intention, Social Media Marketing Activities.

### INTRODUCTION

The dynamics of marketing communication today have changed drastically into dynamic two-way interactions, requiring the strategic use of social media (Butow et al., 2026). Amanda Brownies is one of Indonesia's local brands that actively engages with consumers and markets its products through the social media platform X. Through a casual and responsive communication style, Amanda Brownies' social media accounts have been able to generate high levels of engagement. However, high audience engagement on social media is not always accompanied by a tangible increase in purchasing activity. Massive interaction on digital platforms does not automatically guarantee a high level of consumer willingness to make a purchase (Ismail et al., 2025). This suggests that the effectiveness of social media marketing in triggering purchase intent heavily relies on other mediating factors, one of which is brand trust (Ramadhani & Prasasti, 2023). Furthermore, brand image plays a central role, as a positive visual and functional reputation has been shown to effectively boost trust while stimulating purchase intent (Khairunnisa & Gumay, 2025).

Referring to the Theory of Planned Behavior, external marketing stimuli such as social media activities and brand image serve as initial information that influences consumer beliefs, which then gradually build trust and strongly stimulate purchase intent (Ajzen, 1991). This study aims to analyze the influence of social media marketing activities and brand image on purchase intention both directly and indirectly through brand trust as a mediating variable for Amanda Brownies products on social media X. The findings from this study are expected to elucidate how digital activities and the brand image embedded in the audience's minds bridge the relationship leading to the final purchase decision.

## Framework



Picture 1. Framework

## METHOD

This study is a quantitative study of the explanatory research type, which aims to explain the causal or cause-and-effect relationship between variables. The population in this study includes all users of social media X. The sampling technique used purposive sampling, with the following criteria for respondents: users who follow the official X account of Amanda Brownies, have viewed and interacted with its content, and are at least seventeen years old. Based on the Lemeshow calculation, the final sample consisted of 311 respondents.

The data collection instrument centered on an online questionnaire measured using a one-to-five Likert scale. Data analysis employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS 4.0 software. The analysis stages included an evaluation of the measurement model to test convergent validity, discriminant validity, and reliability, as well as an evaluation of the structural model to test the coefficient of determination and test hypotheses through the bootstrapping process (Ghozali & Kusumadewi, 2023).

## RESULTS AND DISCUSSION

Demographic characteristics show that the majority of the 311 respondents were women, accounting for 82 percent, and were in the 17- to 23-year-old age range falling into the Generation Z category at 45.7 percent. All respondents were confirmed to meet the survey's validation criteria, as they actively interacted with the Amanda Brownies X account and had purchased related products within the past three months. A more detailed profile of the respondents is presented in Table 1.

Table 1. Respondent Characteristics

| Respondent Characteristics | Category | Frequency (People) | Percentage (%) |
|----------------------------|----------|--------------------|----------------|
| Gender                     | Woman    | 255                | 82%            |
|                            | Man      | 56                 | 18%            |

|          |                                            |     |       |
|----------|--------------------------------------------|-----|-------|
| Age      | 17 – 23 years old (Gen Z)                  | 142 | 45,7% |
|          | 24 – 29 years old                          | 122 | 39,2% |
|          | 30 – 45 years                              | 20  | 6,4%  |
|          | >46 years                                  | 27  | 8,7%  |
| Criteria | Follow Account X<br>Amanda Brownies        | 311 | 100%  |
|          | Viewing and Interacting<br>with Content    | 311 | 100%  |
|          | Purchased Products in<br>the last 3 months | 311 | 100%  |

An evaluation of the measurement model shows that the factor loadings for all indicators are above 0.70 and the AVE values for all variables are also above 0.50, which statistically indicates that the criteria for convergent validity have been met (Ghozali & Kusumadewi, 2023). The factor loadings and AVE values are shown in the following table:

**Table 2. Loading factor**

|       | Brand Image | Brand Trust | Purchase Intention | Social Media Marketing Activities |
|-------|-------------|-------------|--------------------|-----------------------------------|
| X1.1  |             |             |                    | 0.839                             |
| X1.2  |             |             |                    | 0.868                             |
| X1.3  |             |             |                    | 0.806                             |
| X1.4  |             |             |                    | 0.783                             |
| X1.5  |             |             |                    | 0.812                             |
| X1.6  |             |             |                    | 0.832                             |
| X1.7  |             |             |                    | 0.811                             |
| X1.8  |             |             |                    | 0.778                             |
| X1.9  |             |             |                    | 0.859                             |
| X1.10 |             |             |                    | 0.768                             |
| X2.1  | 0.861       |             |                    |                                   |
| X2.2  | 0.820       |             |                    |                                   |
| X2.3  | 0.795       |             |                    |                                   |
| X2.4  | 0.844       |             |                    |                                   |
| X2.5  | 0.868       |             |                    |                                   |
| X2.6  | 0.820       |             |                    |                                   |
| X2.7  | 0.834       |             |                    |                                   |
| Y.1   |             |             | 0.846              |                                   |
| Y.2   |             |             | 0.822              |                                   |
| Y.3   |             |             | 0.828              |                                   |
| Y.4   |             |             | 0.784              |                                   |
| Y.5   |             |             | 0.811              |                                   |
| Y.6   |             |             | 0.830              |                                   |
| Y.7   |             |             | 0.811              |                                   |
| Y.8   |             |             | 0.776              |                                   |
| Z.1   |             | 0.851       |                    |                                   |
| Z.2   |             | 0.842       |                    |                                   |
| Z.3   |             | 0.829       |                    |                                   |
| Z.4   |             | 0.854       |                    |                                   |
| Z.5   |             | 0.863       |                    |                                   |
| Z.6   |             | 0.850       |                    |                                   |

**Table 3. AVE**

| Variabel                          | Average Variance Extracted (AVE) |
|-----------------------------------|----------------------------------|
| Social Media Marketing Activities | 0.666                            |
| Brand Image                       | 0.697                            |

| Variabel           | Average Variance Extracted (AVE) |
|--------------------|----------------------------------|
| Brand Trust        | 0.720                            |
| Purchase Intention | 0.662                            |

A discriminant validity test using cross-loading revealed that each indicator had a much higher correlation with its own construct than with any other construct.

**Table 4. Cross loading**

|       | Brand Image  | Brand Trust  | Purchase Intention | Social Media Marketing Activities |
|-------|--------------|--------------|--------------------|-----------------------------------|
| X1.1  | 0.810        | 0.776        | 0.800              | <b>0.839</b>                      |
| X1.2  | 0.833        | 0.824        | 0.796              | <b>0.868</b>                      |
| X1.3  | 0.754        | 0.746        | 0.746              | <b>0.806</b>                      |
| X1.4  | 0.718        | 0.737        | 0.730              | <b>0.783</b>                      |
| X1.5  | 0.741        | 0.736        | 0.732              | <b>0.812</b>                      |
| X1.6  | 0.799        | 0.787        | 0.769              | <b>0.832</b>                      |
| X1.7  | 0.719        | 0.708        | 0.721              | <b>0.811</b>                      |
| X1.8  | 0.679        | 0.685        | 0.713              | <b>0.778</b>                      |
| X1.9  | 0.816        | 0.794        | 0.797              | <b>0.859</b>                      |
| X1.10 | 0.691        | 0.724        | 0.734              | <b>0.768</b>                      |
| X2.1  | <b>0.861</b> | 0.782        | 0.782              | 0.786                             |
| X2.2  | <b>0.820</b> | 0.729        | 0.725              | 0.727                             |
| X2.3  | <b>0.795</b> | 0.732        | 0.749              | 0.750                             |
| X2.4  | <b>0.844</b> | 0.785        | 0.745              | 0.811                             |
| X2.5  | <b>0.868</b> | 0.824        | 0.795              | 0.822                             |
| X2.6  | <b>0.820</b> | 0.772        | 0.727              | 0.748                             |
| X2.7  | <b>0.834</b> | 0.789        | 0.784              | 0.778                             |
| Y.1   | 0.781        | 0.788        | <b>0.846</b>       | 0.779                             |
| Y.2   | 0.720        | 0.731        | <b>0.822</b>       | 0.767                             |
| Y.3   | 0.748        | 0.740        | <b>0.828</b>       | 0.757                             |
| Y.4   | 0.707        | 0.705        | <b>0.784</b>       | 0.684                             |
| Y.5   | 0.776        | 0.791        | <b>0.811</b>       | 0.772                             |
| Y.6   | 0.791        | 0.783        | <b>0.830</b>       | 0.789                             |
| Y.7   | 0.748        | 0.773        | <b>0.811</b>       | 0.769                             |
| Y.8   | 0.633        | 0.670        | <b>0.776</b>       | 0.693                             |
| Z.1   | 0.758        | <b>0.851</b> | 0.783              | 0.775                             |
| Z.2   | 0.792        | <b>0.842</b> | 0.803              | 0.779                             |
| Z.3   | 0.781        | <b>0.829</b> | 0.753              | 0.776                             |
| Z.4   | 0.813        | <b>0.854</b> | 0.769              | 0.809                             |
| Z.5   | 0.803        | <b>0.863</b> | 0.794              | 0.778                             |
| Z.6   | 0.770        | <b>0.850</b> | 0.781              | 0.779                             |

The reliability test showed that the Composite Reliability and Cronbach's Alpha values exceeded the cutoff criterion of 0.70 (Ghozali & Kusumadewi, 2023), indicating that all variables in this research model are highly reliable, as shown in the following table:

**Table 5. Composite Reliability and Cronbach's Alpha**

|                                   | Composite reliability | Cronbach's alpha |
|-----------------------------------|-----------------------|------------------|
| Social Media Marketing Activities | 0.952                 | 0.944            |
| Brand Image                       | 0.942                 | 0.928            |
| Brand Trust                       | 0.939                 | 0.922            |
| Purchase Intention                | 0.940                 | 0.927            |

The structural model evaluation yielded coefficients of determination of 0.886 for brand trust and 0.888 for purchase intention, both of which fall into the “strong” category. The following is a table of R-Square values:

**Table 6. R-Square**

| Variabel               | R-Square |
|------------------------|----------|
| Brand Trust (Z)        | 0.886    |
| Purchase Intention (Y) | 0.888    |

The results of the hypothesis testing directly show that social media marketing activities influence brand trust with a probability value of 0.000. Brand image also influences brand trust. Furthermore, brand trust, social media marketing activities, and brand image were found to have a partial and direct influence on increasing consumer purchase intent. The indirect mediation effect test also confirms that brand trust strongly mediates the influence of social media marketing activities on purchase intent, as well as the influence of brand image on purchase intent.

A discussion of these findings confirms that interactive, transparent, and consistent social media marketing activities particularly those involving rapid updates on promotions can minimize information asymmetry and drastically boost consumer trust (Abdullah et al., 2025). A strong brand image also serves as a quality signal that eliminates purchase risks, thereby fostering a solid sense of trust. Brand trust ultimately becomes a crucial catalyst that converts positive perceptions into actual purchase intent. The effectiveness of transforming digital promotions into purchase intent behavior depends heavily on the level of trust a brand successfully instills in its target market.

**Table 7. Direct Test Results**

|                                                         | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values     |
|---------------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Social Media Marketing Activities -> Brand Trust        | 0.451               | 0.451           | 0.066                      | 6.867                    | <b>0.000</b> |
| Brand Image -> Brand Trust                              | 0.508               | 0.507           | 0.062                      | 8.138                    | <b>0.000</b> |
| Brand Trust -> Purchase Intention                       | 0.369               | 0.368           | 0.076                      | 4.844                    | <b>0.000</b> |
| Social Media Marketing Activities -> Purchase Intention | 0.419               | 0.420           | 0.082                      | 5.137                    | <b>0.000</b> |
| Brand Image -> Purchase Intention                       | 0.178               | 0.177           | 0.066                      | 2.705                    | <b>0.007</b> |

**Table 8. Partial Mediation Test Results**

|                                                                        | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values     |
|------------------------------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Social Media Marketing Activities -> Brand Trust -> Purchase Intention | 0.166               | 0.166           | 0.042                      | 3.953                    | <b>0.000</b> |
| Brand Image -> Brand Trust -> Purchase Intention                       | 0.188               | 0.187           | 0.045                      | 4.143                    | <b>0.000</b> |

## CONCLUSION

This study demonstrates that social media marketing activities and brand image play an essential role in building brand trust and driving purchase intent for Amanda Brownies products within the X social media ecosystem. A digital marketing strategy that is managed in an interactive and timely manner, combined with a brand identity that maintains a positive reputation, has proven highly effective in strengthening consumer trust. This deeply ingrained trust ultimately serves as the primary driving force that bridges and solidifies consumers' commitment to allocate their spending toward purchasing the product.

A visually appealing brand not only captures initial attention but, when validated by high integrity and trust, successfully converts all digital interactions into genuine purchase intent. As a practical implication and contribution to marketing management in the culinary industry, business owners are strongly advised to focus on creating interactive marketing content that organically encourages online participation, such as hosting quizzes, discussion threads, or campaigns based on consumer stories. Highlighting the unique value of products must always be optimized in every social media campaign launch to alleviate buyer hesitation, ensuring that the massive attention and popularity achieved in the digital space are directly proportional to an increase in corporate transaction volume.

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