The Effect of Social Media Promotion and Brand Image on Purchasing Decision with Mediation of Consumer Trust on Sengkayu Coffee Eatery Medan

Debrina Puspita[1], Paham Ginting[2], Beby Karina Fawzeea Sembiring[3]

{puspitadebrina@gmail.com[1], pahamginting3@gmail.com[2], beby@usu.ac.id[3]}

Faculty of Economics and Business, University of Sumatera Utara[1,2,3]

Abstract. This study aims to determine and analyze the direct and indirect effect of socialmedia promotion and brand image on purchasing decisions through consumer trust as an intervening variable in Sengkayu Coffee Eatery. This type of research is associative research. The kind of data used is primary data. The population in this study is infinite, with an accidental sampling technique of 125 samples. The data analysis method used is path analysis. Data analysis was carried out via SPSS. The results show that social media promotion and brand image affect consumer trust and purchasing decisions; it is hoped that the coffee shop will be able to maintain price stability. Promoting the coffee consumers'desire in the coffee shop can provide trust so consumers can make the right purchase decisions.

Keywords: Social Media Promotion, Brand Image, Consumer Trust, Purchase Intention.

1. Introduction

The café business is growing increasingly competitive, consequently businesses need to discover a way to keep customers by fulfilling their needs and wants. Business people need to develop the best customer attraction strategy in order to accomplish corporate objectives and remain ahead of competition. People's lives are changing, and one trend that is now gaining traction in society is the preference for spending time outside the home to unwind after a long day and socialize with coworkers. Coffee is one of the most well-known beverages in the worldright now. The terms "coffee shops" or "coffee shops" are commonly used in Indonesia. Coffee shops are starting to spring up across us, from rural towns to large cities. This occurrence establishes a new [1].

For managers to take the right actions for a firm, this trend serves as a standard for the development of the food and beverage industry. Building solid customer knowledge is one of the most important things that a business can do to meet its customers' demands (Qazzafi, 2019) [2]. Social Companies can improve customer communication and brand image development through media advertising. A company's brand can be enhanced or even maintained as a result of the influence of using social media for consumer communication and promotion. In 2022, social media campaigns will contribute to the company's increased profitability, as will the revenue of Sengkayu Coffee Eatery Medan.

Table 1. Sales Data Sengkayu Coffee Eatery Medan, 2022

Month	Target	Realization
January	40.0000.000	25.000.000
February	40.0000.000	45.000.000
March	40.0000.000	50.000.000
April	40.0000.000	20.000.000
May	40.0000.000	60.000.000
June	40.0000.000	55.000.000

Table 1. displays the Sengkayu Coffee Eatery's sales figures for the months of April through June in 2022. Sengkayu Coffee Eatery's sales are evident to be monthly fluctuations that often exceed the sales target. This is because Sengkayu Coffee Eatery needs to promote itself more on social media in order to boost sales. One of the factors that needs to be taken into account when making judgments about purchases is developing a strategy plan to deal with competition, which includes piqueing customer interest in making purchases. In terms of marketing and customer communication, promotional social media can help a business at least increase its social media marketing efforts or even hold onto its position in the market. Purchase decisions will be encouraged by happy customers. Social media is the most popular platform for advertising marketing. Kurniasari and Budiatmo (2018) propose that social media marketing enables consumers to engage in exchange activities through rational or multiliterate consumption in their daily lives, hence influencing their purchase decisions. According to Kurniasari & Budiatmo (2018), social media marketing has a big impact on people's desire to go back. Social media-based marketing is the cause of this situation. According to current phenomena, social media promotions are a common issue. These promotions cause customers to lose interest in Sengkayu Coffe Eatery's offerings because the company's promotional strategies don't exhibit consistency in branding, leaving customers perplexed about how to identify it. Customers become less interested when Sengkayu Coffee Eatery infrequently updates its promotional social media accounts.

2. Literature Review

2.1 Purchase Decision

Choosing to purchase the most preferred product is the decision to make. The consumers' decision to purchase the product or not is what matters. Among the many variables that affect a consumer's decision to buy a good or service, quality, cost, and well-known brands are typically taken into account. A company's success depends on a variety of factors,

including the number of consumers who make decisions and whether or not a purchase or transaction is made. This is because purchasing decisions can also be viewed as actions or behaviors on the part of the consumer.

2.2 Social Media Promotion

Since social media is thought to be more effective than other forms of advertising, businesses who sell goods or services utilize it to promote their brands. Social media is currently growing as a medium for engagement. Social media is a subset of internet media that allows users to interact with other users and exchange audio, visual, and video content. Social media may be a powerful tool for marketing initiatives, especially when used as a platform for product or service promotion. Since social media is thought to be more effective than other forms of advertising, businesses who sell goods or services utilize it to promote their brands. Social media is currently growing as a medium for engagement. The goal of social media is to link and communicate with users across a broad range. Only by accessing social media platforms like Facebook and Instagram are we able to.

2.3 Brand Image

According to Wijaya (2013) [4], brand image is the perception that customers have of a company or product when they hear or see its name. Brand Image consists of customer experience and evaluation of a brand or product (Wang & Yang, 2008) [5] as well as consumer understanding of a brand by leaning towards consumer conclusions regarding information about a product, whether it is good or not.

2.4 Consumer Trust

Consumer trust is the trust of certain parties to other parties in conducting transactional relations based on the belief that the trusted party has all its obligations correctly and as expected. According to Andy Sunarto (2009) [6], Consumer trust is the culmination of all the information that consumers possess and the judgments they make regarding products, features, and advantages. Objects (Objects) can influence satisfaction and trust, products, people, companies, and everything else where someone Has attitudes and views. Features or traits that an object may or may not possess are called attributes. In addition, benefits are advantageous outcomes that are provided to customers.
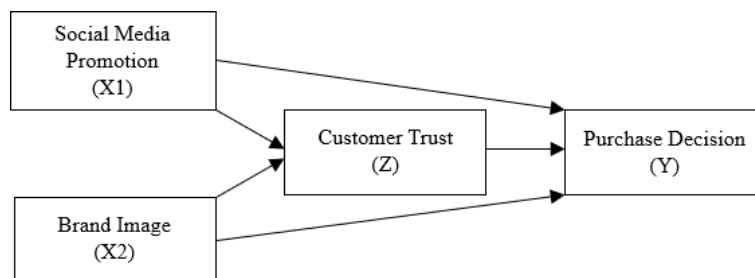

Fig. 1. Framework

3. Research Methodology

3.1 Population and Sample

The study population is endless because the precise number of coffee shops at Sengkayu Coffe Eatery Medan remains known to researchers. In determining the sample size, Malhotra's theory (2010) [7] suggests an approach or formula is applied if the population is not known with confidence (accidental sampling). There were 25x5 question items in this study. So 125 samples were obtained in this study.

3.2 Data Collection Techniques

A. Questionnaire used for data collection in this study provides respondents with a set of questions or written statements to respond to. This approach is utilized to make the variables in the research and the research identity visible.

B. Talks intended to achieve a certain goal are called interviews. Both the interviewee and the interviewer, who posed the inquiries and supplied responses, led the discussion.

3.3 Data on The Number of Consumers

The following is stated about path analysis: "Path analysis is the application of regression analysis to estimate the causal relationship between variables (causal model), which has been previously determined based on the theory Ghozali (2016) [8]. Path analysis is an extension of multiple linear analysis."

4. Result and Discussion

The route analysis regression's findings are as follows:

Table 2. Direct Effect 1. Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.508	1.079		.470	.639
		.452	.075	.491	5.998	.000
	Promotion Media Social					
	Brand Image	.445	.088	.413	5.055	.000

Dependent Variable: Consumer Trust
Source: Results of Data Processing using SPSS

Based on **Table 2**, multiple linear regression is calculated as follows:

$$Z = b_1ZX_1 + b_2ZX_2 + e \qquad (1)$$

The interpretation of the multiple linear regression equation is as follows:

A. Positive coefficient of 0,452 with a t-count of 5.998 > 1.9723 and a significance level of 0.000 < 0.05 is found for the social media promotion variable. This proves that social

media marketing has a major positive impact on customer trust.
B. With a significance threshold of 0.000 < 0.05 and a positive coefficient of 0,445, the Brand Image variable has a t count of 5.055 > 1.9723. This illustrates how consumertrust is greatly enhanced by brand image.

Table 3. Direct Effect 2. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.265	1.504		7.488	.000
	Promotion Media Social	.336	.118	.320	2.846	.005
	Brand Image	.363	.133	.296	2.717	.007
	Consumer trust	.261	.119	.230	2.196	.030

Dependent Variable: Purchase Decision
Source: Results of Data Processing using SPSS

Based on **Table 3**, multiple linear regression is calculated as follows:
$$Y = b_1 YX_1 + b_2 YX_2 + b_3 YZ + e_2 \qquad (2)$$
The following is the explanation of the multiple linear regression equation:
A. With a t count of 2.846 > 1.9723 and a significance level of 0.005 < 0.05, the social media promotion variable has a positive coefficient of 0,336. This indicates that the choice to buyis greatly influenced in a good way by social media promotion.
B. The Brand Image variable has a significance level of 0.007 <0.05, a positive coefficient of 0.363, and a t value of 2.717 > 1.9723. This demonstrates how purchasing decisions are positively impacted by brand image.
C. The variable measuring consumer trust has a t value of 2.196 and a positive coefficient of 0.261. > 1,9723 and 0.030 < 0.05 as the significance threshold. This demonstrates how consumer trust influences purchases in a favorable and minor way.

Table 4. Indirect Effect

Interaction	Calculating Indirect Coefficient	Zobel	Z value	P value	Information
X1 → Z → Y	0,491 x 0,230 = 0,113	``2,06	1,96	0,039 < 0,05	Significant
X2 → Z → Y	0,413 x 0,230 = 0,095	2,39	1,96	0,016 < 0,05	Significant

Source: Results of Data Processing using SPSS

Table 4 allows for the following interpretation:

A. Significant value of 0.039 < 0.05 indicated that consumer trust can mediate social media promotion against purchasing decisions. We obtained the coefficient of the social media promotion Variable Pathway of 0.113 by multiplying the standardized coefficient values of the direct effect of social media promotion on consumer trust and consumer trust on purchasing decisions (0.491× 0.230).

B. Finding the pathway coefficient value of 0.095 for the brand image variable by multiplying the standardized coefficient values of the direct effect of the variable brand image on consumer trust and the consumer trust on purchasing decisions (0.413 × 0.230). This resulted in a significant value of 0.016 <0.05 and Zsobel (2.39)> 1, 96, indicating that consumer trust canmediate brand image purchasing.

The results of the hypothesis testing in this study are as follows:

A. Effect of social media promotion on consumer trust

H0 is rejected based on the data, which indicate that 0.000 < 0.05, indicating a partial relationship between social media promotion and customer trust. The message in social media promotion can be delivered through advertising, hyperlink promotion, online newsletters, andvideo streaming (Dobele et al., 2014) [9]. Trust can be seen as a consumer belief that creates a positive attitude toward buying behavior that will cause consumer purchase intention (Rahmi & Nizam, 2017) [10]. Trust in customers results from satisfaction with products purchased online, which consumers will eventually spread or convey about the product to friends, neighbors, or families. So, the more viral a coffee shop is, the more opportunities there are for consumers to believe in and be able to influence the purchasing decision of the product. It alsoshowsa recurring purchase due to the product's satisfaction and trust of consumers.

B. Effect of brand image on consumer trust

Given that the data show 0.000 < 0.05, H0 is rejected, indicating that consumer trust is somewhat influenced by the brand image. Brand image is essential in determining trust,reflecting that an attractive and valuable brand increases trust consumers toward products or services associated with the Brand. Creating trust in consumers towards a brand is very important because the Brand has a role in determining purchasing decisions. Brand image is essential in deciding trustworthiness, which reflects that Brand is attractive and valuable in increasing consumer confidence in related products or services with Brand.

C. Effect of consumer trust on the purchase decision

The findings indicate that 0.030 < 0.05 rules out H0, indicating that customer trust influences purchases to some extent. A product or service will have a greater influence on consumer purchase decisions the more confident consumers are in it. Different people have varying degrees of trust; some are more trusting than others. This is brought on by customers' confidence in a product's ability to combine several benefits and features. Consumer confidencein a product andproduct attributes describe consumer perceptions. Transactions online have asymmetrical certainty and information. Therefore, there must be mutual trust between the sellerand the buyer(Gefen, 2002) [11].

D. Effect of social media promotion on the purchase decision

H0 is rejected based on the data, which indicate that 0.005 < 0.05 influences the

purchasing decision in part. Like the taste variant, estimation when shipping and promoting discounts makes the Kosumen sure and will discuss the product with friends and many people who impact purchasing decisions. The famous product or service among consumers is a form of social media success that can affect purchasing decisions in a coffee shop, Sengkayu Coffe Eatery Medan.

E. Effect of brand image on the purchase decision

The data indicate that 0.007 > 0.05, rejecting H0 and indicating that brand perception influences purchasing decisions to some extent. Trust has a significant influence on buying interest. Rahi et al. (2017) [12] in his research on products, found a relationship between trust and consumer buying interest. Dachyar and Banjarnahor (2017) [13] also found that trust is the most significant factor in consumer buying interest. According to Ferrell and Hartline (2011) [14], Brandimage is the overall impression, positive or negative, that is in the mind of the consumer. In order to reinforce the brand name in the eyes of the consumer, brand image has become crucial. When a brand is utilized frequently, it leaves an impact on consumers' brains.

F. Effect of social media promotion on purchasing decisions through consumer trust

The Sengkayu Coffe Eatery in Medan City has a 0.129 effect on consumer trust in coffee shop products as a result of social media promotion, according to statistical research findings. This information was derived from standardized coefficient values. Purchasingdecisions (0.710×0.183), with Zsobel $(2.06) > 1.96$ and a significant value of $0.039 < 0.05$, meaning that consumer confidence can mediate social media promotion against purchasing decisions. A social media promotion must be able to make potential customers believe in the product through messages delivered both directly and implicitly so that it will lead to purchasingdecisions. Mention the purchase decision indicators, which consist of stability on the product, thehabit ofbuying products, giving recommendations to others, and repurchasing.

G. Effect of brand image on purchasing decisions through consumer trust

The statistical research findings indicate that consumer trust of coffee shops at Sengkayu Coffe Eatery Medan has a -0.099 influence on purchasing decisions related to brand image. This is derived from the standardized value of the standardized coefficient of the direct effect of the brand image of the consumer trust and consumer trust in purchasing decisions $(-0,546 \times 0.183)$, with a significant value of $0.016 < 0.05$ and Zsobel $(2.39) > 1.96$. This suggests that consumer trust can act as a mediator between consumer image and purchasing decisions. Consumer purchasing decisions involve perception. Therefore, every company must create a brand that isstrong and easily remembered by consumers. A brand is an identity that distinguishes one product from another, so companies compete to provide the best product quality so that consumers make purchasing decisions.

5. Conclusion

1. Social Media Promotion and Brand Image directly impact consumer trust
2. Social Media Promotion, Brand Image, and Consumer Trust directly affect Purchasing Decisions
3. Social Media Promotions have an indirect effect on Purchasing Decisions through Consumer Trust

4. Through consumer trust, brand image has an indirect impact on purchasing decisions.

References

[1] Chiu, C. M., Chang, C.C., Cheng, H.L. & Fang, Y.H.: Determinants of customer repurchase intention in online shopping, Vol. 33, No. 4, pp. 761–784 (2019)

[2] Sheikh Qazzafi: Consumer Buying Decision Process Toward Products, 2 (5), 130–134. ISSN: 2581-7175 (2019)

[3] Adani, Muhammad Robith: Pengaruh Penggunaan Media Sosial dan Manfaat untuk Bisnis 2020

[4] Wijaya, B. S.: Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication, 5 (31), p. 55–65. DOI: 10.13140/ejbm.2013.55.65 (2013)\

[5] Wang, X., & Yang, Z.: Does country–of–origin matter in the relationship between brand personality and purchase intention in emerging economics? Evidence from China's auto industry, 25, 458 – 474 (2008)

[6] Andi Sunarto: Seluk Beluk E-Commerce, Graha Ilmu, Yogyakarta (2009)

[7] Malhotra, Naresh H.: Riset Pemasaran Pendekatan Terapan. Jakarta, Gramedia (2004)

[8] Ghozali, Imam: Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakanke VIII. Semarang : Badan Penerbit Universitas Diponegoro (2016)

[9] Dobele, A., Teleman, D., & Beverland, M.: E–Talking: Viral Marketing To Spread BrandMessage. Research Gate, 1(1), 1–20 (2014)

[10] Rahmi, D.Tuttia dan Ahmad Nizam: Pengaruh citra merek terhadap niat pembelian tiket pesawat secara online pada konsumen traveloka.com dengan kepercayaan sebagai variabel mediasi,

[11] Gefen, D.: Customer Loyalty in E-Commerce. Vol. 3: Iss. 1, Article 2 (2002)

[12] Rahi, S., Ghani, M. A., & Ngah, A. H.: Factors propelling the adoption of Internet banking: the role of e-customer service, website design, brand image, and customer satisfaction, 33(4), 549–569 (2020)

[13] Dachyar, M., & Banjarnahor, L.: Factors influencing purchase intention towards consumer-to-consumer e-commerce.

[14] Ferrell, O. dan Michael D. Hartline: Marketing Strategy. USA: Thomson Corporation (2011)