

# The Influence of Promotion Through Social Media on Purchasing Decisions with Trust as a Moderation Variable

Asmin Rahayaan

Department of Management, Universitas Widya Gama, Indonesia

## ARTICLE INFO

### JEL Classification:

E31, M21, M31

### Corresponding author:

Asmin Rahayaan

([asminrahayaan@gmail.com](mailto:asminrahayaan@gmail.com))

**Received:** 01-10-2023

**Revised:** 14-10-2023

**Accepted:** 28-10-2023

**Published:** 11-11-2023

### Keywords:

Promotion Via Social Media, Trust, Purchasing Decisions

## ABSTRACT

This research aims to determine the effect of promotions via social media on purchasing decisions with trust as a moderating variable. The sampling technique used in this research is nonprobability sampling with a total of 120 respondents. Research location, namely Meteor Cell in Malang City. The data collection techniques are documentation, questionnaires and observation, the information used is secondary and primary. And the data is processed through SmartPLS 4 software. The results of this research show that, 1). Promotion via social media has a positive and significant effect on purchasing decisions at Meteor Cell, Malang City. 2). Trust has a positive and significant effect on purchasing decisions at Meteor Cell, Malang City. 3). Trust is able to act as a strong mediator in the influence of promotion via social media on purchasing decisions at Meteor Cell, Malang City.



This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License.

## 1. INTRODUCTION

Along with the development of increasingly sophisticated technology, nowadays it is no longer strange to use the internet to market a product. An effort made to market products or services using internet media can also be called e-marketing. E-marketing is the marketing side of e-commerce, which consists of the work of companies to communicate, promote, and sell goods and services via the internet. E-commerce is a sales system that developed after the discovery of the Internet. A marketing or sales system like this can reach the entire world at the same time without having to set up branch offices in all countries. Apart from that, it can also be done 24 hours without stopping. By simply using a computer unit connected to the Internet, companies can market their products (Widiyanasari & Rahayu, 2021).

Marketing with promotional strategies via the internet, especially social media (social networks), can increase sales widely and does not require expensive marketing costs. Consumers will also find it easier to find information about the products they want to buy because they don't need to meet face to face. (Singgih, 2014).

Seeing the large number of social media users in Indonesia via smartphones, this could be a good business opportunity, one of which is in the field of communication equipment products or cellphones. Buyers can find out about the products sold at Meteor Cell through information on their Facebook, Instagram, Twitter accounts and from offline stores. (Rasyid et al., 2018).

HP and other products sold by Meteor Cell are also starting to be marketed via social media so that consumers have reached the entire Greater Malang area, even the entire East Java region. The use of the internet today is not only as a communication medium, but is also used as a marketing medium by business people. Today's people's lifestyles are starting to change to become more modern and follow trends because lifestyles, culture, thought patterns, needs and desires are also changing. Therefore, many business people use internet media to market products via internet or online media because they also follow technological developments and the practical and modern lifestyle of the wider community.

This marketing method that uses sophisticated information and communication technology is what many marketers use to market their products. This internet media, which is more effective and efficient and easier to increase relationships, is what business people use to support their business. Apart from that, the internet can help company performance become more effective and efficient, so that by increasing a company's performance it is hoped that it can increase and reduce errors caused by human factors. It cannot be denied that social networks that are currently often used to market products include Instagram and Shopee (Husen et al., 2018).

Consumer trust is a form of confidence that consumers have in the business, products, services or services offered by the company. These beliefs include the function, benefits, and quality of the product or service itself. Apart from that, there are also definitions of consumer trust from several sources which can help provide more understanding. One of them is the definition of consumer trust according to Sumarwan (2011), namely consumer trust is the knowledge that consumers have regarding an object related to its various attributes and benefits. Here what is meant by objects can be in the form of products, people, companies. Then, attributes are characteristics or features that an object may or may not have. Meanwhile, benefits are clearly positive results that can be provided to consumers.

Companies must consistently place consumers as the most important part in running their business. Because, the more consistent your company is with the personality of the products or services it has, the services provided to consumers, the company's basic products and services, the more loyal consumers will be. Not only that, but the image of your business will also grow.

Based on the background described above, the three variables analyzed, namely promotion via social media, trust and purchasing decisions, are associated with Meteor Cell Malang City. Apart from testing the direct influence, this research also tests the mediating role of trust in the influence of promotions via social media on purchasing decisions.

## 2. LITERATURE REVIEW

### 1) Promotion Via Social Media

Social media promotion is an attempt to use social media to persuade those who have a beneficial organization, product, and/or solution. Community online marketing is promotion that uses social systems, weblog promotion, and others. According to Lazer and Kelly, define social promotion as "Related to the application of promoting information, ideas, and methods to advance social and economic goals. Social media promotion is not just about reaching the front page of a site or other social information web page. It is a strategic and methodical process to build the company's impact, reputation and items in the area of potential clients, visitors or supporters (Sajid, 2016).

### 2) Trust

Consumer trust is consumer knowledge regarding the belief that a product has various attributes, and the benefits of these various attributes (Sumarwan, 2011).

### 3) Purchase Decision

Ananda Dwithar Yuniar et al, (2021) in the Book Chapter Digital Literacy: Trends, Challenges and Opportunities, defines purchasing decisions as a series of choices that consumers make before buying a product or using the services offered by a company.

## 3. RESEARCH METHODS

This type of research is explanatory (explanatory research). According to Sugiyono (2010) method explanatory research is a research method that explains the causal relationship between the variables studied and the influence in question explaining the position of the variables and the influence between one variable and another variable in research by conducting hypothesis testing. Research location, namely Meteor Cell in Malang City. The population used in this research was 120 consumers who purchased at Meteor Cell, Malang City. In this research, one way to determine the sample is to use Nonprobability Sampling (Sugiyono, 2008:122). The data collection techniques are documentation, questionnaires and observation, the information used is secondary and primary. The conceptual model in this research is as follows:

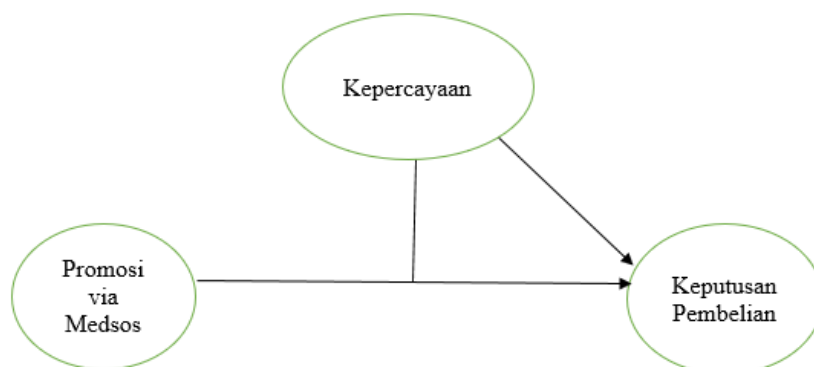


Figure 1. Conceptual model

## Hypothesis

1. Hypothesis 1: It is suspected that promotion via social media has a significant effect on purchasing decisions of Meteor Cell consumers in Malang City.
2. Hypothesis 2: It is suspected that trust has a significant influence on the purchasing decisions of Meteor Cell consumers in Malang City.
3. Hypothesis 3: It is suspected that trust can be a strong moderator of the influence of promotion via social media on purchasing decisions of Meteor Cell consumers in Malang City.

## 4. RESULTS AND DISCUSSION

### Results

#### Cronbach's Alpha

Cronbach's Alpha is a value of at least 0.7, while ideally it is 0.8 or 0.9. The following table displays the Cronbach's Alpha values obtained from the calculation results.

**Table 1.** Cronbach's Alpha value

No	Variable	Cronbach's Alpha	P Values
1	Purchase Decision	0,868	0,000
2	Trust	0,805	0,000
3	Promotion via Social Media	0,758	0,000

Source: Data processed with SmartPLS, 2023.

Table 1 shows that the Cronbach's Alpha values for the three research variables are all greater than 0.7. Thus, it can be said that the research instrument is reliable.

#### Composite Reliability

**Table 2.** Nilai Composite Reliability

No	Variable	Composite Reliability	P Values
1	Purchase Decision	0,893	0,000
2	Trust	0,848	0,000
3	Promotion via Social Media	0,823	0,000

Source: Data processed with SmartPLS, 2020.

Apart from Cronbach's Alpha to test reliability, Composite Reliability can also be used to test reliability. The interpretation value is the same as the quantity used to measure Cronbach's Alpha, namely the minimum value is 0.7 while the ideal value is 0.8. Table 5, shows that the Composite Reliability values for the three research variables are all greater than 0.7. Thus, it can be said that the research instrument is reliable.

#### 4.2.3 AVE

There are two types of validity in PLS, namely convergent validity and discriminant validity. However, what is used in this research is convergent validity, which means that a set of indicators represents one latent variable and is the underlying variable.

There are two measures that can be used to test convergent validity, namely outer loading and AVE (*Average Variance Extracted*). Expected AVE value > 0.5 or alpha

probability value smaller than 0.05 (optional or). This value illustrates adequate convergent validity, which means that one latent variable is able to explain more than half of the variance of its indicators on average. Table 3. below displays the AVE value obtained from the calculation results.

**Table 3.** AVE value

No	Variable	AVE	P Values
1	Purchase Decision	0,515	0,000
2	Trust	0,522	0,000
3	Promotion via Social Media	0,546	0,000

Source: Data processed with PLS, 2020.

Table 6 shows the AVE values of the three research variables, which indeed appear to be smaller than 0.5. However, the P Values (probability values) are smaller than 0.05. According to Eko Hertanto (2019), selecting an original sample that exceeds the value of 0.5 or basing it on an alpha probability value of less than five percent is optional, meaning you can base it on either value. Because the alpha probability values of the three research variables are all less than 0.05, it can be said that the research instrument is valid (convergent validity).

### Outer Loading

In addition to using the AVE value, the value Outer Loading It can also be used as a reference for testing the validity of research instruments. In fact, this has become the main reference for researchers in assessing the validity of research instruments, in this case convergent validity. Considerations for useouter loading is because each latent variable must be able to explain at least 50% of the variance of the respective indicator. Therefore, the absolute correlation between the latent variable and its indicators is expected to be greater than 0.7 (the absolute value of the outer standard loadings or called outer loadings), or by looking at the significance of the probability value smaller than 0.05.

**Table 4.** Outer Loading Promotion via Social Media

No	Code	Item	Outer Loading	Probability	Is.
1	X1.1.1	Meteor Cell took the initiative to build relationships with consumers by sending information about new products	0.885	0,000	Valid
2	X1.1.2	Meteor Cell builds a network through fan pages on Facebook, Twitter and Instagram	0.940	0,000	Valid
3	X1.1.3	Meteor Cell builds horizontal relationships with consumers through friend-like service.	0.938	0,000	Valid
4	X1.1.4	Meteor Cell Intens responds to consumer questions/complaints via Facebook, Twitter and Instagram	0.852	0,000	Valid

No	Code	Item	Outer Loading	Probability	Is.
5	X1.1.5	Meteor Cell provides quizzes, interactive games via Facebook, Twitter and Instagram	0.910	0,000	Valid
6	X1.1.6	Meteor Cell always asks about consumer satisfaction after consumer purchases.	0.743	0,000	Valid
7	X1.1.7	Information about Meteor Cell can be obtained on Facebook, Twitter and Instagram	0.817	0,000	Valid
8	X1.1.8	Posts on Facebook, Twitter and Instagram provide complete information about the products available at Meteor Cell	0.890	0,000	Valid
9	X1.1.9	Meteor Cell's promotional format via Facebook, Twitter and Instagram is informative, easy to understand and can explain the product well.	0.782	0,000	Valid

Source: Data processed with SmartPLS, 2023

**Table 5.** Outer Loading Trust

No	Code	Item	Outer Loading	Probability	Is.
1	Z1.1.1	Meteor Cell employees serve swiftly and quickly	0.794	0,000	Valid
2	Z1.1.2	Meteor Cell employees serve on time	0.894	0,000	Valid
3	Z1.1.3	Meteor Cell employees serve professionally	0.871	0,000	Valid
4	Z1.2.1	Meteor Cell employees serve honestly	0.886	0,000	Valid
5	Z1.2.2	Meteor Cell employees serve fairly	0.850	0,000	Valid
6	Z1.2.2	Meteor Cell always maintains its reputation	0.878	0,000	Valid
7	Z1.3.1	Meteor Cell employees help consumers choose products according to their budget	0.853	0,000	Valid
8	Z1.3.2	Meteor Cell employees serve wholeheartedly	0.806	0,000	Valid
9	Z1.3.3	Meteor Cell employees serve in a friendly and polite manner	0.815	0,000	Valid
10	Z1.4.1	Meteor Cell cares about consumer complaints after purchase	0.788	0,000	Valid
11	Z1.4.2	Meteor Cell is transparent about the product information it sells	0.845	0,000	Valid
12	Z1.4.3	Meteor Cell masters the ins and outs of the products it sells	0.819	0,000	Valid

Source: Data processed with SmartPLS, 2023

**Table 6.** Outer Loading Purchase Decision

No	Code	Item	Outer Loading	Proba-bility	Is
1	Y <sub>1.1.1</sub>	Information on products sold at Meteor Cell is available both through brochures and via the internet	0.878	0,000	Valid
2	Y <sub>1.1.2</sub>	Find out about Meteor Cell from FB, IG, and Twitter	0.894	0,000	Valid
3	Y <sub>1.1.3</sub>	The information provided by Meteor Cell is honest and accurate	0.921	0,000	Valid
4	Y <sub>1.2.1</sub>	Various brands of cellphones are available at MC	0.898	0,000	Valid
5	Y <sub>1.2.2</sub>	MC sells the brand of product I want	0.841	0,000	Valid
6	Y <sub>1.2.3</sub>	The products sold by MC are original products	0.911	0,000	Valid
7	Y <sub>1.3.1</sub>	Buy because you want to	0.893	0,000	Valid
8	Y <sub>1.3.2</sub>	Buy products at MC because of necessity	0.842	0,000	Valid
9	Y <sub>1.3.3</sub>	The products sold at MC are according to what you want and need	0.762	0,000	Valid
10	Y <sub>1.4.1</sub>	Bought a product at MC on a neighbor's recommendation	0.773	0,000	Valid
11	Y <sub>1.4.2</sub>	Bought a product at MC on the recommendation of a work friend	0.857	0,000	Valid
12	Y <sub>1.4.3</sub>	Buy products at MC based on recommendations from people who have already purchased at MC	0.742	0,000	Valid

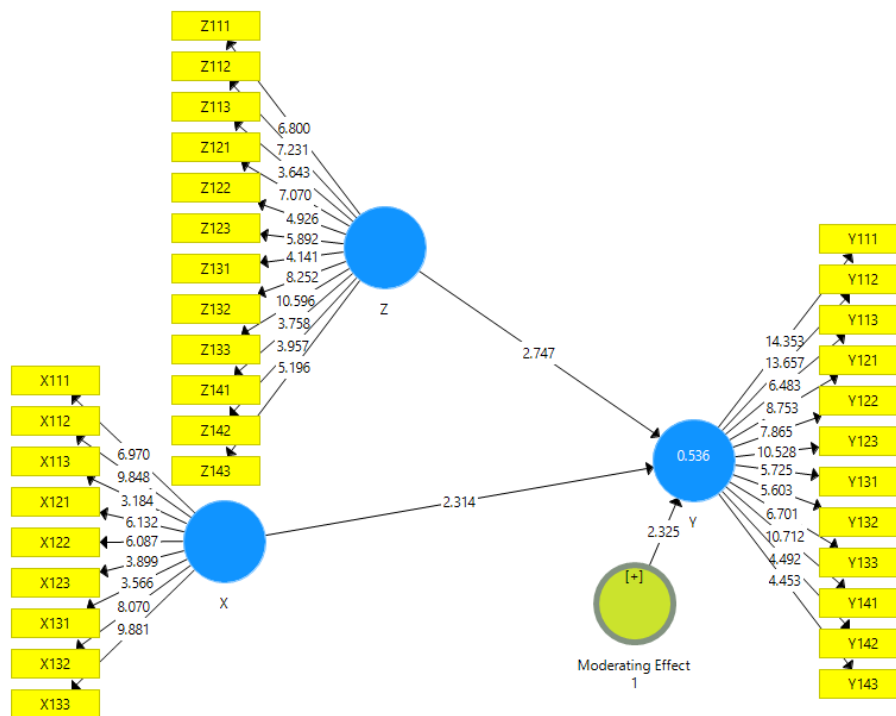
Source: Data processed with SmartPLS, 2023

The three outer loading tables above show the outer loading values for the promotion variables via social media, trust and purchasing decisions. generally greater than 0.7, and all of them are at a probability value of 0.000 which is smaller than 0.05. Thus, the research instrument meets the elements of convergent validity.

### Inner Model

The inner model is the relationship between latent variables and other latent variables. The Inner Model obtained from the results of data processing with SmartPLS is shown in the following picture:

## Structural Model (Inner Model)



**Figure 2.** Structural Model (Inner Model)  
Source: Data processed with PLS, 2023

## R-square

There are several measurements in the inner model, including R-square. The following is the R Square value obtained from the results of data processing with PLS, as follows:

**Table 7.** R-Square Value

Variable	R Square
Purchase Decision	0,536

Source: Data processed with PLS, 2023.

As explained in the previous chapter, this research analyzes three variables, namely promotion via social media (X), trust (Z), and purchasing decisions (Y).

Table 10 shows the R-square value of 0.536 (rounded to 0.54 or 54%). The R-square value shows that 54% of the purchasing decision variable (Y) is influenced by promotion via social media (X). Meanwhile, the remaining 46% is influenced by other variables outside the variables studied.

## Predictive Relevance (Q<sup>2</sup>)

According to Jaya and Sumertajaya (2008) in (Ghozali, 2014), Goodness of Fit Model measured using R-square dependent latent variable with the same interpretation as regression Q-Square predictive relevance for structural models, measuring how well conservation values are generated by the model and also its parameter estimates. Quantity Q<sup>2</sup> has values in the range  $0 < Q^2 < 1$ , where the closer to 1 means the model is

better. Quantity  $Q^2$  This is equivalent to the total coefficient of determination in path analysis (path analysis).

Based on Table 4.9, the calculations are predictive relevance is as follows.

$$Q \text{ value}^2 = 1 - (1 - R^2)$$

$$Q \text{ value}^2 = 1 - (1 - 0,54)$$

$$Q \text{ value}^2 = 1 - 46\%$$

$$Q \text{ value}^2 = 0.54 \text{ or } 54\%$$

Information:

$Q^2$  : MarkPredictive Relevance

$R^2$  : MarkR-Square Purchase Decision variables

From the results of these calculations, the  $Q$  value is known<sup>2</sup> of 0.54, meaning that the amount of diversity in research data that can be explained by the designed structural model is 54%, while the remaining 46% is explained by other factors outside the model. Based on these results, it can be said that the structural model in this research is good because Predictive Relevance more than 50%.

### Resulting Structural Equations

The significance of the estimated parameters provides very useful information about the relationship between the research variables. In PLS, statistical testing of each hypothesized relationship is carried out using simulation. In this case the method is used bootstrap to the sample. Testing with bootstrap It is also intended to minimize the problem of non-normality of research data. The value needed to create a structural equation is the Path Coefficient (agreement with the regression coefficient in SPSS). The Path Coefficient value obtained from the test results with bootstrapping (SmartPLS) are as follows:

**Table 8.** Path Coefficient (Path Coefficient) Original Sample

No	Variable Relationships	Path Coefficient Original Sample
1	Promotion via Social Media → Purchase Decision	0,236
2	Trust → Purchase Decision	0,344
3	Moderating effect	0,165

Source: Data processed with SmartPLS, 2023

The structural equation obtained is:

$$Y = 0,236 X$$

$$Y = 0.344 Z$$

### Hypothesis Testing

The significance of the estimated parameters provides very useful information regarding the relationship between research variables. The basis used in testing the hypothesis is the value contained in *output result for inner weight*. Hypothesis testing can be done in two ways (optional), namely: (1) Comparing the significance value of  $t$  obtained with an Alpha value of 0.05; and (2) is comparing the  $t$ -statistical value or  $t$ -

value obtained from the PLS calculation results with the t-table. The T-table can be obtained from 100 respondents and in the end the t-table is 1.960.

Hypothesis 1 and hypothesis 2 were tested by looking at the direct influence between variables. Meanwhile, hypothesis 3 was tested by looking at the significance of the moderating role of the trust variable on the influence of promotion via social media on purchasing decisions. The following table lists the t significance values of each variable relationship, both directly (path coefficients) and the moderating role of trust.

**Table 9.** Hypothesis testing

No	Variable Relationships	Path Coefficient	T Statistics (t-count)	Significance t	Decision
1	Promotion via Social Media → Purchase Decision	0,236	2,314	0,021	Hypothesis 1 is accepted
2	Trust → Purchase Decision	0,344	2,747	0,000	Hypothesis 2 is accepted
3	The Moderating Role of Trust	0,165	2,325	0,020	Hypothesis 3 is accepted

Source: Data processed with SmartPLS, 2022.

### Hypothesis Test 1

H<sub>1</sub>: Promotion via social media has a significant influence on the purchasing decisions of Meteor Cell consumers in Malang City.

Hypothesis 1 suspects that promotion via social media has a significant effect on purchasing decisions (positive influence). The results of data processing obtained a path coefficient value of 0.236 and a T statistic of 2.314, greater than the T table (1.960) and a p-value of 0.021 or  $p < 0.05$ . These results indicate that H<sub>1</sub> accepted, which means promotion via social media has a significant influence on the purchasing decisions of Meteor Cell consumers in Malang City.

### Hypothesis Test 2

H<sub>2</sub>: Trust has a significant influence on the purchasing decisions of Meteor Cell consumers in Malang City.

Hypothesis 2 suspects that trust has a significant effect on purchasing decisions (positive influence). The results of data processing obtained a path coefficient value of 0.344 and a T statistic of 2.747, greater than the T table (1.960) and a p-value of 0.000 or  $p < 0.05$ . These results indicate that H<sub>2</sub> accepted, which means that trust has a significant influence on the purchasing decisions of Meteor Cell consumers in Malang City.

### Hypothesis Test 3

H<sub>3</sub>: Trust is able to be a strong moderator of the influence of promotions via social media on purchasing decisions of Meteor Cell consumers in Malang City.

Hypothesis 3 suspects that trust can play a strong role in the influence of promotions via social media on purchasing decisions. The results of data processing obtained a moderation coefficient value of 0.165 and a T statistic of 2.325, greater than the T table (1.960) and a p-value of 0.020 or  $p < 0.05$ . These results indicate that H<sub>3</sub> accepted, which means that trust can be a strong moderator of the influence of

promotion via social media on purchasing decisions of Meteor Cell consumers in Malang City.

## **Discussion**

This research explains the relationship model between promotion via social media and purchasing decisions which is associated with trust as a moderating variable at Meteor Cell Malang. Based on the results of the analysis and hypothesis testing that has been carried out, the next step is a discussion of the results of the analysis. The discussion carried out, firstly, discussed the test results of the indicators for each research variable, which consisted of promotion via social media, purchasing decisions, and trust. Second, discussion of the results of hypothesis testing using theories or previous empirical research results, whether the theory or empirical research results support or contradict the results of hypothesis testing or the results obtained by this research.

### **Discussion of Hypothesis Test Results 1**

The results of testing hypothesis 1 show that there is an influence of promotion via social media on buying decision. The results of the path coefficient analysis are positive, as an indication that the influence of the two is in the same direction, and is quite strong (significant). This means that there is a positive and significant influence of promotion via social media on purchasing decisions at Meteor Cell Malang City.

The results of this research support various previous empirical studies which are the reference for this research, including Ritonga & Rahmani (2022), Harahap & Ariyanti (2019), Yudhistira & Patrikha (2021), Wijaya, et al. (2022), Diyatma (2017), Setyorini & Rahmawan (2021), Ningsi & Sri Ekowati. (2021), Eko Putra. (2020), Welsa (2023), all of whom found a positive and significant influence between social media promotions and purchasing decisions.

This empirical finding is also supported by the results of descriptive statistical analysis of promotion via social media which received a very high response (score 4.25), including, Meteor Cell built a network through fan pages on Facebook, Twitter and Instagram on the Personal Relevance indicator. Then, Meteor Cell built a network through fan pages on Facebook, Twitter and Instagram using the Interactivity indicator. Furthermore, posts via Facebook, Twitter and Instagram provide complete information about the products available at Meteor Cell in the message indicator.

Meanwhile, the item that received a low response on the promotion variable via social media was Meteor Cell building horizontal relationships with consumers through service like a friend on the Personal Relevance indicator. Then, Meteor Cell took the initiative to build relationships with consumers by sending new product information on the Interactivity indicator. Furthermore, information about Meteor Cell can be obtained on Facebook, Twitter and Instagram on the message indicator.

### **Discussion of Hypothesis Test Results 2**

The results of testing hypothesis 2 show that there is an influence of trust on buying decision. The results of the path coefficient analysis are positive, as an indication that the influence of the two is in the same direction, and is quite strong (significant). This means

that there is a positive and significant influence on trust purchasing decisions at Meteor Cell Malang City.

The results of this research support various previous empirical studies which are the reference for this research, including Ritonga & Rahmani (2022), Harahap & Ariyanti (2019), Yudhistira & Patrikha (2021), Wijaya, et al. (2022), Diyatma (2017), Setyorini & Rahmawan (2021), Ningsi & Sri Ekowati. (2021), Eko Putra. (2020), Welsa (2023), all of whom found a positive and significant influence between trust and purchasing decisions.

This empirical finding is also supported by the results of descriptive statistical analysis of the trust variable which received a very high response (score 4.24), including, Meteor Cell employees serve on time on the Reliability indicator. Then, Meteor Cell employees serve honestly according to honesty indicators. Furthermore, Meteor Cell employees serve wholeheartedly with indicators of care. Furthermore, Meteor Cell masters the ins and outs of the products it sells on credibility indicators.

Meanwhile, those who received low responses were Meteor Cell employees serving professionally on Reliability indicators. Then, Meteor Cell employees serve fairly on honesty indicators. Furthermore, Meteor Cell employees help consumers choose products according to their budget based on awareness indicators. Furthermore, Meteor Cell cares about post-purchase consumer complaints on credibility indicators.

### **Discussion of Hypothesis Test Results 3**

The results of testing hypothesis 3 show the strong mediating role of trust in the influence of promotion via social media on purchasing decisions at Meteor Cell Malang City

The results of this research support various previous empirical studies which are references for this research, including Ritonga & Rahmani (2022) and Welsa (2023), which have found a mediating role in the influence of promotion via social media on purchase decision.

This empirical finding is also supported by the results of descriptive statistical analysis of purchasing decision variables which received very high responses (score 4.23), including, Knowing Meteor Cell from FB, IG, and Twitter on the Knowing product information indicator. Then, the product that MC sells is an original product on the Like the brand indicator. Then, buy because you want it according to the want and need indicator. Next, buy products at MC based on recommendations from people who have already purchased at MC based on the Recommendations indicator from other people.

Meanwhile, what received a low response was that product information sold at Meteor Cell was available either through brochures or via the internet on the Know product information indicator. Then, various brands of cellphones are available in MC on the Like brands indicator. Then, the products sold at MC match what is wanted and needed in the Want and Need indicators. Next, buy products at MC on the recommendation of co-workers on the Recommendations indicator from other people.

## **5. CONCLUSION**

Based on the problem formulation, research objectives, research hypothesis, data analysis, and discussion explained in the previous chapter, the researcher's conclusions are as follows:

1. Promotion via social media has a positive and significant effect on purchasing decisions at Meteor Cell, Malang City. This can be understood because promotion via social media received a very high response, which was supported by Meteor Cell building a network through fan pages on Facebook, Twitter and Instagram on the Personal Relevance indicator. Then, Meteor Cell built a network through fan pages on Facebook, Twitter and Instagram using the Interactivity indicator. Furthermore, posts via Facebook, Twitter and Instagram provide complete information about the products available at Meteor Cell in the message indicator.
2. Trust has a positive and significant effect on purchasing decisions at Meteor Cell, Malang City. This is understandable because Trust gets a very high response, which is supported by Meteor Cell employees serving timely indicators of Reliability. Then, Meteor Cell employees serve honestly according to honesty indicators. Furthermore, Meteor Cell employees serve wholeheartedly with indicators of care. Furthermore, Meteor Cell masters the ins and outs of the products it sells on credibility indicators.
3. Trust is able to act as a strong mediator in the influence of promotion via social media on purchasing decisions at Meteor Cell, Malang City. This can be understood because the Purchase Decision received a very high response, which was supported by Knowing Meteor Cell from FB, IG, and Twitter in the Knowing product information indicator. Then, the product that MC sells is an original product on the Like the brand indicator. Then, buy because you want it according to the want and need indicator. Next, buy products at MC based on recommendations from people who have already purchased at MC based on the Recommendations indicator from other people.

## REFERENCE

- Diyatma, Aris Jatmika. (2017). Pengaruh promosi melalui media sosial instagram terhadap keputusan pembelian produk Saka Bistro & Bar. *e-Proceeding of Management: Vol.4, No.1 April 2017 | Page 175*
- Eko Putra. (2020). Pengaruh promosi melalui sosial media dan review produk pada marketplace shopee terhadap keputusan pembelian (studi pada mahasiswa STIE Pasaman). *e-Jurnal Apresiasi Ekonomi Volume 8, Nomor 3, September 2020: 467-474 ISSN Cetak : 2337-3997 ISSN Online : 2613-9774*
- Harahap, Nur Azizah & Ariyanti, Maya. (2019). Pengaruh promosi menggunakan media sosial instagram terhadap keputusan pembelian konsumen Tiket.com. *e-Proceeding of Management : Vol.6, No.2 Agustus 2019 | Page 2731*
- Ningsi, Wiwik Putri Wahyu & Sri Ekowati. (2021). Pengaruh promosi di media sosial dan word of mouth terhadap keputusan pembelian skincare Ms Glow. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, e-ISSN 2723-424X, Volume||2||Nomor||1||Juli ||2021|| Website: [www.jurnal.imsi.or.id](http://www.jurnal.imsi.or.id).
- Ritonga, Sastriani & Rahmani, Nur Ahmad Bi. (2022). Pengaruh strategi promosi melalui sosial media terhadap keputusan pembelian produk esqa yang dimediasi wom marketing. *Jurnal Pendidikan Ekonomi (JURKAMI)* <http://jurnal.stkipppersada.ac.id/jurnal/index.php/JPE> JURKAMI Volume 7, Nomor 2, 2022.

- Sajid, S. I. (2016). Social media and its role in marketing.
- Sari, W. Y., & Rahayu, S. R. (2021). Pengaruh Promosi Konsumen Dan Media Sosial Instagram Terhadap Omset Penjualan. *Jurnal Manajemen DIVERSIFIKASI*, 1(3), 705-716.
- Setyorini, Dewi & Rahmawan, Ginanjar. (2021). Pengaruh produk, influencer dan strategi promosi media sosial terhadap keputusan pembelian Herborist. Setyorini, Rahmawan Hal 78 - 87 *Jurnal JDM*, Vol. 4 No. 1 Apr 2021
- Sugiyono. 2010. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Sumarwan, Ujang. 2011. *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Welsa, Henny, Putri Dwi Cahyani, & Fernicko Meidyansyah. (2023). Pengaruh sosial media marketing dan kualitas layanan terhadap keputusan pembelian melalui minat beli konsumen sebagai variabel intervening: studi kasus pada media sosial Instagram 3Second. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah* Volume 5 No 3 (2023) 1026- 1036 P-ISSN 2656-2871 E-ISSN 2656-4351 DOI: 10.47467/alkharaj.v5i3.1471
- Wijaya, Yunica Ira, Sri Nuringwahyu, & Dadang Krisdianto. (2022). Pengaruh harga, promosi melalui media sosial, dan kualitas produk terhadap keputusan pembelian produk fashion pakaian (Studi pada konsumen Ramayana Dinoyo). *JIAGABI* ISSN 2302 – 7150 Vol. 11, No. 1, Januari 2022, hal.223-232.
- Yudhistira, Vega & Patrikha, Finisica Dwijayati. (2021). Pengaruh promosi penjualan dan brand ambassador terhadap keputusan pembelian dengan variabel kepercayaan sebagai mediator (Studi pada produk fashion online di Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)* Volume 9 No 2 Tahun 2021 ISSN 2337-6078.
- Yuniar, A. D., Rahmanto, I., Martha, L. P., Saputra, M., Hasna, S., Nuryani, A. F., ... & Anzari, P. P. *Book Chapter Literasi Digital: Tren, Tantangan dan Peluang*. Cipta Media Nusantara.