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Impact of Social Media Marketing and Short Video Marketing on Consumer Purchase Intention: The Mediating role of Customer Trust

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Abstract. *Online shopping is a trend in this era, so trust is needed to mediate consumers in presenting purchase intentions through social media marketing and short video marketing. Therefore, this situation is an opportunity for marketers to market their products. Although this marketing model is trending, consumers hesitate to use the online shopping system because of the high fraud practice. From this phenomenon, this study aims to analyze the impact of purchase intention mediated by customer trust through social media marketing and short video marketing on consumers at Indah Bordir Sidoarjo stores. This study is descriptive research using quantitative methods. The sample size in this study was determined through the Lemeshow formula because no specific data was obtained. Regarding the sample population in this study, there were 100 respondents using the purposive sampling technique. Data collection was carried out with a Likert scale questionnaire 1 to 5 and distributed online via google form tools and then processed through the PLS-SEM method using Smartpls 4 software. The result of the study explains the strong positive relationship between mediating customer trust on consumer purchase intentions. Furthermore, the positive effect of social media marketing and short video marketing on customer trust. Following up on the review of the result, this study can be developed for further study.*

Keywords - *social media marketing; short video marketing; consumers purchase intention; customer trust.*

I. INTRODUCTION

The use of digital marketing is a must for business actors in the ongoing era that today, the world of technology is a basic need that is closely attached to humans. The growth of digitalization and the spread of cyberspace has disrupted the business field [1]. Technology is essential in today's life [2]. Marketers must think realistically about the presence of online marketing applications because of the impact on increasing product demand triggered by the presentation of uploads carrying unique values that will foster consumer enthusiasm rather than conventional marketing [3]. Online shopping believes to have a more conducive environment than offline because the online market frees constraints such as distant store locations and limited operating hours [4]. This fact is used as a great opportunity with the aim of sustainability to achieve the success of a business therefore, this is also a challenge for the perpetrators. Marketing is successful when consumers are hypnotized and bring a sense of trust so that the desire or intention to own a product is presented.

This expression shows the behaviour of interest in a product with a certain amount and time so that it can be used as a reference by marketers to analyze customer needs to be called Consumer purchase intention or consumer purchase intention [5]. To previous research, digital marketing has a practical and relevant effect on consumer purchase intention [6]. The use of several attractive features in online marketing will arouse the appetite of its users to stop the promotional uploads that have been distributed. When this situation occurs or appears repeatedly, it undeniably can lure users into becoming consumers. To describe purchase intention, there are indicators such as transacting which is the activity of buying and selling a product, references which means the reference source of information, preferences or top choices, and online reviews namely evaluations of products [7]. Based on this, it can be understood the importance of mobilizing ways to increase consumer purchase intentions, such as through social media marketing [8].

As the era increases, social media is closely attached to every individual, and this situation is used as an opportunity for marketing. This marketing plays a significant role in attracting consumers' attention to see some products, as in the topic of this research discussion, namely in the fashion field. Consumers can reach a product at any time through a social media marketing platform so that companies can advertise, determine the target group as desired, and communicate to get a good relationship with customers [9]. Some indicators reflect social media marketing including interactivity which is a communication process between humans and software, entertainment means activities that can please users, a feeling of relevance which means self-suitability, and information about the product [10]. Based on discussions that have been researched, this marketing model has contributed positive and significant effects in increasing market share [11]. This effort cannot be separated from the innovation of the perpetrators by utilizing ongoing trends, one of which is the use of short videos.

Short video marketing as a means of information marketers present is packaged as concise videos for social marketing [12]. The primary communication function of short videos is the best among many marketing methods because this platform is becoming more common and worth discussing [13]. The trend of using social media in 2021 with the highest point being accessing digital media. The percentage of users in Indonesia is 93.8% of the video viewing population. In 2016, the beginning of marketing presented through short videos was recognized by the public through a platform currently quite influential in Indonesia [8]. The leading indicators of content consumption are interesting content means offering new knowledge and entertaining the audience, scenarios based on experience means showing shows based on actual events, user participation interaction means the act of influencing each other between a person and an online shop, considered applicable means useful for life, a sense of comfort means user relief in using online marketing, and involvement from celebrities or commonly called endorsements means the activities of artists promoting a product [14]. The rapid growth of the short video marketing industry is increasingly attracting advertisers. In general, this marketing refers to all activities uploaded on several specialized platforms such as TikTok, Instagram, Meipai, Kuaishou, and so on [15].

Through the trend of various marketing media, many reviews provide a sense of interest and trust in its users. In the scope of marketing, trust is the most crucial aspect that must be considered, namely honesty which means the attitude of each individual, competence which means the workability of each individual, and commitment which means that actions to do something consistently become indicators to expose customer trust [16]. To create customer trust, companies must be able to provide high-quality information where it has persuasive power to generate consumer interest in the product, trust and confidence based on satisfactory information will have a positive effect on consumer purchase intentions [17]. The positive influence of giving trust is an effort by marketers to convince consumers to increase purchasing decisions [18]. For this reason, marketers must be able to form consumers to feel confident in buying and buying transactions online on various marketing platforms [19].

However, although this marketing model is promising or even likely, it requires a careful platform or application that may only sometimes be successful [20]. The growing popularity of the internet marketing era may make it challenging to influence consumers to be interested and buy a product. This leads to the high practice of fraud by some irresponsible parties, so consumers view the use and purchase of digitally marketed products as high risk [18]. Such as unlawful acts by criminals pretending to be online businesses. Consumer losses are not only financial but also involve the confidentiality of personal data. Indonesia currently has a high level of online fraud. In 2019 the Directorate of Cyber Crime (Ditpid Siber) of the National Police Criminal Investigation Unit received more than 3,000 reports of cybercrime cases [21]. Therefore, consumers can first access online groups on their social media to ask opinions to produce the best understanding of a service or product [2]. This statement shows how to build solid consumer trust and turn store viewers into buyers, which has become the most concerning problem for businesses, especially word of mouth to assess a product [22]. Many analyses of the use of digital-based marketing have been written through scientific articles. Several short video marketing studies have been conducted nationally and internationally in various countries, such as research in Australia on the characteristics of short video marketing models [12]. Previous research in China analyzed the development trend of short video marketing [23]. On a national scale, there is also social media marketing research revealed through the text of an English-language scientific article that explores the impact of social media marketing [24]. Previous research also identifies the effect of social media marketing on purchase intention [25]. In addition, there is also research on analyzing short video marketing variables on consumer purchase intentions as outlined in Indonesian [8]. In contrast, research reviews the impact of social media marketing and its effect on consumer purchase intentions mediated by customer trust [2]. Research on the relationship between social media marketing and short video marketing in scientific articles has never been conducted in line with this information. Both studies discuss marketing that affects consumer purchase intentions, so there are still gaps and limitations. There need to be more reviews that provide information to marketers regarding the mediating role of customer trust between social media marketing and short video marketing on consumer purchase intentions. The gap that must be identified is the mediating role of trust between social media marketing, short video marketing and consumer purchase intentions.

This kind of research needs to be done to contribute information about various types of marketing and their relationship to purchase intentions mediated by consumer confidence. On the other hand, it can use to develop marketing-topic research. The results can also help marketers develop their businesses. Based on the description above, this research intends to determine the impact of social media marketing and short video marketing on consumer purchase intentions. Researchers will analyze customer trust as a mediating variable, and research will be conducted on consumers of Indah Bordir Sidoarjo stores. This store provides fashion products for both men and women. It was chosen to be studied because it is relevant to the topic discussed, where the Indah Bordir Sidoarjo store uses social media and short videos to post marketing content related to the products they sell. In connection with that, the study of this article aims explicitly to investigate the relationship between social media marketing and short video marketing on consumer purchase intention, study the relationship between consumer purchase intention and customer trust and

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test the mediating role of customer trust between social media marketing, short video marketing and consumer purchase intention.

II. METHODOLOGY

This type of research uses an explanatory survey method with a quantitative approach. Data is obtained from consumers of Indah Bordir Sidoarjo store, most of whom are urban residents, so they are very aware of online sites. The sampling technique in this study used purposive sampling technique. This technique is suitable for quantitative research and is considered to have a low margin of error value. Special considerations are made in determining the sample of purposive sampling techniques [8]. Some special considerations or criteria determined by the researcher include: 1) consumers of Indah Bordir Sidoarjo store, 2) own and use both social media and short video applications such as Instagram Reels and Tiktok, 3) domiciled in the Sidoarjo area, 4) without any age limit in this study, 5) without limitation on the frequency of use of social media and short video applications, 6) and fill out research questionnaires distributed online.

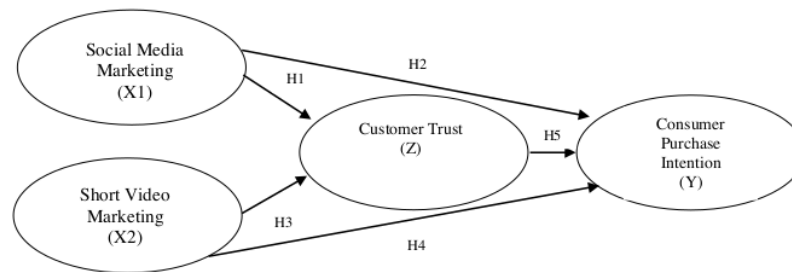


Figure 1. Conceptual Model

In this study, the Lemeshow formula determined the sample size because no specific data were obtained about the population [8]. The number of samples obtained using the Lemeshow formula was 96.04 respondents. However, based on the researcher's consideration, the sample value (n) was rounded to 100 respondents. The data collection technique in this study used a questionnaire. This technique is carried out by distributing several questions or statements to respondents via the web or the internet [26]. The measurement scale that is by this research is a Likert scale of 1 to 5, where this scale will be measured and translated into variable indicators, which are also a benchmark in preparing several instrument items in the form of statements or questions [26]. Statistical analysis in this study applied a model from PLS-SEM (Partial Least Square Structural Equation Model) software. This analysis technique can accommodate small samples [27]. For data processing, software with SmartPLS 4 software is used.

III. RESULT AND DISCUSSION

Result

A. Outer Model Measurement Analysis (Convergent Validity)

Convergent Validity shows the valid value of several measurement indicators and can be seen through the loading factor value. The recommended value for convergent Validity is more than 0.7 for relative models that have been widely researched, while for newly developed models, the value can be tolerated at 0.5 [26].

B. Outer Model Measurement Analysis (Discriminant Validity)

Discriminant Validity, namely the cross-loading factor value, aims to determine a discriminant in the research construct with a comparison that shows a number greater than the loading value of the intended construct with the loading value of other constructs [26]. Based on the results obtained, each question item has a Cross Loading value so that it can be stated that each item meets the discriminant test criteria.

C. Outer Model Measurement Analysis (Reliability Test)

Composite reliability measures the reliability of the indicator and can be measured as the actual value of the built construct. It has a minimum value of 0.7, and if it has a value above 0.95, it is considered that the data shows a high level of reliability [26]. Cronbach Alpha is a value for measuring internal consistency in indicators with a minimum value of 0.7 for all constructs in the study. At the same time, another opinion is that the minimum value in this test is 0.6 for all constructs in the study [27].

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Keterangan
Customer Trust	0,789	0,787	0,879	0,710	Reliabel
Consumer Purchase Intention	0,946	0,973	0,961	0,860	Reliabel
Social Media Marketing	0,960	0,977	0,964	0,690	Reliabel
Short Video Marketing	0,967	0,987	0,969	0,639	Reliabel

Table 1. Result of Reliability Test

Table 1 shows that all latent variables measured in this study have Cronbach's Alpha and Composite Reliability values greater than 0.6, so all latent variables are reliable.

D. Inner Model Measurement Analysis (Estimation and Significance Test)

The weighting scheme in SEM with PLS is carried out by conducting a significance test through the R-squared (R2) test and estimating the path coefficient.

	R Square	R Square Adjusted
Customer Trust	0,662	0,655
Consumer Purchase Intention	0,728	0,720

Table 2. Result of R-Square Test

R Square on endogenous variables where this value is the coefficient of determination also explains the variation of exogenous variables on endogenous variables. The criterion for the strength of variation in R Square of 0.75 means strong, 0.50 means moderate, and 0.25 means weak [26].

E. T Test and Significant

The results of the data processing that has been done will answer the hypothesis of the study. Hypothesis testing is carried out by looking at the T Statistics value and the P Values value. The results can be accepted if the Path Coefficient's direction shows the results' conformity with the initial hypothesis and the T Statistics is greater than the T Table of 1.645. If the P Values value is small, the more substantial the evidence of the null hypothesis must be rejected, and P Values that are less than 0.05 are statistically significant [18].

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Values
Customer Trust -> Consumer Purchase Intention	0,509	0,492	0,128	3,990	0,000
Social Media Marketing -> Customer Trust	0,156	0,155	0,076	2,066	0,039
Social Media Marketing -> Consumer Purchase Intention	0,128	0,128	0,120	1,064	0,288
Short Video Marketing -> Customer Trust	0,700	0,713	0,066	10,540	0,000
Short Video Marketing -> Consumer Purchase Intention	0,290	0,295	0,172	1,686	0,092

Table 3. Result of T Test and Significant

F. Bootstrapping Modeling

path coefficient value that shows the magnitude of the latent construct relationship of the research whose testing is carried out from the bootstrapping procedure (Musyaffi et al., 2022).

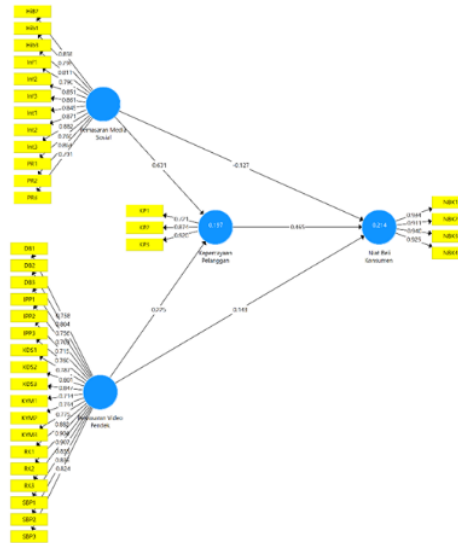


Figure 2. Result of Bootstrapping Modeling

Based on the test results obtained in table 3 and figure 2, The results obtained without the mediating variable are as follows:

- H1: Social media marketing has a positive effect on customer trust is accepted, because the significance value < 0.05 .
- H2: Social media marketing has a positive effect on consumer purchase intention is rejected, because the significance value > 0.05 .
- H3: Short video marketing has a positive effect on customer trust is accepted, because the significance value < 0.05 .
- H4: Short video marketing has a positive effect on consumer purchase intention is rejected, because the significance value > 0.05 .
- H5: Customer trust has a positive effect on consumer purchase intention is accepted, because the significance value < 0.05 .

Based on this test, there are several relationships between variables before adding the mediation variable. The relationship between social media marketing and consumer purchase intention is insignificant, and the relationship between short video marketing and consumer purchase intention is insignificant. However, after adding the mediation variable, the variable becomes significant.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media Marketing -> Customer Trust -> Consumer Purchase Intention	0,080	0,074	0,040	1,984	0,048
Short Video Marketing -> Customer Trust -> Consumer Purchase Intention	0,356	0,352	0,101	3,522	0,000

Table 4. Test Results After Adding Mediation Variables

Based on the mediation analysis, it can be concluded that:

- 1) Customer Trust mediates the effect of Social Media Marketing on Consumer Purchase Intention, because the significance value is 0.05.
- 2) Customer Trust mediates the effect of Short Video Marketing on Consumer Purchase Intention, because the significance value is 0.05.

Discussion

The results of this research data processing show how much influence social media marketing and short video marketing have on consumer purchase intentions mediated by customer trust. The data is processed using Smartpls 4 software.

1. The first hypothesis (H1): Social media marketing (X1) has a positive effect on customer trust (Z). The analysis results show that the social media marketing variable positively and significantly affects customer trust in the Indah Bordin Sidoarjo shop. The social media marketing of the Indah Bordin shop is running well, and consistently posting interesting product content will increase customer trust. This is in line with previous research conducted by Hassan and Basit (2020), which states that social media has a positive and significant effect on the mediating role of customer trust (Hassan & Basit, 2020).
2. The second hypothesis (H2): Social media marketing (X1) has a positive effect on consumer purchase intention (Y). The analysis results show that the social media marketing variable initially has no effect and is rejected on consumer purchase intention. However, adding the mediating variable of customer trust has meaningful results on consumers' purchase intention of the Indah Bordin Sidoarjo shop. Social media marketing of Indah Bordin shops can increase customer trust if they consistently post content. If this is done repeatedly, it can present consumer purchase intention. This research aligns with previous research conducted by Manzoor et al. (2020), which states that social media marketing significantly affects consumer purchase intentions mediated by customer trust (Umair Manzoor et al., 2020).
3. The third hypothesis (H3): Short video marketing (X2) has a positive effect on customer trust (Z). the results of the analysis show that the short video marketing variable has a positive and significant effect on customer trust in the Indah Bordin shop. The active use of short video marketing at the Indah Bordin shop can attract customer trust through the product information videos presented. Research conducted by Zhou (2022) discusses the guarantee of short video marketing, which is very important. Guarantees such as guarantees have a positive and significant value on customer trust (Zhou, 2022).
4. Fourth hypothesis (H4): Short video marketing (X2) has a positive effect on consumer purchase intention (Y). The results of the analysis state that the short video marketing variable is insignificant and rejected, but after adding the mediating variable, customer trust has significant results on consumer purchase intention. It can be understood that using creative short videos and positive content will inspire customer trust and bring consumer purchase intention to the Indah Bordin shop. This aligns with Edriasa and Sijabat (2022) research, which states that short video variables affect consumer purchase intentions (Edriasa, Alrom Trisena; Sijabat, 2022).
5. Fifth hypothesis (H5): Customer trust (Z) has a positive effect on consumer purchase intention (Y). The analysis results show that the customer trust variable significantly affects consumer purchase intention carried out at the Indah Bordin shop. This aligns with research conducted by Agus et al. (2018) that the mediating role of customer trust is significant to consumer purchase intention (Rahayu et al., 2020).

IV. CONCLUSION

Based on the findings and discussion of PLS-SEM data processing, several conclusions are obtained that social media marketing and short video marketing positively and significantly impact customer trust. However, social media marketing and short video marketing variables do not positively and significantly impact consumer purchase intentions because they have a T-statistic value below 1.645. For this reason, the mediating variable of customer trust is needed in this condition because it has been proven that the customer trust variable has a positive and significant impact on consumer purchase intention, as evidenced by having a value of 3.990, after being mediated by customer trust in social media marketing and short video marketing shows positive and significant results.

This shows that the Indah Bordin Sidoarjo store must regularly evaluate marketing content on their social media and short videos, thus presenting a favourable preference for customer trust so that it is relevant and attractive to increase consumer buying intentions. This research can also be used as a reference for further research to be developed better and, more specifically, the existing variables.

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