

Research Article

The Role of Trust in Mediating the Influence of Social Media Marketing Instagram and Brand Awareness on Purchasing Decisions (Study of Blibli.com E-commerce Application Users in Denpasar)

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Abstract: The rise of e-commerce has revolutionized people's lives and cultures, displacing traditional markets. Issues with awareness of brand and marketing on Instagram, together with low application downloads, affect customers' capacity to make purchasing decisions on Blibli.com, an online retailer. Brand awareness and Instagram marketing have an impact on Blibli.com consumers' buying decisions. This investigation aims to analyze how trust operates as a mediating element in the influence of Instagram and brand awareness on purchasing decisions. The investigation was conducted in Denpasar, involving 120 participants who were selected using a non-probability sampling approach and a purposive sample strategy. We used Path Analysis, the Sobel Test, and the VAF Test (Variance Accounted For) to analyze them. The collected data were analyzed with the assistance of IBM SPSS 26.0 for Windows. The outcomes show that social media marketing, Instagram and brand awareness significantly affect customers' trust and purchase decisions in a positive way. Trust acts as a mediator in the correlation between brand awareness and social media marketing to purchasing decisions on Blibli.com. The research implies that Blibli.com has to maximize the online advertising factors on Instagram, awareness of the brand, and trust if it wants to increase purchase options with attractive advertising, quality control, unique products, information monitoring, and quick product returns.

Keywords: Social Media Marketing Instagram, Brand Awareness, Trust, Purchasing Decisions.

I. INTRODUCTION

Denpasar is the region that dominates internet access users in the Province of Bali, with a rate of 87.54 percent. Compared to the 2022 period, the rate of internet access users in Denpasar was only 84.51 percent (BPS, 2023). This indicates an increase in internet users in Denpasar. The integration of technology into the economic sector in Denpasar has implications for changes in lifestyle and culture, which previously focused on traditional market models and have now shifted to modern concepts known as e-commerce. E-commerce is a service that utilizes information and communication technology to buy and/or sell products via the internet. According to the radarbali.id website (2024), the number of cashless transactions in Bali has experienced a significant increase, with 60 percent of cashless transaction users in Bali being located in Denpasar. This displays a high level of public awareness regarding lifestyle developments and the utilization of technology in Denpasar.

Several e-commerce platforms have been utilized by the people of Denpasar, including Shopee, Tokopedia, Lazada, Bukalapak, and Blibli.com. According to Google Play Store data as of March 2023, Blibli.com ranks fifth in terms of the lowest number of application downloads, following Tokopedia, Shopee, and Lazada, each with 100 million downloads, Bukalapak with 50 million downloads, while Blibli.com only has 10 million downloads. Although Blibli.com was launched earlier, it has not been able to compete with its rivals. According to Aero Leads (2024), the most popular e-commerce platforms in Bali are Tokopedia, followed by Bukalapak, Shopee, and Lazada, with Blibli.com not mentioned. This indicates low user awareness of Blibli.com in Denpasar, leading to a brand awareness issue for Blibli.com. The phenomenon of low application downloads and brand awareness for Blibli.com can impact purchasing decisions on the platform, highlighting the importance of addressing this issue.

E-commerce platforms utilize social media to interact with millions of consumers, enhancing brand awareness while simultaneously boosting sales (Alejandro et al., 2021). Store Leads (2024) reveals that Instagram is the most dominant social media platform used in Bali. Compared to its main competitors, namely Tokopedia, Shopee, and Lazada, Blibli.com has the fewest Instagram followers, and follower interactions, such as comments, likes, and shares on Blibli.com's Instagram posts, are relatively low. This indicates that Blibli.com's online advertising efforts are not optimal. In the era of digitalization, social



media is the most widely used Internet marketing tool by companies to improve purchasing decisions (Maria et al., 2019).

A preliminary survey was conducted in Denpasar City using Google Forms and distributed to 30 respondents to evaluate consumer perceptions of the e-commerce platform Blibli.com. The outcomes of the preliminary survey indicated that 29 respondents (96.7 percent) stated they were active on Instagram, 27 respondents (90 percent) stated they were aware of Blibli.com, 21 respondents (70 percent) stated they had seen Blibli.com on Instagram, 14 respondents (46.7 percent) stated they were interested in what Blibli.com was doing on Instagram, 11 respondents (36.7 percent) stated that Blibli.com was the first e-commerce platform that came to mind, and 12 respondents (40 percent) stated they decided to make a purchase after seeing Blibli.com on Instagram. We need further study on the influence of the low buy decision rate on purchasing decisions since it might be a threat to sales. Elements that influence consumers' purchasing decisions include Instagram's social media marketing, brand awareness, and trust.

Several earlier investigations examined how brand recognition and online advertising affected consumers' final purchasing decisions. Online advertising has a substantial and positive effect on customers' purchasing decisions, say Piramita & Purba (2021). Investigation by Hanaysha (2022), Abdullah et al. (2022), Suwardi (2023), and Aileen et al. (2021) supports this (2021). According to Muslim (2018), however, there is limited evidence that online advertising really influences consumers' purchasing decisions. Two studies, one by Purwiyanto and one by Upadana and Pramudana (2020), corroborate the favorable and notable effect of brand knowledge on purchasing decisions. But investigation from 2020 by Porajow et al. displays that brand awareness and purchasing decisions are unrelated. Due to a lack of investigation in previous studies, this one had to include a mediation variable. Introducing trust as a mediator helps to explain and understand how brand knowledge and online advertising influence purchasing decisions.

II. LITERATURE REVIEW

A) Consumer Behavior

Kotler and Keller (2016:179) define consumer behavior as the study of the decisions made by individuals, organizations, and communities about the acquisition, use, and disposal of products, services, concepts, or experiences in order to satisfy their needs and desires.

B) Online Marketing

When it comes to developing, promoting, and providing products and services to target customers via digital platforms or the internet at acceptable prices, Mahliza et al. (2020) say that online marketing is all about a combination of tactical techniques. Advertising, informing, promoting, and communicating about things using the internet is known as online marketing (Yudowati & Handiatmoko, 2021).

C) Social Media Marketing

Ardiansyah & Sarwoko (2020) describe social media marketing as an organization's efforts to attract potential consumers to its brand using various online marketing, such as social media, websites, and blogs. Instagram serves as a platform for users to upload photos or videos and utilize other Instagram features for personal or business needs, such as hashtags, explore, IGTV, Reels, Instagram Stories, ads, and messaging. As social beings, people use Instagram to expand their knowledge and social interactions among users Yunikartika & Harti (2022). Ardiansyah & Sarwoko (2020) found that five indications may be used to quantify the social media marketing variable: 1) appealing ads, 2) user engagement, 3) sharing of information, 4) Instagram's high degree of trendiness, and 5) customized information searches.

D) Brand Awareness

Mikhael & Susan (2022) define brand awareness as the ability of potential consumers to identify and recall a brand because it has differentiation through certain dimensions. In the study by Seminari et al. (2023), it is explained that besides loving a brand, consumers develop respect for the brand through positive awareness of a particular brand. Brand awareness becomes crucial for a company's success because once a brand is ingrained in consumers' minds, it becomes challenging to replace it with another brand, even if advertisements for other brands are frequently seen (Keilani & Aksari, 2024). The measurement of the brand awareness variable uses four indicators In light of an investigation by Mikhael & Susan (2022), which are: 1) Awareness of existence; 2) Recognition through advertisements; 3) Recall of the product; 4) First to come to mind.

E) Trust

A customer's readiness to depend on and be vulnerable to the acts of another party is on full display when they purchase online. They have faith that the other side will be trustworthy and provide the promised goods Anwar & Aprillia (2018). A customer's trust in a brand is defined as their propensity to put their faith in that brand Syahputri & Wulandari (2022). The

measurement of trust uses three indicators in light of the investigation by Anwar & Aprilia (2018) Wahyuni & Irfani (2019), which are: 1) Integrity, 2) Competence, 3) Consistency.

F) Purchasing Decisions

Upadana & Pramudana (2020) explain a purchasing decision as the decision-making process undertaken by an individual after evaluating various available options. The definition of purchase decision, according to Lensun et al. (2023), is a series of procedures that begin with the customer identifying their problem, seeking information about a particular product or brand, and assessing how well each alternative can solve their problem. The measurement of the purchasing decision variable uses five indicators In light of the investigation by Handono & Mediawati (2021) and Lensun et al. (2023), which are: 1) Purchasing because of a preferred brand; 2) Purchasing due to obtaining information; 3) Purchasing due to necessity; 4) Purchasing In light of recommendations; 5) Ease of payment.

G) Conceptual Framework

The conceptual framework is an illustration of the correlations between variables that have been identified as investigation problems. Consumer behavior theory implies that consumers' activities influence their final purchasing decisions. Prior studies have shown that enhancing brand awareness and using social media marketing techniques might potentially impact customers' decision-making when it comes to purchasing. In order to provide a comprehensive analysis of the influence of Instagram marketing and brand awareness on consumer purchasing decisions, it is necessary to include trust as a mediating element. Customers are more inclined to engage in a transaction when they have confidence in the organization. Engaging in social networking and enhancing brand awareness may contribute to the establishment of trust. The alignment of the product with what is displayed on social media can increase trust. Sanjaya & Budiono (2021) Syahputri & Wulandari (2022) state that awareness of a brand will generate trust and increase consumer behavior in choosing that brand. Therefore, the conceptual framework can be illustrated as follows.

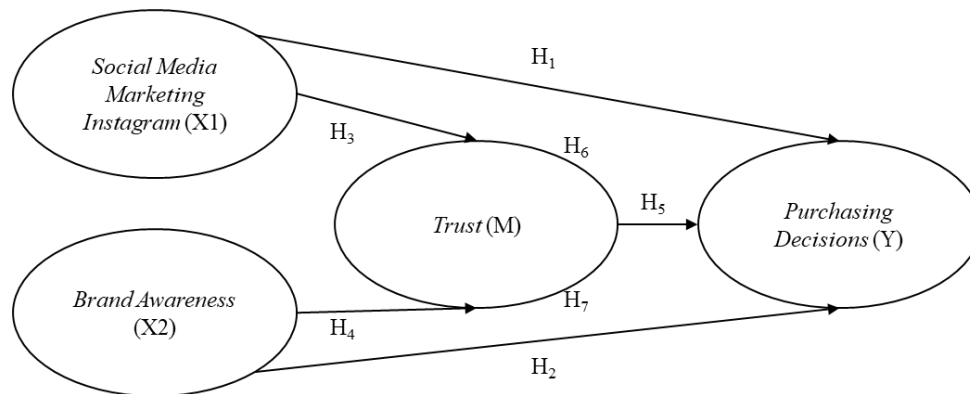


Figure 1: Conceptual framework

In light of the conceptual framework, the hypotheses in this investigation are:

- H₁: Social media marketing Instagram has a significant and positive effect on purchasing decisions
- H₂: Brand awareness has a significant and positive effect on purchasing decisions
- H₃: Social media marketing Instagram has a significant and positive effect on trust
- H₄: Brand awareness has a significant and positive effect on trust
- H₅: Trust has positive and significant effect on purchasing decisions
- H₆: Trust mediates the influence of social media marketing Instagram on purchasing decisions
- H₇: Trust mediates the influence of brand awareness on purchasing decisions

III. RESEARCH METHODS

This research used a quantitative approach that utilized trust as a mediator to investigate the influence of social media marketing, Instagram and brand awareness on purchasing decisions. Due to the survey being performed in Denpasar only among users of the Blibli.com app, it is not possible to ascertain the precise number of respondents. Rahyuda (2017:173) derived estimates in light of the number of components, and the sample size was determined to be 5-10 times the number of indicators. The investigation included a total of seventeen indicators. In order to accurately assess the connection between factors, this investigation required a sample size ranging from 85 to 170 individuals. The researchers chose a sample size of 120 respondents, considering it to be a suitable representative of the whole community.

This investigation used a combination of non-probability and purposive sampling as a sampling method. In order to gather data for the study, researchers used a Google Forms questionnaire. All responders were needed to have a high school

diploma or an equivalent qualification, reside in Denpasar, have an Instagram account, actively use Instagram, and have purchased a product on the Blibli.com e-commerce platform within the last three months. The data measurement method used a Likert Scale, and the data analysis techniques employed were Path Analysis, Sobel Test, and Variance Accounted For (VAF) Test. Before the questionnaire was distributed, validity and reliability tests were conducted on 30 respondents.

Table 1: Validity Test Results

Social Media Marketing Instagram (X ₁)		Brand Awareness (X ₂)		Trust (M)		Purchasing Decisions (Y)	
Indicator	Pearson Correlation	Indicator	Pearson Correlation	Indicator	Pearson Correlation	Indicator	Pearson Correlation
X _{1.1}	0,917	X _{2.1}	0,826	M ₁	0,909	Y ₁	0,840
X _{1.2}	0,864	X _{2.2}	0,835	M ₂	0,914	Y ₂	0,723
X _{1.3}	0,866	X _{2.3}	0,906	M ₃	0,907	Y ₃	0,813
X _{1.4}	0,834	X _{2.4}	0,819			Y ₄	0,862
X _{1.5}	0,791					Y ₅	0,899

Source: Processed Data, 2024

Validity testing is used to calculate and measure the legitimacy of a questionnaire used in an investigation (Sugiyono, 2017:125). The outcomes of the validity test indicated that all the investigation instruments used to measure the four variables had Pearson Correlation coefficient values surpassing 0.30, meaning that all indicators in this investigation instrument are valid.

Table 2: Hasil Uji Reliability Test Results

Variable	Cronbach's Alpha
Social media marketing Instagram (X ₁)	0,906
Brand awareness (X ₂)	0,863
Trust (M)	0,891
Purchasing decisions (Y)	0,881

Source: Processed Data, 2024

Reliability testing is used to show the consistency of a measurement tool in measuring the same phenomenon (Rahyuda, 2020:272). The outcomes of the reliability test indicated that the four variables in the study had Cronbach's Alpha coefficients surpassing 0.60, meaning that the instruments are reliable and can be used in this research.

IV. RESULTS AND DISCUSSION

A) Respondent Characteristics Results

Table 3: Respondent Characteristics

No	Characteristics	Classification	Number of Respondents (People)	Percentage (%)
1	Gender	Male	51	43,3
		Female	69	56,7
		Total	120	100
2	Age	18-20	23	19,2
		21-25	43	35,8
		26-30	39	32,5
		>30	15	12,5
		Total	120	100
3	Highest Level of Education	Senior High School	71	59,2
		Diploma	16	13,3
		Bachelor	30	25
		Postgraduate	3	2,5
		Total	120	100
4	Occupation	Student	56	46,7
		Private employee	36	30
		Civil servant	4	3,3
		Entrepreneur	24	20
		Total	120	100
5	Monthly Income	>IDR2.000.000	53	44,2
		IDR2.000.000- IDR3.000.000	6	5
		IDR3.000.001- IDR4.000.000	8	6,7
		Total	120	100

	IDR4.000.001- IDR5.000.000	17	14,2
	>IDR5.000.000	36	30
	Total	120	100

Source: Processed Data, 2024

Table 3 displays that the 120 respondents involved in the study met the investigation criteria. There are five respondent characteristics in this study. The first characteristic is gender, with a percentage dominated by female respondents at 56.7 percent, while male respondents comprised 43.3 percent. The second characteristic is the dominant age group, with the percentage dominated by respondents aged between 21-25 years, while the least represented age group is respondents aged 30 and above. The third characteristic is the highest level of education, dominated by respondents with a high school or equivalent education, making up 59.2 percent. The fourth characteristic is occupation, dominated by students, who constitute 46.7 percent of the respondents. The fifth characteristic is monthly income, with students making up the bulk of the responders and their salary being below IDR2,000,000.

B) Description of Variables

The assessment of data distribution for each variable used the criteria range calculated with the equation:

$$\text{Interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Total of Classes}} = \frac{5-1}{5} = 0,80$$

In light of the interval range outcomes above, the criteria for measuring the description of investigation variables can be presented in Table 4.

Table 4: Criteria for Measuring Variable Descriptions

Average Score	Score Criteria
1,00 – 1,80	Very low
1,81 – 2,60	Low
2,61 – 3,40	Neutral
3,41 – 4,20	Hight
4,21 – 5,00	Very high

Source: Sugiyono, (2022:147).

In light of the criteria mentioned in Table 4, the respondents' answers may be easily understood from the findings. The average rating for Instagram's performance in social media marketing is 3.73 out of 5, which falls into the "Hight" criteria. The indicator with the lowest average for the social media marketing Instagram variable is the statement "Blibli.com's ads posted on Instagram are attention-grabbing," with a score of 3.32. This means that respondents consider Blibli.com's e-commerce ads to be quite attractive. The indicator with the highest average for the social media marketing Instagram variable is the statement "Blibli.com's Instagram is very trendy," with a score of 3.95. This indicates that respondents believe Blibli.com has effectively implemented social media marketing on Instagram by following current trends. The brand awareness variable has an average score of 3.68, which is categorized as "Hight". The indicator with the lowest average for the brand awareness variable is the statement, "Blibli.com is the first e-commerce brand that comes to mind," with a score of 3.32. This means that respondents do not always consider Blibli.com as the first e-commerce brand that comes to mind. The indicator with the highest average for the brand awareness variable is the statement, "I can recall the Blibli.com e-commerce brand after a long time," with a score of 3.86. This indicates that respondents are able to recall the Blibli.com e-commerce brand after a long period.

The trust variable has an average score of 3.76, which is categorized as "Hight". The indicator with the lowest average for the trust variable is the statement, "I trust Blibli.com to deliver products as shown on their Instagram," with a score of 3.67. The indicator with the highest average for the trust variable is the statement, "I trust Blibli.com to provide quality products," with a score of 3.83. This indicates that, in general, respondents believe that Blibli.com provides good-quality products. The purchase decision variable has an average score of 3.72, which is categorized as "High". The indicator with the lowest average for the purchasing decision variable is the statement, "I purchase products from Blibli.com because of their social media marketing on Instagram," with a score of 3.25. This implies that respondents feel Blibli.com's social media marketing Instagram, is not very effective in attracting consumers to make purchases. The indicator with the highest average for the purchasing decision variable is the statement "I can make purchases on Blibli.com according to the quantity needed," with a score of 3.93. This indicates that, in general, respondents believe Blibli.com offers users the opportunity to make purchases according to their needs.

C) Classical Assumption Test Results

The primary objective of classical assumption testing is to ascertain the validity of the investigation model being used. The conventional assumption test has three tests: normalcy, heteroscedasticity, and multicollinearity.

Table 5: Normality Test Results of the Linear Regression

	<i>Unstandardized Residual Structure 1</i>	<i>Unstandardized Residual Structure 2</i>
N	120	120
Kolmogorov-Smirnov Z	0,56	0,57
Asymp.Sig.(2-tailed)	0,200	0,200

Source: Processed Data, 2024

Table 5 displays that the Kolmogorov-Smirnov (K-S) test statistic value for structure 1 is 0.56, and for structure 2 is 0.57, with a significance value of 0.200. These outcomes indicate that the linear regression models for structures 1 and 2 are normally distributed because the significance value surpasses the 5 percent significance level or an alpha value of 0.05.

Table 6: Multicollinearity Test Results of the Linear Regression

Structure	Variable	Tolerance	VIF
Structure 1	Social media marketing Instagram	0,674	1,483
	Brand awareness	0,674	1,483
Structure 2	Social media marketing Instagram	0,541	1,847
	Brand awareness	0,524	1,908
	Trust	0,447	2,240

Source: Processed Data, 2024

Table 6 indicates that for both structures 1 and 2, the tolerance coefficient values exceed 0.10, and the VIF values are below 10. This implies that all linear regression models are free from multicollinearity.

Table 7: Heteroscedasticity Test Results of the Linear Regression for Structure 1

Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,304	0,466		7,093	0,000
	Social media marketing Instagram	-0,051	0,028	-0,195	-1,839	0,068
	Brand awareness	-0,055	0,031	-0,186	-1,753	0,082

Source: Processed Data, 2024

Table 7 presents the significance values for the social media marketing Instagram variable at 0.068 and the brand awareness variable at 0.082. These values surpass the threshold of 0.05, indicating the absence of any effect between the independent variables and the absolute residuals. Consequently, the linear regression model for structure 1 does not have heteroscedasticity.

Table 8: Heteroscedasticity Test Results of the Linear Regression for Structure 2

Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,402	0,665		5,114	0,000
	Social media marketing Instagram	-0,077	0,043	-0,220	-1,795	0,075
	Brand awareness	-0,031	0,050	-0,055	-0,633	0,528
	Trust	0,036	0,074	0,066	0,486	0,628

Source: Processed Data, 2024

Table 8 presents the significance values for the social media marketing Instagram variable at 0.07, the brand awareness variable at 0.528, and the trust variable at 0.628. These significance values, all surpass the threshold of 0.05, indicate no significant correlation between the independent variables and the absolute residuals. Consequently, the linear regression model for structure 2 does not have heteroscedasticity.

D) Path Analysis Results

Path analysis, a kind of multivariate linear regression, investigates the patterns in the connections among variables. The goal is to ascertain all the ways in which external factors, also known as independent influences, impact internal variables, also known as dependent variables. The table below displays the findings of the route analysis.

Table 9: Path Analysis Results for Linear Regression 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,784	0,814		2,191	0,030
	Social media marketing Instagram	0,258	0,048	0,404	5,365	0,000
	Brand awareness	0,317	0,055	0,436	5,794	0,000
Dependent Variable: Trust		R Square: 0,553		Adjusted R Square: 0,546		

Source: Processed Data, 2024

In light of the path analysis outcomes for linear regression 1, as presented in Table 9, the structural equation is derived as follows:

$$M = \beta_3 X_1 + \beta_4 X_2 + e^1$$

$$M = 0,404X_1 + 0,436X_2 + e^1$$

The structural equation analysis reveals that social media marketing on Instagram has a statistically significant and positive impact on trust, as shown by a β_3 value of 0.404 and a sig. number of 0.00 (which is lower than the threshold of 0.05). Put simply, if the Instagram aspect of social media marketing grows, there will be a corresponding 0.404 gain in trust. Furthermore, the structural equation analysis demonstrates a positive and statistically significant impact of brand awareness on trust, as shown by a β_4 coefficient of 0.436 and a sig. number of 0.00 (below 0.05). There is a direct correlation between a 0.436 rise in trust and a 0.436 increase in brand awareness.

The R-squared value, representing the degree to which the independent factors have impacted the dependent variable, is 0.553. This indicates that 55.3% of the variability in the trust variable may be accounted for by fluctuations in brand awareness and Instagram marketing for social media. Factors that impact the remaining 44.7% (100% - 55.3%) are not taken into account in the calculation.

Table 10: Path Analysis Results for Linear Regression 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,294	1,062		2,161	0,033
	Social media marketing Instagram	0,254	0,069	0,260	3,694	0,000
	Brand awareness	0,294	0,055	0,265	3,699	0,000
	Trust	0,643	0,118	0,422	5,443	0,000
Dependent Variable: Purchasing decisions		R Square: 0,688		Adjusted R Square: 0,680		

Source: Processed Data, 2024

In light of the path analysis outcomes for linear regression 2, as presented in Table 10, the structural equation is derived as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 M + e^2$$

$$Y = 0,260X_1 + 0,265X_2 + 0,422M + e^2$$

The structural equation analysis reveals that Instagram's social media marketing has a positive and statistically significant impact on customers' purchasing decisions, as shown by the β_1 coefficient of 0.260 and a sig. number of 0.00 (which is lower than the threshold of 0.05). In other words, each increment in Instagram's social media marketing will result in a 0.260 rise in purchasing opportunities. Brand awareness has a significant impact on purchasing decisions positively, as shown by the coefficient β_2 of 0.265 at a sig. number of 0.00 (which is less than 0.05). In other words, an increase in brand awareness will result in a 0.265 increase in purchase possibilities. The coefficient β_5 of 0.422 and a sig. number of 0.00 (less than 0.05) demonstrates that trust has a significant and positive effect on purchase decisions. A gain of 0.422 in trust will lead to more purchasing opportunities.

The R-squared value, representing the degree to which the independent factors have impacted the dependent variable, is 0.688. These findings indicate that trust, brand awareness, and Instagram's marketing together account for 68.8 percent of the

variation in the purchase decision variable. External factors influence the remaining 31.2% (calculated by subtracting 68.8% from 100%).

E) Mediation Test Results

a. Sobel Test

The role of trust in mediating the leverage of social media marketing Instagram on purchasing decisions can be assessed using the Sobel test as follows.

$$Z = \frac{0,404 \cdot 0,422}{\sqrt{0,422^2 \cdot 0,048^2 + 0,404^2 \cdot 0,118^2 + 0,048^2 \cdot 0,118^2}} = 3,269$$

In light of the test findings, the Z-value is 3.269, above the essential threshold of 1.96%. The findings of this investigation indicate that consumers' trust in companies plays a crucial role in mediating Instagram marketing with their purchases on Blibli.com. Instagram's social media advertising may indirectly influence customers' purchasing choices by using the concept of trust. The study used the Sobel test to investigate the mediating leverage of trust on the connection between brand awareness and purchasing decisions.

$$Z = \frac{0,436 \cdot 0,422}{\sqrt{0,422^2 \cdot 0,055^2 + 0,436^2 \cdot 0,118^2 + 0,055^2 \cdot 0,118^2}} = 3,228$$

The test findings indicate that the Z-value is 3.228, above the essential threshold of 1.966. This discovery offers more proof that trust plays a crucial role in mediating brand awareness and the purchase choices of Blibli.com consumers. Thus, brand awareness might indirectly influence customer purchase decisions via the mediating factor of trust.

b. Variance Accounted For (VAF) Test

The VAF may be used to examine the influence of trust as a moderator on the association between Instagram social media marketing and customer behaviour.

$$VAF = \frac{(0,404 \times 0,422)}{(0,404 \times 0,422 + 0,260)} = \frac{0,170}{0,430} = 0,395 \text{ atau } 39,5 \text{ percent}$$

The mediating role of trust in the correlation between brand awareness and purchasing decisions can also be assessed using the Variance Accounted For (VAF) test.

$$VAF = \frac{(0,436 \times 0,422)}{(0,436 \times 0,422 + 0,265)} = \frac{0,183}{0,448} = 0,408 \text{ atau } 40,8 \text{ percent}$$

The outcomes indicate that the VAF values fall between 20 percent and 80 percent. This implies that trust partially mediates the correlation between the social media marketing Instagram and purchasing decisions, as well as the correlation between brand awareness and purchasing decisions, for Blibli.com.

F) Discussion

The first hypothesis test (H1) of the investigation indicates that social media marketing Instagram has a significant and positive impact on customer's purchasing decisions by Blibli.com's users. If Blibli.com's Instagram marketing is exceptional, it will significantly influence customers purchasing decisions on its e-commerce site. Several previous investigations have shown comparable outcomes. The study conducted by Ardiansyah & Sarwoko (2020) demonstrates that Instagram's social media marketing significantly and positively influences customer's purchase choices. Aileen et al. (2021), Abdullah et al. (2022), and Hanaysha (2022) together discovered that social media marketing had a favorable impact on sales.

The findings from the second hypothesis test (H2) support the hypothesis, indicating that awareness of the brand on customers purchasing decisions by Blibli.com's users has a significant and positive influence. As Blibli.com gains greater recognition, it will further influence customers' buying choices on its platform. The findings align with the outcomes of previous research. Several studies have shown that consumers' favorable connections with a brand significantly influence their purchase choices Upadana & Pramudana (2020); Cleo & Sopiah (2021); Handono & Mediawati, 2021).

The outcomes of the third hypothesis test (H3) validate that Instagram's social media marketing has a significant and positive impact on the trust of consumers on Blibli.com. Therefore, Blibli.com's social media marketing endeavors on Instagram have the capacity to enhance client confidence in the online store. The findings are in line with the outcomes of previous investigations. According to Sanjaya and Budiono (2021), Instagram is an excellent platform for social media marketing that helps establish trust. Furthermore, Febriyani & Indriani (2023) have shown that social media marketing has a significant and beneficial influence on trust.

The outcomes of the fourth hypothesis test (H4) demonstrate that brand awareness has a significant influence on the trust of Blibli.com in a positive way. This implies that the level of Instagram awareness of the Blibli.com brand may be directly linked to the level of confidence in the website. The findings of this study support the conclusions of a prior investigation

conducted by Syahputri & Wulandari (2022), which showed a positive correlation between consumers' brand confidence and their degree of brand awareness.

The findings of the fifth hypothesis test (H5) validate the acceptance of the hypothesis and indicate that trust has a significant and positive influence on purchasing decisions by Blibli.com's users. Customers' purchase choices are influenced more significantly by Blibli.com when they have a higher level of trust in the platform. The findings align with the outcomes of prior investigations. Anwar and Aprilia (2018) highlighted the importance of trust for online consumers, stating that customers' trust significantly and positively influences their purchasing choices. Confirming other research, this study showed that trust significantly and significantly influences customers' purchasing choices (Wahyuni and Irfani, 2019; Wijaya et al., 2022).

The outcomes of the sixth hypothesis test (H6) support the hypothesis, indicating that trust plays a mediator role in the impact of Instagram's online marketing on customers' purchasing decisions on Blibli.com. The effectiveness of Blibli.com's Instagram marketing initiatives directly impacts their capacity to influence customers' purchasing choices on their online store. The findings align with the outcomes of previous research. Kristina and Sugiarto (2020) discovered that online advertising has a favorable impact on customers' purchasing choices when trust serves as a mediator. The outcomes of this investigation corroborate the conclusions reached by Arohman et al. (2023), Citrasumidi & Pasaribu (2023), and Febriyani & Indriani (2023), all of whom propose that trust may act as a mediator in the correlation between online advertising and consumer purchase choices.

The seventh hypothesis test (H7) demonstrated that trust acts as a mediator in the correlation between brand awareness and purchasing decisions on Blibli.com, providing support for the hypothesis. Consequently, a higher degree of Instagram recognition for the Blibli.com brand increases the probability of establishing confidence in the company, which subsequently influences the choice to make purchases on the Blibli.com e-commerce site. These findings align with prior studies. A study conducted by Syahputri & Wulandari (2022) indicates that consumers are more inclined to choose a brand when they have knowledge about it, leading to an enhanced level of trust in the brand. Furthermore, the present study supports the conclusions of Febrin et al. (2020), who stated that brand awareness has a substantial impact on purchase intention via the mechanism of customer trust.

IV. CONCLUSION

The study's findings indicate that social media marketing, Instagram and brand awareness have a significant and positive effect on consumer's trust and purchasing decisions on Blibli.com. Increased exposure of the Blibli.com brand on social media directly correlates with higher consumer trust in the platform and subsequently leads to increased purchase behavior. Moreover, trust plays a partial mediating role in the influence of brand awareness and Instagram marketing on purchase decisions made by users on Blibli.com's e-commerce platform. Trust also has a noteworthy and beneficial influence on the choices made while shopping on Blibli.com. If Blibli.com enhances its Instagram marketing and enhances brand awareness, it may instill more customer trust and encourage more sales on the platform.

The analysis of the online advertising Instagram variable implies that Blibli.com needs to develop strategies to enhance its online advertising on Instagram so that the posted advertisements can capture more customer attention. Blibli.com can utilize customer data to create personalized and relevant advertisements in light of their preferences and shopping behaviors. Creating emotional stories behind the products and including customer reviews and testimonials can make the advertisements more memorable and increase trust. Engaging advertisements will encourage more customers to visit, follow, and interact with Blibli.com's Instagram account.

The analysis of the brand awareness variable implies that Blibli.com needs to enhance its brand awareness to become the first e-commerce brand that comes to customers' minds. Blibli.com can conduct integrated marketing campaigns across various platforms, including social media, to engage with customers and run promotional campaigns. Providing a satisfying customer experience is also crucial for creating a beneficial impression and increasing brand awareness.

The analysis of the trust variable highlights the importance of Blibli.com to ensure that the information posted aligns with the actual product descriptions. Maintaining a stable return system is crucial. Presenting reviews and testimonials from satisfied customers can serve as effective social proof to enhance customer trust in the products offered.

The analysis of the purchase decision variable indicates that Blibli.com can increase product sales by focusing on the effects of online advertising on Instagram. Blibli.com can create engaging visual content such as short videos, animations, and high-quality images and utilize Instagram features like stories, reels, feeds, IGTV, and Live. Collaborating with influencers and enhancing interaction with followers can also boost the effectiveness of marketing on Instagram and drive sales conversions. Suggestions for future investigation include expanding the focus and sample size to gain a deeper understanding of the effects of online advertising on Instagram and brand awareness on purchasing choices influenced by trust.

V. REFERENCES

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