

The Effect of Social Media Marketing and Online Advertising on Purchase Decisions through Brand Trust

*Brand Trust in the
Social Media
Marketing*

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ABSTRACT

This study aims to examine the impact of digital marketing strategies, particularly social media marketing and online advertising, on consumer purchase decisions in coffee shops, with brand trust serving as a mediating variable. The research seeks to understand how digital marketing efforts shape consumer perceptions and behaviors in an increasingly competitive coffee shop industry. Using a quantitative research design, primary data were collected from 150 respondents through a purposive sampling technique, targeting consumers in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Data were obtained via an online questionnaire distributed through Google Forms and analyzed using SmartPLS software. The analysis included both outer model testing and inner model testing. The findings reveal that social media marketing and online advertising significantly influence brand trust, which in turn has a positive and significant effect on purchase decisions. However, social media marketing does not directly affect purchase decisions but exerts an indirect influence through brand trust. These results highlight the pivotal role of brand trust as a mediator and suggest that coffee shop businesses should prioritize trust-building digital marketing strategies to strengthen consumer loyalty and drive purchase decisions.

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Keywords: Brand Trust, Coffee Shop, Online Advertising, Purchase Decision, Social Media Marketing.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh strategi pemasaran digital, khususnya pemasaran media sosial dan iklan online, terhadap keputusan pembelian konsumen pada kedai kopi, dengan kepercayaan merek sebagai variabel mediasi. Penelitian ini berupaya memahami bagaimana upaya pemasaran digital membentuk persepsi dan perilaku konsumen di tengah meningkatnya persaingan industri kedai kopi. Pendekatan kuantitatif digunakan dengan pengumpulan data primer dari 150 responden melalui teknik purposive sampling yang menargetkan konsumen di wilayah Jabodetabek (Jakarta, Bogor, Depok, Tangerang, dan Bekasi). Data dikumpulkan menggunakan kuesioner online melalui Google Form dan dianalisis menggunakan perangkat lunak SmartPLS. Analisis meliputi pengujian outer model serta inner model. Hasil penelitian menunjukkan bahwa pemasaran media sosial dan iklan online berpengaruh signifikan terhadap kepercayaan merek, yang selanjutnya berdampak positif terhadap keputusan pembelian. Namun, pemasaran media sosial tidak berpengaruh langsung terhadap keputusan pembelian, melainkan secara tidak langsung melalui kepercayaan merek. Temuan ini menegaskan peran penting kepercayaan merek sebagai variabel mediasi dan menyarankan agar pelaku usaha kedai kopi memprioritaskan strategi pemasaran digital yang berfokus pada pembangunan kepercayaan merek untuk meningkatkan loyalitas dan keputusan pembelian konsumen.

Kata kunci: Kepercayaan Merek, Kedai Kopi, Iklan Daring, Keputusan Pembelian, Pemasaran Media Sosial.

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INTRODUCTION

In the context of the culinary business, particularly coffee, digitalization plays a crucial role in attracting modern consumers through online platforms. According to the Hootsuite We Are Social Digital Indonesia 2023 data, from Indonesia's population of 276.4 million, there are 353.8 million connected mobile devices, 219.9 million internet users, and 167 million active social media users. This data indicates that more than 50% of Indonesia's population uses the internet and social media. With digital marketing, the marketing process becomes easier and more efficient for businesses. The growth of the culinary industry has experienced rapid expansion due to the use of digital marketing. Modern consumers tend to search for information about food and beverages online, through social media, reviews, and current trends. Social media is utilized for content marketing and promotions to build brand awareness, increase customer engagement, and promote products (Jamarnis & Susanti, 2019).

Digital marketing refers to promotional and market research activities conducted through digital media online, using various methods such as social media (Resta et al., 2024). Digital marketing can be defined as a collection of media used for digital marketing with the help of the internet, including channels like social media marketing, email marketing, online advertising, website marketing, and others, and is applied in both goods and services companies. Social media marketing encourages more personal interaction and communication with consumers, thereby fostering broader communication and enhancing brand engagement (Ashley & Tuten, 2015). Platforms like TikTok have become a major force in supporting this strategy, especially in accelerating viral food trends. Foods that trend on TikTok often lead to dramatic increases in sales due to the substantial influence of viral video content (Jin & Phua, 2014). The rise of coffee shops exemplifies how social media users, particularly on TikTok, can influence consumer preferences and behaviors, pushing them to try popular products (Whiting & Williams, 2013). This reflects how viral content can significantly drive purchasing decisions.

Online Advertising is a form of persuasion in marketing communication that attempts to present, inform, and encourage the consumption of products or services offered by a company (Jamarnis & Susanti, 2019). According to Sutrisno and Mashariono (2020), online advertising is one of the four types of promotions used by producers to persuade buyers to purchase a product. Online advertising is a promotional method that utilizes the internet to spread marketing messages and attract customers (Aqsa, 2018). Advertising is a message or announcement presented through media to inform the public about the products or services offered, aiming to persuade or convince them to be interested in what is being offered (Resta et al., 2024).

The success of strategies in driving purchase decisions depends not only on the reach or engagement of consumers but also on the level of trust consumers have in the brand. Brand trust, defined as the reliability of a brand, plays a critical role in mediating the relationship between marketing strategies and consumer purchase behavior (Chaudhuri & Holbrook, 2001). This trust supports consumers in feeling safe when making purchase decisions, especially as information and content become more widely available through digital platforms (Laroche et al., 2012). Without strong trust, consumers may hesitate to transact, even if they believe in viral content or messages from social media.

This study examines the impact of digital marketing strategies, particularly social media marketing and online advertising, on consumer purchase decisions in coffee shops, with brand trust serving as a mediating variable. The research analyzes how these digital marketing strategies influence consumer behavior and how brand trust mediates the relationship between marketing activities and purchase outcomes. By integrating these variables, the study seeks to provide a comprehensive understanding of the mechanisms through which digital marketing drives consumer decisions. The ultimate aim of this research is to identify the role of brand trust in strengthening the effectiveness of digital marketing strategies to enhance purchase decisions in the coffee shop industry.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Factors Influencing Brand Trust

According to Charviandi et al. (2023), digital marketing, also referred to as internet-based marketing, enables businesses to easily market products or services online using the AIDA marketing strategy (Awareness, Interest, Desire, Action). According to Wati et al. (2020), types of digital marketing include websites, social media marketing, search engines, email marketing, and online advertising. Social media marketing is a promotional and communication platform through social media that leverages a much larger community, which has a greater potential to market products compared to traditional advertising channels (Cheung et al., 2022). According to Jarboe et al. (2023), social media marketing is a platform used to market a company's goods and services, build relationships with existing customers, attract new audiences, and establish the brand. Providing high-quality content, being responsive to questions and feedback, and sharing authentic stories are social media marketing activities that help strengthen positive perceptions about the brand, build emotional connections with consumers, and ultimately enhance brand trust. According to previous research by Solis (2010) and Haudi et al. (2022), social media marketing has a positive effect on brand trust.

According to Erwin et al. (2023), online advertising includes various forms of digital ads, such as display, search, video, social ads, and other advertising platforms, allowing companies to target specific audiences and comprehensively track the performance of their displayed ads. Online advertising can help build trust in a brand by presenting relevant information on internet platforms. This shows consumers that the brand cares about and is committed to meeting their needs. According to Nugroho and Efendi (2022), online advertising has a positive and significant effect on brand trust.

H1: Social media marketing has a significant impact on brand trust.

H2: Online advertising has a significant impact on brand trust.

Factors Influencing Purchase Decisions

According to Wati et al. (2020), marketing through social media websites can enhance visibility on the internet and help in selling goods and services. Through social media platforms, brands can interact directly with consumers, build personal relationships, and communicate brand values in a relevant and engaging way, ultimately driving consumer purchase decisions. This aligns with the research by Ariqoh and Tajuddin (2025), which states that social media marketing has a positive effect on purchase decisions.

Online advertising becomes a type of marketing that provides information to the public and persuades consumers to make a purchase (Al-Azzam & Al-Mizeed, 2021). It is easy to accept the information offered in a positive environment (Mishra & Mahalik, 2018). According to Resta et al. (2024), online advertising is the activity of placing ads for goods or services on the internet with the goal of gaining profits from sales. By creating a connection between products or services and consumer needs or desires, online advertising can serve as a driver in the purchasing process. According to research by Martins et al. (2019), consumers realize that reliable, attractive ads providing the information they seek are very useful in making purchase decisions. Prasetya et al. (2021) state that online advertising has a positive and significant effect on purchase decisions.

According to Khamdan (2023), honesty builds customer trust by strengthening brand reputation and credibility. A trusted brand provides consumers with a sense of security and reduces perceived risk, especially in the digital era, where information about products and companies is easily accessible through social media (Erdem & Swait, 2001). Studies consistently show that higher brand trust increases consumers' likelihood to purchase and fosters long-term loyalty (Gefen, 2000; Arjunita et al., 2021). Erkan and Evans (2023) also found that social media product reviews enhance consumer trust, which positively impacts purchase decisions. Similarly, Putri and Harti (2022) and Ramadhan (2023) confirm that brand trust significantly influences consumer purchasing behavior,

supporting prior findings by Zboja and Voorhees (2006), Ayu and Ketut (2020), and Arachchi (2022).

H3: Social media marketing has a significant impact on purchase decisions.

H4: Online advertising has a significant impact on purchase decisions.

H5: Brand trust has a significant impact on purchase decisions.

Brand Trust as a Mediator

According to Irwansyah et al. (2021), a purchase decision is a decision-making process by consumers who are about to purchase, combining knowledge in choosing between two or more available products, influenced by factors such as quality, price, promotion, location, service, and others. Through continuous interaction and relevant content on social platforms, a brand can strengthen its relationship with consumers, build positive perceptions, and ultimately increase consumer trust in the brand, which, in turn, influences their purchase decisions. This aligns with the research by Ramadhan (2023), which states that social media marketing has a significant and positive impact on purchase decisions through brand trust as an intervening variable. The role of brand trust partially mediates the effect of social media marketing on purchase decisions (Karunasingha & Abeysekera, 2022). Similarly, the role of brand trust as a mediating variable in brand image affects purchase decisions, according to research by Rachmad et al. (2023).

Through targeted advertising campaigns and engaging content, a brand can strengthen its positive image in the minds of consumers, increase trust in the brand, and ultimately encourage consumers to choose products or services from the brand when making a purchase. This aligns with research by Catherine and Tuti (2023), which states that advertising influences purchase decisions through brand trust as an intervening variable.

H6: Social media marketing has a significant impact on purchase decisions through brand trust.

H7: Online advertising has a significant impact on purchase decisions through brand trust.

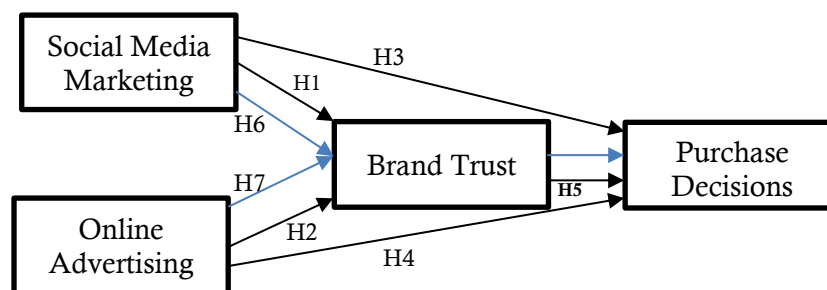


Figure 1. Research Model

Figure 1 shows a conceptual model of the relationship between social media marketing, online advertising, brand trust, and purchase decisions. In this model, social media marketing and online advertising act as independent variables that influence brand trust, a mediating variable. Brand trust then becomes a crucial factor driving consumer purchase decisions. This means that effective digital marketing strategies through social media and online advertising can increase consumer trust in a brand, ultimately increasing their likelihood of making a purchase. This model emphasizes the importance of brand trust as a link between digital marketing activities and consumer purchasing behavior.

RESEARCH METHODS

This study adopts a quantitative research approach aimed at empirically testing the relationships between variables using numerical data and statistical analysis. The research focuses on consumers of coffee shops located in the Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The population in this study consists of individuals who

actively visit or purchase from coffee shops within these areas. To ensure that the respondents meet specific research criteria, a non-probability sampling technique with a purposive sampling method was utilized. This approach allows the researcher to select participants based on relevant characteristics that align with the study's objectives, such as being active coffee shop consumers in Jabodetabek.

According to the founder of the social media club and innovator of news media, featured in the book Engage, the indicators of social media marketing consist of context, communication, collaboration, and connection. According to Megawati and Linda (2014), the indicators of online advertising include: attitude toward online ads, ability to recall online ads, and click frequency on online ads. Chaudhuri and Holbrook (2001) identify four key indicators of brand trust: trust, reliance, honesty, and safety. According to Keller (2022), there are several indicators of purchase decisions, including confidence in a product, buying habits, recommending to others, and making repeat purchases.

The total sample size of 150 respondents was determined by referring to the formula proposed by Hair et al. (2019), which recommends a sufficient number of observations to ensure statistical accuracy and model stability in Structural Equation Modeling (SEM). Data were collected through an online questionnaire distributed via Google Forms, enabling efficient and accessible data gathering from the targeted population. The questionnaire consisted of closed-ended statements measured using a Likert scale, designed to capture respondents' perceptions of key constructs such as social media marketing, online advertising, brand trust, and purchase decisions.

The collected data were analyzed using SmartPLS, which is suitable for complex models and relatively small sample sizes. The analysis process involved two major stages: the outer model and the inner model evaluations. The outer model testing focused on assessing validity and reliability, ensuring that each indicator accurately represented its respective construct and that the measurement model was consistent. Meanwhile, the inner model testing examined the R-square values, path coefficients, indirect effects, and predictive relevance (Q^2) to determine the strength and significance of relationships among variables. Additionally, the goodness of fit was analyzed to confirm the overall quality of the model.

RESULTS

The outer model measurement aims to assess the validity and reliability of the indicators or items used in the research instrument to measure the latent variables. This evaluation ensures that each indicator accurately represents its intended construct. The tests performed in this stage include convergent validity, discriminant validity, and reliability analysis. The structural representation of the outer model used in this study is illustrated in Figure 2.

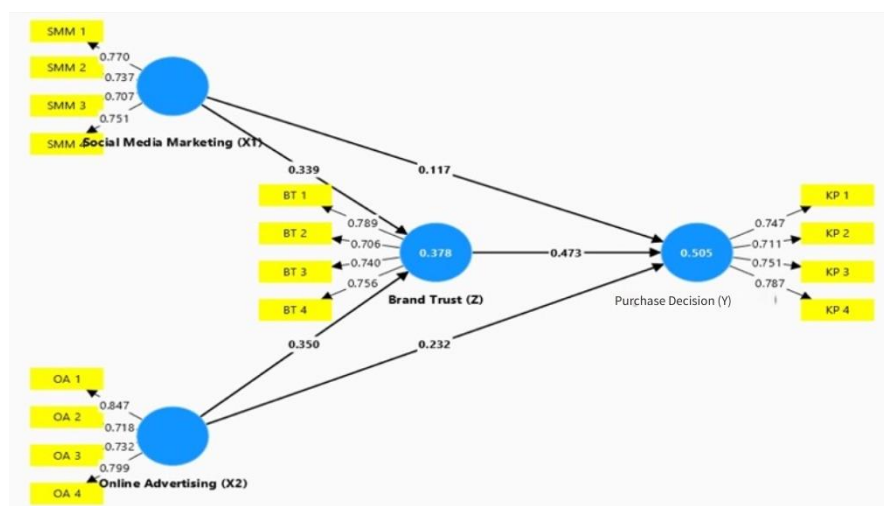


Figure 2. Outer Model

In the convergent validity assessment, an indicator is deemed valid when its loading factor value is greater than 0.7, and the Average Variance Extracted (AVE) value is above 0.5.

Table 1. Convergent Validity Test

Variable	Indicator	Outer Loadings	Average Variance Extracted (AVE)
Social Media Marketing (X1)	SMM 1	0.770	0.550
	SMM 2	0.737	
	SMM 3	0.707	
	SMM 4	0.751	
Online Advertising (X2)	OA 1	0.847	0.602
	OA 2	0.718	
	OA 3	0.732	
	OA 4	0.799	
Brand Trust (Z)	BT 1	0.789	0.560
	BT 2	0.766	
	BT 3	0.740	
Buying decision (Y)	KP 1	0.747	0.562
	KP 2	0.711	
	KP 3	0.751	
	KP 4	0.787	

Referring to Table 1, it can be inferred that all indicators within the variables of social media marketing (X1), online advertising (X2), brand trust (Z), and purchase decision (Y) are valid. This conclusion is supported by the fact that all outer loading values exceed 0.7, and the Average Variance Extracted (AVE) values are greater than 0.5.

In the discriminant validity assessment, an indicator is deemed valid when its cross-loading value exceeds 0.7, and the loading value on its respective variable is higher than the loading values on any other variables. Referring to Table 2, it can be inferred that all indicators for each variable are valid, as their cross-loading values exceed 0.7 and are higher than those of other variables. Thus, every indicator in this study demonstrates strong discriminant validity in representing its corresponding construct. In this test, a variable is considered reliable if its composite reliability and Cronbach's Alpha values exceed 0.7.

Table 2. Results of Discriminant Validity Test

Model	Social Media Marketing (X1)	Online Advertising (X2)	Brand Trust (Z)	Purchase Decision (Y)
SMM 1	0.770	0.447	0.441	0.403
SMM 2	0.737	0.497	0.373	0.354
SMM 3	0.707	0.497	0.379	0.385
SMM 4	0.751	0.406	0.439	0.376
OA 1	0.587	0.847	0.514	0.507
OA 2	0.718	0.739	0.613	0.384
OA 3	0.400	0.732	0.481	0.370
OA 4	0.453	0.458	0.522	0.459
BT 1	0.528	0.439	0.789	0.541
BT 2	0.757	0.799	0.625	0.391
BT 3	0.407	0.432	0.740	0.455
BT 4	0.530	0.756	0.655	0.578
KP 1	0.501	0.531	0.531	0.747
KP 2	0.627	0.533	0.552	0.711
KP 3	0.368	0.444	0.527	0.751
KP 4	0.353	0.433	0.505	0.787

Table 3. Reliability Test

Variabel	Composite Reliability	Cronbach's Alpha
Social Media Marketing (X1)	0.830	0.727
Online Advertising (X2)	0.858	0.781
Brand Trust (Z)	0.836	0.740
Purchase Decision (Y)	0.837	0.740

Table 3 shows that the Reliability tests showed that all variables had Composite Reliability above 0.80 and Cronbach's Alpha above 0.70, indicating highly reliable instruments. This means that the questionnaire items for Social Media Marketing, Online Advertising, Brand Trust, and Purchase Decision consistently measured their respective constructs.

The path coefficient is used to measure the magnitude of the influence of an independent variable on a dependent variable. The hypothesis is accepted if the T-value > 1.96 (for a significance level [α] of 5%) or if the p-value < 0.05.

Table 4. Path Coefficient Test

Hypothesis	Original Sample	Sample Mean	Standard Deviation	t-Statistics	p-Values
Social Media Marketing (X1) -> Brand Trust (Z)	0.339	0.341	0.080	4.246	0.000
Online Advertising (X2) -> Brand Trust (Z)	0.350	0.354	0.075	4.641	0.000
Social Media Marketing (X1) -> Purchase Decision (Y)	0.117	0.123	0.090	1.299	0.194
Online Advertising (X2) -> Purchase Decision (Y)	0.232	0.232	0.100	2.329	0.000
Brand Trust (Z) -> Purchase Decision (Y)	0.473	0.472	0.080	5.882	0.000

Table 4 shows the results of hypothesis testing using path coefficient analysis. Social media marketing (X1) significantly affects brand trust (Z) with a coefficient of 0.339, t-value of 4.246, and p-value of 0.000. Likewise, online advertising (X2) has a significant positive effect on brand trust (Z) with a coefficient of 0.350, t-value of 4.641, and p-value of 0.000. Brand trust (Z) also significantly influences purchase decisions (Y), as indicated by a coefficient of 0.473, t-value of 5.882, and p-value of 0.000. However, social media marketing (X1) does not directly affect purchase decisions (Y) since its t-value (1.299) and p-value (0.194) do not meet the significance level. Meanwhile, online advertising (X2) shows a significant direct effect on purchase decisions (Y) with a t-value of 2.329 and a p-value of 0.000. These findings indicate that both social media marketing and online advertising enhance brand trust, but only online advertising directly impacts purchase decisions. The indirect effect is used to test the hypothesis of the indirect influence of an independent variable on a dependent variable, mediated through an intervening variable. The hypothesis is accepted if the t-value > 1.96 (for a significance level [α] of 5%) or if the p-value < 0.05.

Table 5. Indirect Effect Test

Hypothesis	Original Sample	Sample Mean	Standard Deviation	t-Statistics	p-Values
Social Media Marketing (X1) -> Brand Trust (Z) -> Purchase Decision (Y)	0.160	0.160	0.043	3.700	0.000
Online Advertising (X2) -> Brand Trust (Z) -> Purchase Decision (Y)	0.166	0.167	0.046	3.564	0.000

Table 5 presents the results of the indirect effect analysis. The findings indicate that brand trust (Z) significantly mediates the relationship between social media marketing (X1) and purchase decisions (Y), with a path coefficient of 0.160, t-value of 3.700, and p-value of 0.000. Similarly, brand trust (Z) also mediates the effect of online advertising (X2) on purchase decisions (Y), with a coefficient of 0.166, t-value of 3.564, and p-value of 0.000. These results demonstrate that brand trust serves as a significant mediating variable in both relationships, strengthening the indirect influence of social media marketing and online advertising on purchase decisions.

The results of the R-Square test, or the coefficient of determination, for the influence of social media marketing and online advertising on purchase decisions through brand trust are presented in Table 6.

Table 6. R-Square Test

Variable	R-Square Value	Adjusted R-Square Value
Brand Trust (Z)	0.378	0.369
Purchase Decision (Y)	0.505	0.495

Referring to Table 6, the Adjusted R-Square value for brand trust is 0.369, which implies that 36.9% of the variance in brand trust is explained by social media marketing and online advertising. The remaining 63.1% is affected by other factors not examined in this study, such as product quality and brand image. Meanwhile, the Adjusted R-Square value for purchase decisions stands at 0.495, indicating that 49.5% of purchase decisions are influenced by social media marketing and online advertising, while the other 50.5% are determined by external factors, including price and product variety.

The predictive relevance (Q²) test is used to assess how well the predictions match the existing data and how the patterns fit with the estimated parameters.

$$\begin{aligned}
 Q - square &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0,378) \times (1 - 0,505)] \\
 &= 1 - (0,622 \times 0,495) \\
 &= 1 - 0,307 \\
 &= 0,693
 \end{aligned}$$

Based on the calculation results, the Q-square value is 0.693, suggesting that the research model can explain 69.3% of the variance in the data. The remaining 30.7% is influenced by other factors beyond the scope of this study. The results of the goodness-of-fit test show that the SRMR value is 0.089, which indicates an acceptable model fit since it is below the threshold of 0.10. Both the d_ULS and d_G values are 1.065 and 0.349, respectively, reflecting consistency between the saturated and estimated models. Furthermore, the chi-square value of 305.814 and the NFI value of 0.677 suggest that the model demonstrates a moderate level of fit, meaning it adequately represents the observed data and the proposed structural relationships.

DISCUSSION

The results show that social media marketing has a significant effect on brand trust ($T = 4.246 > 1.96$; $P = 0.000$), thus confirming H1. Coffee shops in Jabodetabek utilize platforms such as Instagram and TikTok to share engaging and relevant content, interact with consumers, and strengthen their brand image. This consistent engagement fosters customer trust and long-term relationships. These findings align with Hanaysha (2016), Emerald and Kurniawati (2022), Haudi et al. (2022), and Dewi and Wardana (2023), who all emphasized that social media marketing plays a crucial role in building brand trust. Online advertising also shows a significant positive impact on brand trust ($T = 4.641 > 1.96$; $P = 0.000$), confirming H2. Coffee shops implement consistent, attractive, and transparent online advertisements to enhance consumer trust. Through persuasive

messages and clear information, these advertisements increase brand credibility. The results are consistent with Nugroho and Efendi (2022), who stated that transparency and consistency in advertising help strengthen consumer trust.

However, social media marketing does not significantly affect purchase decisions ($T = 1.299 < 1.96$; $P = 0.194$), rejecting H3. Although social media content provides valuable information about products, it does not directly encourage purchases. Consumers may still rely on other promotional sources before making a decision. This result differs from Ariqoh and Tajuddin (2025), who found a positive effect, but supports Rahayu and Witjaksono (2023), who noted that consumers often engage passively on social media without making actual purchases. In contrast, online advertising has a significant positive influence on purchase decisions ($T = 2.329 > 1.96$; $P = 0.000$), supporting H4. Promotional efforts such as influencer collaborations and clickable ads make it easier for consumers to access product information, thereby increasing the likelihood of purchase. This finding supports Prasetya et al. (2021), who emphasized that effective online advertising improves visibility and drives consumer actions.

Moreover, brand trust significantly influences purchase decisions ($T = 5.882 > 1.96$; $P = 0.000$), confirming H5. Coffee shops earn customer confidence through consistent product quality and transparency, which encourages loyalty and repeat purchases. This is consistent with Elena and Jose (2001), Hanaysha (2016), and Sitinjak et al. (2023), who highlighted that trust is a key factor in consumer purchasing behavior. Brand trust mediates the relationship between both social media marketing and online advertising and purchase decisions. Social media marketing indirectly affects purchase decisions through brand trust ($T = 3.700$; $P = 0.000$), supporting H6, while online advertising also has an indirect effect through brand trust ($T = 3.564$; $P = 0.000$), confirming H7. Engaging content and transparent advertising enhance consumer trust, which ultimately leads to higher purchase intentions. These findings are consistent with Prasetya et al. (2021), Karunasingha and Abeysekera (2022), and Ramadhan and Nasir (2023), who emphasized that brand trust acts as a crucial mediator linking marketing strategies to consumer purchase behavior.

The findings strengthen the understanding that digital marketing, particularly social media and online advertising, plays a vital role in building brand trust, which in turn drives consumer purchasing behavior. This supports the notion that trust serves as a key psychological factor connecting marketing communication and consumer decision-making processes. From a practical perspective, these findings suggest that coffee shops and similar businesses should focus on enhancing interactive and transparent online communication. Strategies such as consistent social media engagement, informative content, and credible online advertising can significantly increase consumer confidence and purchase intention. Business owners are encouraged to use data-driven marketing approaches to ensure that every digital touchpoint builds trust rather than mere exposure. This study also has certain limitations. The research was limited to coffee shops in the Jabodetabek area, so the results may not fully represent other industries or regions with different consumer behaviors.

CONCLUSION

This study concludes that social media marketing and online advertising play distinct yet complementary roles in influencing consumer behavior toward coffee shops in Jabodetabek. Social media marketing significantly strengthens brand trust but does not directly impact purchase decisions, while online advertising has a strong positive effect on both brand trust and purchase decisions. Brand trust itself is confirmed as a key determinant of consumer purchasing behavior and serves as a vital mediating factor linking marketing activities to purchase intentions.

The practical implication of these findings is that coffee shops should prioritize building strong brand trust through consistent and engaging online presence. Maintaining transparency, creating interactive content, and collaborating with influencers can enhance credibility and stimulate consumer confidence. Meanwhile, optimizing online advertising

strategies with persuasive messages, visual appeal, and accurate targeting can increase purchase conversions and customer loyalty. From a theoretical perspective, this study reinforces the role of brand trust as a crucial mediator within digital marketing models. It highlights that consumer behavior in the digital age is not solely driven by exposure to marketing content but by the level of trust built through sustained online engagement.

However, this study is limited to coffee shop consumers in the Jabodetabek area and focuses only on two marketing variables. Future research could expand the model by including other influential factors such as product quality, customer experience, and price perception, as well as applying a broader sampling scope to capture diverse consumer behaviors across regions and industries.

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