

# THE ROLE OF TRENDINESS IN STRENGTHENING THE RELATIONSHIP OF SOCIAL MEDIA MARKETING FEATURES WITH BRAND TRUST AND IT'S IMPACT ON PURCHASE DECISION

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**Abstract:** *Some studies have investigated the impact of social media marketing features on purchasing decisions with Brand Trust as the mediation variable. But prior research indicates that brand trust merely acts as a mediator between informativeness and interaction when it comes to purchase decisions. The purpose of this study is to ascertain how Trendiness influences Purchasing Decisions in the skincare business by acting as a moderating variable between four marketing elements and Brand Trust. A self-administered survey with a scale of 1 to 10 is the research method employed. Purposive sampling was used to disseminate the questionnaire to 320 respondents who are skincare buyers. Structural Equation Modeling (SEM) with AMOS software is the analytical tool utilized. The results show that Interactivity, Informativeness, Entertainment and Perceived Relevance affect Brand Trust, Brand Trust affects Purchase Decisions and Trendiness can strengthen the relationship between Interactivity, Informativeness, Entertainment, and Perceived Relevance to Brand Trust. These results suggest the importance of brands adopting interactive, informative, entertaining, and relevant marketing strategies while staying current with trends to enhance Brand Trust.*  
**Keywords:** *Social media marketing features, brand trust, trendiness, purchase decisions*

**Abstrak:** Beberapa studi telah meneliti dampak fitur pemasaran media sosial terhadap keputusan pembelian dengan *Brand Trust* selaku variabel mediasi. Namun hasil dari penelitian terdahulu menunjukkan bahwa *Brand Trust* hanya memediasi antara *interactivity* dan *informativeness* terhadap keputusan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh *Trendiness* sebagai variabel moderasi antara empat fitur pemasaran dengan *Brand Trust* yang nantinya berpengaruh terhadap Keputusan Pembelian dalam industri *skincare*. Metode penelitian yang digunakan yaitu *self-administred survey* melalui penggunaan kuesioner dengan skala 1 hingga 10. Kuesioner didistribusikan kepada 320 responden yang merupakan pembeli *skincare*. Penarikan sampel dilakukan dengan teknik *purposive sampling*. Alat analisa yang dipakai yakni *Structural Equation Modeling (SEM)* melalui bantuan *software AMOS*. Hasil menunjukkan jika *Interactivity, Informativeness, Entertainment* dan *Perceived Relevance* memengaruhi *Brand Trust, Brand Trust* memengaruhi *Purchase Decision* serta *Trendiness* dapat memperkuat hubungan antara *Interactivity, Informativeness, Entertainment* dan *Perceived Relevance* terhadap *Brand Trust*. Hasil ini menunjukkan pentingnya bagi merek untuk mengadopsi strategi pemasaran yang interaktif, informatif, menghibur, dan relevan, serta mengikuti perkembangan tren untuk meningkatkan kepercayaan merek.

**Kata Kunci:** Fitur pemasaran media sosial, kepercayaan merek, tren, keputusan pembelian

## INTRODUCTION

Social media has become an important part of marketing strategies in the digital era. Social media marketing strongly influences customer purchasing decisions. (Leparoux et al., 2019). Social media increases brand visibility, helps businesses better understand their target market, and affects customer purchasing decisions (Kurniawan et al., 2024). According to Statista statistics (2021), 78% of consumers between the ages of 16 and 64 use social media to research their desired products. About, 76% of buyers use social media to search for goods before buying, according to the Global Web Index (2021). Social media has become the main platform for marketing products. The swift progress of digital technology has transformed how companies connect and engage with their customers (Van Veldhoven & Vanthienen, 2022). Social media marketing not only increases buying interest but also strengthens trust in the brand, which ultimately drives purchasing decisions (Sanny et al., 2020).

Purchase decision is a complicated process. The complicated process of making a purchase decision is influenced by many factors, such as how customers receive and respond to advertisements on social media (Alalwan et al., 2017). Features like entertainment, informational value, interactivity, and perceived relevance are regarded as crucial components that might affect consumers' faith in the brand, which in turn influences their decision to buy. Another mediator between the characteristics of social media marketing and purchasing decisions is brand trust (Hanaysha, 2022). Nevertheless, among the four characteristics of social media marketing—informationalness, interactivity, perceived relevancy, and entertainment, Brand Trust only mediates interactivity and informativeness on Purchasing Decisions (Hanaysha, 2022). In Hanaysha's research (2022), the variables of perceived relevance and entertainment cannot be mediated by Brand Trust. This is a limitation of previous research. The limitation of the research conducted by Hanaysha (2022) is a gap. This raises the question of why Brand Trust cannot mediate between entertainment and perceived relevance to purchasing decisions. Recommended by Hanaysha (2022) to use a new variable namely Trendiness.

From this gap, a new variable is raised, namely trendiness as a moderating variable between social media marketing features and brand trust. There is potential that ongoing trendiness on social media can play a role in strengthening this relationship (Huyen et al., 2024), which has not been explored in previous research. When trendy information is shared and discussed on social media, it can create a positive atmosphere and increase interaction between consumers and brands. This improved relationship can help build consumer trust in the brand, as consumers feel more engaged and have a closer relationship with the brand (Cheung et al., 2020). This combination of variables has not been comprehensively investigated. This is the novelty of this research. In research conducted by Hanaysha (2022) focused on the fast food industry and conducted research in the UAE. Another novelty of this research is that it focuses on the skincare industry in Indonesia.

This study aims to explore the influence of interactivity, informativeness, entertainment, and perceived relevance on purchasing decisions in the Indonesian skincare market, with brand trust serving as a mediating variable and trendiness acting as a moderating variable between social media marketing features and brand trust. The skincare industry was chosen for this research because it is one of the fastest-

growing and highly competitive sectors. The skincare industry has experienced significant growth in recent years, driven by evolving beauty trends and increasing public awareness of the importance of skincare. Additionally, this industry is significantly influenced by digital marketing and social media, making it relevant to the research topic on the impact of social media marketing features on purchasing decisions. Even though a lot of earlier research has examined how social media marketing affects purchasing decisions, there is still a dearth of studies on the effects of specific social media marketing elements. The research is vital since it is critical to comprehend how skincare companies can use social media marketing features to gain customers' trust and influence their decisions to buy. Though perceived relevancy and entertainment have no direct effect on brand trust, social media trends have the potential to both temper and strengthen this relationship. The study's premise is that trendiness strengthens the relationship between brand trust and social media marketing attributes, which in turn affects purchase decision in the cutthroat skincare sector.

## **LITERATURE REVIEW**

### **Purchase Decision**

According to Kotler et al. (2018), the final step in the decision-making process is the purchase decision. This process begins with identifying needs, searching for information, evaluating alternatives, and finally choosing a particular product or service. Customers' decisions about what they want to buy can be influenced by many things. External factors consist of culture, social group, and social class, while internal factors consist of beliefs, attitudes, knowledge, personality, perceptions, and lifestyle (Hanaysha, 2022). Today's consumers are faced with a wide selection of diverse products and services so marketers must work hard to build and maintain positive relationships with consumers (Salem, 2018).

Marketers realize that consumers now use social media to interact and communicate so many companies use social media as a means of marketing their products or services. Nowadays, purchasing decisions are increasingly influenced by information available on digital platforms, especially social media (Solomon, 2016). Social media can provide more in-depth and personalized information than traditional media (Karimi et al., 2015). Companies can utilize social media to reach their target market quickly, use their marketing messages well, and increase customer engagement with their brand. (Huang et al., 2019). Through consumers' experiences, they can influence others through reviews and e-WOM (Liu et al., 2021).

### **Social Media Marketing Features**

#### **Interactivity**

The ability of digital platforms to allow users and brands to communicate two-way is known as Interactivity (Mollen & Wilson, 2010). Active interaction between companies and consumers can strengthen emotional relationships and increase engagement between companies and consumers (Yadav & Rahman, 2017). Consumers who feel they can interact with the brand through various channels such as comments and direct messages tend to have a stronger trust in the brand and in turn can influence consumer purchasing decisions (Yong GOH et al., 2012). Zafar et al. (2021) confirm that interaction has a significant influence on customer impulse purchases. Several studies (Hanaysha, 2022; Yeon et al., 2019) confirm that interaction

affect on purchasing decisions. Recent studies have shown that brand trust can mediate between interaction and purchasing decisions (Hanaysha, 2022).

**H1:** Interactivity has a positive effects on Brand Trust

#### **Informativeness**

The ability of a business to provide customers with adequate and pertinent information is referred to as informativeness. Informative content adds value to consumers and helps in make better decisions (Ducoffe & Curlo, 2000). Consumers can easily reach and learn the latest news and products from social media platforms that giving them a strong reason to look for a certain product or service (Naaman et al., 2011). To achieve marketing goals in the digital era, companies must carefully consider how to create marketing content and how often to publish it on social media (Hanaysha, 2022). High informativeness in digital marketing, such as detailed product descriptions or consumer reviews, can strengthen consumer trust in brands and increase purchase intentions (Lee & Hong, 2016). Studies conducted by (Hanaysha, 2022; Haudi et al., 2022) show that accurate information and according to consumer needs can increase trust in brands, which in turn affects purchasing decisions.

**H2 :** Informativeness has a positive effects on Brand Trust

#### **Entertainment**

In social media marketing, entertainment refers to how interesting and entertaining the content is to consumers (Tsai & Men, 2013). Entertaining content can create positive experiences that encourage consumers to engage with brands and increase their desire to make purchases (Agichtein et al., n.d.). Entertainment activities on social media can increase customer engagement and brand preference (Buzeta et al., 2020). According to research conducted by Van Noort & Van Reijmersdal (2019), marketing actions that are considered funny and entertaining to consumers tend to encourage them to seek more information about the brand. Entertainment offered by brands through social media not only builds an emotional connection with consumers, but also affects their perception of the brand (Cheung et al., 2021).

**H3 :** Entertainment has a positive effects on Brand Trust

#### **Perceived Relevance**

The degree to which customers believe the information they obtain via social media is pertinent to their needs and interests is known as perceived relevance (Schivinski & Dabrowski, 2016). When customers feel that the information they receive matches their needs or interests, they are more inclined to relate to brands and establish better relationships with them (Schivinski & Dabrowski, 2016). Kim & Ko (2012) state that consumers who feel that a product matches their needs and interests, they are more likely to make a purchase. Studies from Liu et al., (2021) show that the relevance of digital marketing content can strengthen the relationship between brands and consumers through increased trust and loyalty.

**H4 :** Perceived Relevance has a positive effects on Brand Trust

#### **Brand Trust**

The literature defines brand trust as a customer's desire to put their trust in a brand or their conviction that the brand will live up to its promises. (Chaudhuri & Holbrook, 2001)Social media interactions in the modern era are helpful in fostering consumer trust in brands (Calefato et al., 2015). Online trust is crucial in influencing consumer behavior, claim Jadir et al. (2022). Purchase decisions and social media

marketing tactics are influenced by brand trust (Hanaysha, 2022). Hanaysha's (2022) research demonstrates that brand trust acts as a mediator between the impact of interactivity and informativeness on purchase decisions. But not with entertainment and perceived relevance. This study examines whether trends can moderate this relationship.

**H5** : Brand Trust has a positive effects on Purchase Decision

**Trendiness**

Trends in social media play an important role in how consumers perceive companies and interact with brands. Kotler and Keller emphasize that marketers must know and understand the frequently changing trends in the community environment. By understanding these changes, marketers can create more effective and relevant strategies to reach consumers (Kotler et al., 2018).

Some studies show that entertainment and perceived relevance do not always directly increase brand trust, and require other factors such as trendiness to moderate their effect (Hanaysha, 2022). These trends are dynamic, evolve quickly, and influence consumer purchasing decisions. Social media trends affect how consumers perceive trust in a brand (Hajli, 2014). Kim & Ko (2012) say that content that matches social media trends tends to attract more consumer participation. This has an impact on increasing consumer confidence in the brand (Kim & Ko, 2012).

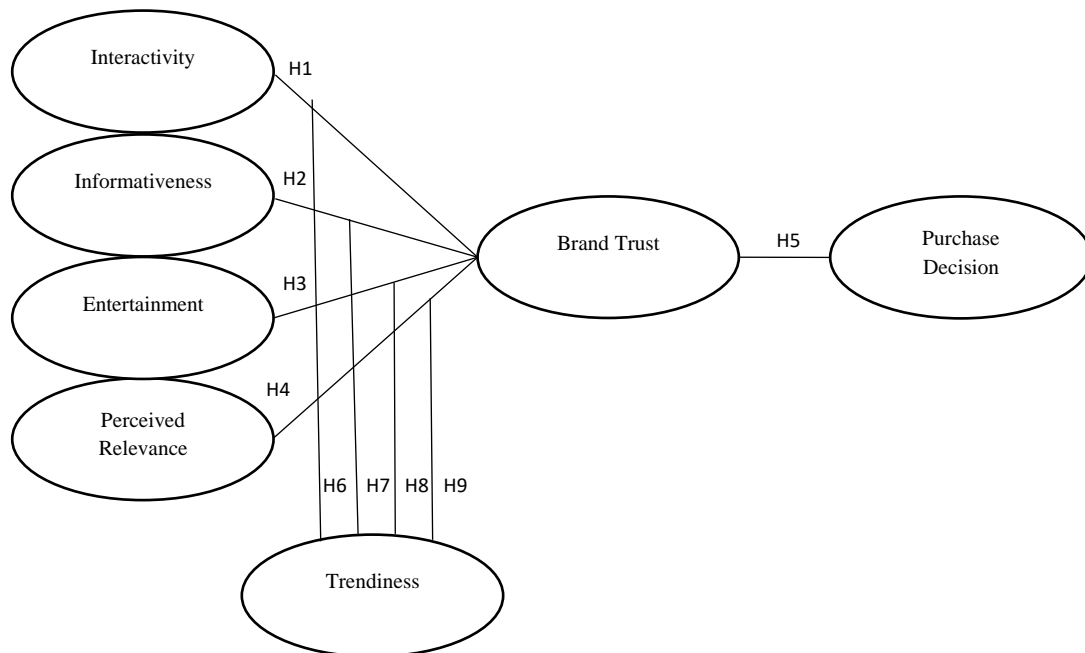
**H6** : Trendiness moderates the relationship between Interactivity and Brand Trust

**H7** : Trendiness moderates the relationship between Informativeness and Brand Trust

**H8** : Trendiness moderates the relationship between Entertainment and Brand Trust

**H9** : Trendiness moderates the relationship between Perceived Relevance and Brand Trust

**Figure. 1 Research Model**



## RESEARCH METHODS

Using brand trust as a mediating variable and trends acting as a moderating variable between four social media marketing features on brand trust in the skincare business, this study employs a quantitative technique to examine the impact of four social media marketing elements on purchasing decisions. The Wardah, Somethinc, and Kahf brands are among the ones that were examined because they are the industry leaders in Indonesia's skincare market. The data analysis method used in this study is Structural Equation Modelling (SEM). This analysis is conducted to test the relationships between the variables studied. A standardized questionnaire was used in an online survey to gather data. Non-probability sampling, particularly the kind of purpose sampling, is the method employed. In this study, 320 respondents who met the following requirements served as samples 1) Minimum age 17 years 2) Have ever bought Wardah or Somethinc or Kahf products due to exposure to skincare marketing content.

This study used the semantic differential scale, which is an attitude scale developed by Bordens and Abbott (2022). This scale has 10 points. A semantic differential scale with a 10-interval scale is used to assess respondents' attitudes (Sekaran & Bougie, 2016).

**Table 1. Operationalization of Variables**

Variable	Indicator	Scale
Interactivity (Cheung et al., 2020); (Hajli, 2014; Muntinga et al., 2011)	The social media of skincare brands Wardah or Somethinc or Kahf allows me to have a two-way communication with them	Interval 1-10
	I often interact with the content uploaded by these brands	
	The brands respond quickly to questions or complaints on social media	
Informativeness (Mustafi & Hosain, 2020)	They provide interaction features such as quizzes that I am interested in participating in	Interval 1-10
	Information about these brands is very clear and easy to understand	
	The information provided by these brands is very complete such as how to use and its benefits	
Entertainment (Mustafi & Hosain, 2020; Wottrich et al., 2017)	The brands always provide the latest information about products	Interval 1-10
	The advertising content of these brands makes me feel happy and entertained	
	I feel that the advertising content of these brands is creative and innovative	
Perceived Relevance	The advertising content of these brands is very interesting and enjoyable to look at	Interval 1-10
	The advertising content of the brands is relevant to my skincare needs and goals	

(Zhu & Chang, 2016)	The advertising content of the brands matches my interest in choosing skincare products The brands' advertising content offers useful information and is appropriate for my skin needs	Interval 1-10
Brand Trust (McKnight et al., 2002)	I believe the brands can be relied upon to deliver quality skincare products I believe the brands are committed to providing the best products and services for their customers I feel the brands are open to feedback from consumers and strive to improve their services and products based on this feedback The brands are honest and transparent in providing information to their customers The brands provide clear and accurate product information, so I feel confident in the brands	Interval 1-10
Purchase Decision (Kotler et al., 2018)	The advertising content of these brands helps me recognize my needs and wants The advertising content of these brands provides information that helps me find out about products I can compare different product options from the content before deciding to buy After seeing the brands' content, I am confident to buy their products I am satisfied with the product and will probably repurchase in the future	Interval 1-10
Trendiness (Cheung et al., 2021; Hajli, 2014)	The brands always provide the latest information about skincare The content presented by these brands is always up to date. The advertising content of these brands follows the latest trends	Interval 1-10

**RESULT AND DISCUSSION**

**Respondent Characteristics**

This research collected data from 320 respondents. Respondents were divided based on various characteristics.

**Table 2 . Respondent Characteristics**

	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	110	34.4%

Female	210	65.6%
	<b>320</b>	<b>100%</b>
<b>Age</b>		
17-22 years old	202	63.1%
23-28 years old	38	11.9%
29-32 years old	25	7.8%
33- 38 years old	17	5.3%
>38 years old	38	11.9%
	<b>320</b>	<b>100%</b>
<b>Domicile</b>		
West Java	167	52.5%
Central Java	74	23.1%
East Java	66	20.6%
North Sumatera	8	2.5%
Aceh	5	1.5%
	<b>320</b>	<b>100%</b>
<b>Occupation</b>		
Student	212	66.2%
Civil Service	12	3.8%
Self-Employment	55	17.2%
Entrepreneurial	24	7.5%
Housewife	17	5.3%
	<b>320</b>	<b>100%</b>
<b>Monthly Income</b>		
<IDR 500.000	96	30%
IDR 500.000 - IDR 1.000.000	102	31.9%
IDR 1.000.000 - IDR 1.500.000	42	13.1%
IDR 1.500.000 - IDR 2.000.0000	27	8.4%
> IDR Rp 2.000.000	53	16.6%
	<b>320</b>	<b>100%</b>

Source: Result reseach, 2024

According to the questionnaire's results, women made up 65.6% of the respondents, and most of them were between the ages of 17 and 22. The bulk of respondents came from West Java, while respondents were drawn from all around the island of Java as well as some areas of the island of Sumatra. Students make up the majority of respondents. Additional findings indicate that the majority of participants earn between IDR 500,000 and IDR 1,000,0000.

### **Covariance Based SEM**

Covariance-based SEM was employed in this study together with AMOS software as an analytical tool. Building a conceptual model is the first step in this analysis, which has been done in the process of creating research hypotheses. The gathered data is next examined to make sure it satisfies the data requirements for SEM analysis and is not missing any information. Next, in order to make sure that the measuring items are consistent and capable of representing the research variables, validity and reliability testing was done. We evaluate the model to make sure it



matches the data after making sure the measurement items are realistic. Testing proceeds by examining the importance of the relationship between the variables provided in the study hypothesis after the model reaches the fit category (Hair et al., 2019).

### SEM Assumption Test

To ensure whether the data received is normal data before conducting SEM analysis, a data normality test is required (Hair et al., 2019). Based on the research, the findings of the data normality test show that there are no crucial ratio values, both univariate and multivariate, which exceed the cutoff value of  $\pm 2.58$ . As a result, the distribution of research data is normally distributed and suitable for use as research data.

**Table 3. Measurement, Loadings, CR, and AVE**

Variabel	Indicators	Loading Factor	CR	AVE
Interactivity	INT1	0,782	0.843	0.573
	INT2	0,764		
	INT3	0,76		
	INT4	0,723		
Informativeness	INF1	0,822	0.833	0.626
	INF2	0,722		
	INF3	0,827		
Entertainment	ENT1	0,767	0.794	0.564
	ENT2	0.674		
	ENT3	0.807		
Perceived Relevance	PR1	0.788	0.767	0.526
	PR2	0.613		
	PR3	0.764		
Brand Trust	BT1	0.785	0.866	0.565
	BT2	0.745		
	BT3	0.765		
	BT4	0.752		
	BT5	0.712		
Purchase Decision	PD1	0.668	0.856	0.545
	PD2	0.705		
	PD3	0.779		
	PD4	0.764		
	PD5	0.77		
Trendiness	TRE1	0.778	0.804	0.579
	TRE2	0.706		
	TRE3	0.797		

Source : Research result, 2024

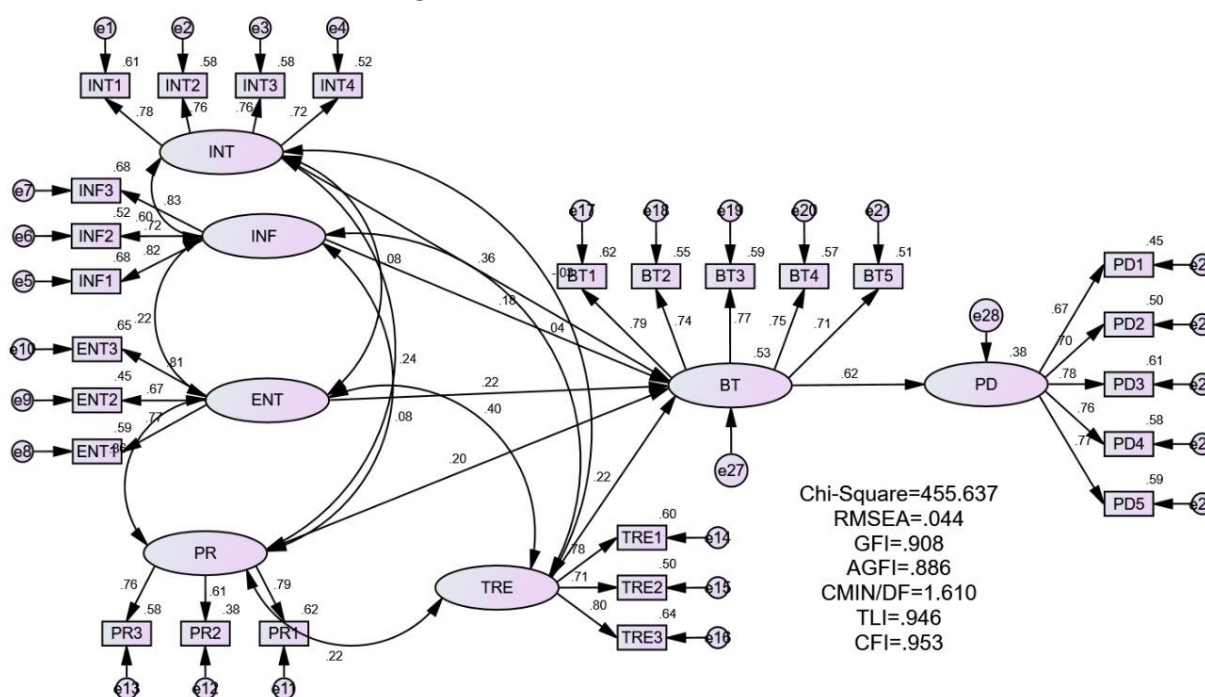
Validity and reliability tests were conducted next, after the SEM assumption test. Reliability relates to the consistency of measurement, while validity relates to

how well the measurement characterizes the idea. All research indication factor-loading values in Table 2 are more than 0.4. Every variable indicator is therefore a research construct. Each variable's average variance extraction (AVE) value and each indicator's Composite Reliability (CR) coefficient value must be more than 0.70 in order to be used in reliability testing. For this research variable, every AVE score is greater than 0.4 (Table 3), and every indicator's composite reliability coefficient value is greater than 0.70.

**Structural Model Fit**

A number of suitable feasibility metrics, including chi-square value, likelihood, cmin/df, GFI, AGFI, TLI, CFI, RMSEA, and RMR, were employed to assess the structural model's viability. The following are the outcomes of the tests that were carried out using these criteria:

**Figure. 2 Structure Model**



**Table 4. Goodness of Fit (GoF) SEM-AMOS Model**

Goodness of Fit Index	Analysis Result	Cutt-Off Value	Model Evaluation
Chi Square	454.763	Expected to be small	Marginal
CMIN\DF	<b>1.607</b>	≤2.00	<b>Fit</b>
RMSEA	<b>0.044</b>	≤0.08	<b>Fit</b>
GFI	0.908	≥0.9	Fit
AGFI	0.886	≥0.9	Marginal
TLI	0,946	≥0,95	Marginal
CFI	<b>0,953</b>	≥0,95	<b>Fit</b>

Source : Research result, 2024

From the table data, it can be seen that most of the research models have a satisfactory level of fit. CMIN/DF, RMSEA, GFI, and CFI are four analysis results that

fall into the goodness of fit criteria out of seven total analysis results. Suliyanto (2011) states that a model is suitable for use as a research model even though only one of the seven criteria is included in the fit category.

### Hypothesis Testing

Hypothesis testing is carried out to see the relationship between latent variables in the research model (Hair et al., 2019). Path analysis is used in hypothesis testing in the structural equation model using AMOS 24 software. The hypothesis is accepted C.R shows a value above 1.96 if the p-value is less than 0.05 (Hair et al., 2019).

**Table 5. Hypothesis Testing**

Influence Relationship	Estimate	CR	P-Value	Result	Decision
Brand Trust ←Interactivity	0.371	6.005	0.001	Significant	H1 Accepted
Brand Trust ←Informativness	0.171	3.152	0.002	Significant	H2 Accepted
Brand Trust ←Entertainment	0.296	4.867	0.001	Significant	H3 Accepted
Brand Trust ←Perceived Relevance	0.231	3.83	0.001	Significant	H4 Accepted
Purchase Decision ←Brand Trust	0.431	7.887	0.001	Significant	H5 Accepted
Brand Trust ←Trendiness	0.259	3.748	0.001	Significant	
Brand Trust ←Interaction 1	0.004	5.744	0.001	Significant	H6 Accepted
Brand Trust ←Interaction 2	0.003	4.494	0.001	Significant	H7 Accepted
Brand Trust ←Interaction 3	0.003	5.557	0.001	Significant	H8 Accepted
Brand Trust ←Interaction 4	0.003	4.953	0.001	Significant	H9 Accepted

Source : Research result, 2024

### Discussion

#### The Influence of Interactivity on Brand Trust

The results showed that Interactivity has a positive effect on Brand Trust. The higher the level of interactivity that consumers feel with a brand, the higher their trust in the brand. When a skincare brand often interacts with its consumers on social media such as quickly responding to consumer comments, holding give away, and others, consumers will feel more connected to the brand so that it can increase consumer confidence in the skincare brand. By using this interaction, brands can build emotional engagement and strengthen consumer trust in skincare brands.

This is supported by research conducted by Hanaysha (2022) and which states that interactivity is an important factor in influencing brand trust. The object of research conducted by Hanaysha (2022) is the fastfood industry, while this study examines the skincare industry. Although there are differences in the object of research, the findings of both studies show that interactivity can have a positive

influence on brand trust even though it is applied in different contexts. This indicates that interactivity plays an important role as a factor in shaping brand trust in various types of industries.

#### **The Effect of Informativness on Brand Trust**

The results showed that Informativness has a positive effect on Brand Trust. The more informative an advertisement is, the higher the level of consumer trust. When brands provide complete, clear, and relevant information, consumers can understand the product or service better. This understanding reduces uncertainty and helps consumers feel more confident that the product fits their needs. The more informative an advertisement or content created by a skincare company such as telling skincare ingredients, telling the benefits of skincare products, so that consumers can understand the benefits of these products, consumer confidence in the brand also increases.

This is supported by research conducted by Hanaysha (2022), who identified that informative content helps build consumer trust by providing valuable insight into products or services. As explained above, the object of research conducted by Hanysha is the fastfood industry. In contrast to this study which examines the skincare industry. Although there are differences in the object of research, the findings of the two studies show that informativness can have an influence on Brand Trust even though it is applied in different contexts. This indicates that informativeness plays an important role as a factor in shaping brand trust in various types of industries.

#### **The Effect of Entertainment on Brand Trust**

The results showed that Entertainment has a positive effect on Brand Trust. The higher the entertainment of an advertisement or content on social media, the higher consumer trust in the brand. Entertaining content is usually able to attract attention and get consumers emotionally involved. When skincare brands create content or advertisements that can entertain consumers, consumers feel happy with the content or advertisements, so consumers will trust the skincare brand. When consumers feel positive emotions, such as a sense of comfort or happiness, they tend to establish a more positive relationship with the brand. This emotional involvement increases consumer trust in the skincare brand.

This is supported by research conducted by Sohail (2020) which identified that entertainment is an important factor in influencing brand trust. The research conducted by Sohail focused on E-Commerce, while this research focuses on social media. Even so, there are similarities in research that entertainment has an effect on brand trust even though it is applied in different contexts. This indicates that entertainment plays an important role in shaping brand trust in various social media.

#### **The Effect of Perceived Relevance on Brand Trust**

The results showed that Perceived Relevance has a positive effect on Brand Trust. The higher the relevance perceived by consumers to the brand, the higher the consumer trust in the brand. When consumers feel that a brand is relevant to their lives, values, or needs, they will more easily feel connected to the brand. This strong emotional connection builds consumer trust in the brand. Skincare content or advertisements that are in accordance with consumer references such as the suitability of skincare products for consumer skin needs, will make consumers believe in the skincare brand.

This aligns with previous research by Sohail (2020), which found that marketing content tailored to consumers' needs and perceived as relevant positively impacts brand trust. Sohail's study involved 242 social media users from Saudi Arabia, while this study included 320 social media users from Indonesia, resulting in a larger sample size in the current study. Differences in sample size may influence the generalizability of findings, as larger samples typically offer a more representative view of the population. Despite this variation, both studies consistently show that Perceived Relevance plays a significant role in building brand trust. This research adds value by using a larger sample size and offering deeper insight into the relationship between perceived relevance and brand trust within a specific context.

### **The influence of brand Trust on Purchase Decision**

The results showed that Brand Trust has a positive effect on Purchase Decision. The greater a consumer's trust in a brand, the stronger their intention to purchase its products. Trust in a brand reduces consumer fear or concern about product quality. When consumers believe that the brand is reliable, they feel safer in buying products from that brand without fear of being harmed or disappointed. When skincare brands can be trusted by consumers, consumers will have a tendency to buy skincare brand products.

The results of this study are in accordance with research conducted by Pop et al., (2022) also confirm that Brand Trust has a positive effect on purchasing decisions. Although there are differences in the object of research, where the object of research studied by Pop et al., (2022) is tourism while the object in this study is the skincare industry, there are similarities in the research results, namely brand trust affects consumer purchasing decisions. This indicates that despite the differences in the objects studied, brand trust is an important factor in consumer purchasing decisions in various industries.

### **The Effect of Trendiness in Moderating the Relationship between Interactivity, Informativeness, Entertainment and Perceived Relevance to Brand Trust**

The findings reveal that Trendiness can act as a moderator in the relationship between Interactivity and Brand Trust. In other words, the extent to which consumers trust a brand is impacted by how well the brand aligns with current trends during consumer interactions. This suggests that brands that are able to follow trends can strengthen the impact of interactivity on consumer trust. Consumers may feel more trust in skincare brands that are not only interactive but also follow the latest trends. In the beauty industry, brands that actively respond to consumer queries regarding products, usage tips, or beauty advice may increase consumer trust. Trendiness moderates this relationship as consumers are more trusting of brands that are responsive and use interactive ways that are relevant to current trends, such as live streaming features or collaborations with popular influencers. When skincare brands follow these trends, consumers feel that the skincare brand is innovative and understands their needs, which in turn strengthens brand trust.

The results also show that trendiness can moderate the relationship between Informativeness and Brand Trust. When skincare or beauty brands provide complete information that is relevant to the latest trends, for example natural or environmentally friendly ingredients, trendiness increases the relevance of that information. Consumers tend to trust brands that always deliver information

according to current market trends and needs, especially with the increasing consumer interest in safe, natural and transparent products. This reinforces the belief that the brand cares about consumers' health and safety.

Based on the results of the study, it was found that trendiness successfully moderated the relationship between entertainment and brand trust. This means that entertainment content that is relevant to current trends has a stronger influence in increasing consumer trust in brands. This finding is different from the results of Hanaysha's research (2022), which shows that brand trust is unable to mediate between entertainment and purchase decision. These results indicate that without additional factors, entertainment alone is not enough to strengthen brand trust. This study makes a new contribution by adding trendiness as a moderating variable that strengthens the role of entertainment on brand trust. This shows that consumers trust brands that are not only entertaining, but also always follow trends. Skincare brands that are able to present entertainment content in accordance with trends will make consumers trust the skincare brand more. This study highlights that trendiness can be a crucial factor in making entertainment more effective in fostering brand trust, a perspective not addressed in Hanaysha's research.

The results of this study indicate that trendiness strengthens the relationship between perceived relevance and brand trust. When brands are considered relevant and in line with trends, consumers tend to have greater trust in the brand. In Hanaysha's study (2022), it was found that brand trust also failed to mediate the relationship between perceived relevance and purchase decision. This suggests that only the relevance perceived by consumers is not enough to significantly influence trust. However, with the addition of trendiness as a moderator, this study shows that relevance reinforced by current trends has a stronger impact on building consumer trust. Thus, skincare brands that are able to reflect the latest trends or developments are more easily trusted by consumers. Skincare brands that are able to present content that is relevant to current needs, will make consumers trust the skincare brand more. This research makes it clear that the trend context is very important in increasing perceived relevance to build brand trust. This factor helps explain why perceived relevance alone was not enough in previous studies, but trend-influenced relevance was able to strengthen brand trust.

All of this is supported by Huyen's research (2024) which states that Trendiness plays an important role between the relationship between social media marketing (SMM) and brand trust. There are differences in research places and sampling techniques where research conducted by Huyen was conducted in Vietnam. Even so, there are similarities in the statement that trendiness can increase consumer trust in brands. Thus, the results of this study reinforce Huyen's statement and also the suggestion of Hanaysha (2022), while showing that the trendiness factor plays an important role in the relationship between SMM and brand trust, especially in the context of the beauty industry.

Adding trendiness as a moderating element gives this study a fresh point of view that hasn't been explored previously. Hanaysha's (2022) earlier research demonstrated that Brand Trust was unable to mitigate the impact of the link between Entertainment and Perceived Relevance on purchase decisions. The findings of this study indicate that trendiness enhances the correlation between social media

marketing characteristics and brand trust, which in turn influences customer decisions to buy. This study shows that with trendiness, the relationship between informativeness and perceived relevance to brand trust becomes stronger, thus improving the weakness found in Hanayasa's (2022) study, where brand trust did not mediate significantly. A comparison of this study with Hanaysha (2022) shows significant differences in how trendiness as an external factor is able to strengthen the relationship between social media marketing features and brand trust. This study's findings are consistent with other research, such as Huyen's (2024) study which states that Trendiness plays an important role between the social media marketing features relationship and brand trust. Similarly, Cheung et al., (2020) which states that trendiness plays an important role in increasing consumer engagement, which in turn drives brand trust. In the current marketing context, where trends strongly influence consumer perceptions, the trendiness variable is key to explaining the dynamics of social media marketing features and brand trust more deeply.

### CONCLUSION

This study demonstrates how perceived relevance, interactiveness, entertainment, and informativeness – four characteristics of social media marketing – affect brand trust. Customers will therefore be more likely to trust a skincare brand if the content is more engaging, educational, amusing, and relevant. Brand Trust influences decisions on what to buy. Customers are more likely to make a purchase when they have greater faith in a skincare brand. Furthermore, Trendiness can act as a moderator between Brand Trust and social media marketing elements. As a result, trendiness has the potential to reinforce the link between social media marketing attributes and brand trust, suggesting that skincare companies who are able to stay up to date with beauty trends stand a better chance of winning over customers and influencing their purchases.

Thus marketers should utilize the latest beauty trends in marketing their products. Skincare brands must remain relevant to consumer needs, but at the same time need to capitalize on growing trends to attract consumer attention. To increase customer trust, brands should use interactive, informative, and entertaining marketing. Skincare companies should actively utilize social media to interact with customers. They should also ensure that they keep up to date with the latest trends to increase brand trust.

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