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# ONLINE PURCHASE DECISIONS AND CONSUMER TRUST AS THE IMPACT OF SOCIAL MEDIA PROMOTIONS AND ELECTRONIC SERVICE QUALITY

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### Abstract:

This research aims to analyze the influence of social media promotions and electronic service quality on online purchasing decisions, with consumer trust as a mediating variable. This research was conducted in the context of the rapidly growing e-commerce industry, where the use of social media and electronic services is key in attracting and retaining consumers. The research method used is quantitative with a survey approach. Data was collected through a questionnaire distributed to 100 respondents who were active users of e-commerce platforms. The data analysis techniques used are multiple linear regression and path analysis to test direct and indirect relationships between variables. The research results show that social media promotions have a positive and significant influence on consumer trust and online purchasing decisions. Electronic service quality also has a positive and significant influence on consumer trust and online purchasing decisions. In addition, consumer trust is proven to partially mediate the relationship between social media promotions and online purchasing decisions, as well as the relationship between electronic service quality and online purchasing decisions. These findings indicate that to improve online purchasing decisions, e-commerce companies should focus on effective promotional strategies on social media and improve the quality of their e-services. Consumer trust plays an important role in directing online purchasing decisions, so efforts to increase consumer trust through these two factors must be prioritized customer.

**Keywords:**

Online Purchase Decisions, Electronic Service Quality, Social Media Promotion, Consumer Trust

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**Introduction**

The development of information and communication technology has brought significant changes in various aspects of human life, including in the fields of marketing and trade. One of the real impacts of this development is the increasing prevalence of online trading activities. Consumers are no longer limited to physical stores to get the goods or services they need. They can easily access various e-commerce platforms via the internet, either through websites or mobile applications. This phenomenon also occurs in East Luwu Regency, where the use of social media and online shopping platforms is increasing.

Promotion via social media has become a very popular marketing strategy among business people. Social media such as Facebook, Instagram, and Twitter are used to attract consumer attention, increase brand awareness, and encourage interaction between businesses and consumers. Promotions carried out via social media tend to be more effective because they can reach a wider and more diverse audience. In addition, the interactive nature of social media allows consumers to provide direct responses to promotions, thereby increasing consumer engagement and loyalty.

However, the success of promotion via social media does not only depend on how interesting the content presented is. The quality of e-services provided by online shopping platforms also plays a very important role. Electronic services cover various aspects such as speed and ease of access to websites or applications, transaction security, availability of product information, and responsiveness of customer service. Good quality electronic service will increase consumer comfort and confidence in online shopping, thus encouraging them to make purchases.

Consumer trust is a key factor that mediates the relationship between social media promotion, electronic service quality, and online purchasing decisions. Consumer trust is built through consistent positive experiences, both in terms of promotions and the services provided. When consumers feel confident that the information conveyed via social media is accurate and the online shopping platform is reliable, they will be more inclined to make a purchase. On the other hand, if consumers feel doubtful or distrustful, they will give up their intention to shop online.

In East Luwu Regency, the increasing use of social media and online shopping creates opportunities as well as challenges for business people. They must be able to utilize social media as an effective promotional tool, while ensuring that the quality of the electronic services they offer can meet consumer expectations. This research aims to examine the extent to which social media promotions and electronic service quality influence online purchasing decisions through consumer trust.

Through in-depth analysis, this research is expected to provide a comprehensive picture of the influence of social media promotions and electronic service quality on online purchasing decisions. Apart from that, this research will also identify key factors that influence consumer

trust, so that it can provide relevant recommendations for business people in East Luwu Regency in developing marketing strategies and better services.

With increasingly tight competition in the world of e-commerce, business people are required to continue to innovate and adapt to changes in consumer behavior. Therefore, this research is very relevant and important to carry out, as an effort to understand and optimize factors that can increase online purchasing decisions through consumer trust.

## Literature Review

### *Online Purchase Decisions*

Online purchasing decisions are the process that consumers go through when deciding to purchase a product or service via a digital platform. This process involves various stages and is influenced by several factors specific to the digital environment.

Online purchasing decisions are one of a series of decision processes consisting of need recognition, information search, alternative evaluation, decision, and behavior after the decision. (Katrodia, 2021). There are many things that consumers consider when deciding to buy online. These factors can be grouped into internal factors, namely consumer psychology, and external factors consisting of marketing stimuli, the socio-cultural environment of society, and the vendor's control system. (Gwak & Nam, 2021).

Internal factors in the form of consumer psychology which include motivation, personality, perception, learning and attitudes that influence the consumer decision process (Schiffman & Wisenblit, 2015). External factors consist of marketing stimuli, the social and cultural environment of the community, and the vendor's control system (Khaddapi, Risal, et al., 2022).

This research uses indicators proposed by Schiffman & Wisenblit, (2015) namely marketing stimuli, social culture, psychology and vendor control systems. These dimensions will be used to measure the level of online purchasing decisions of consumers in Malili, East Luwu Regency.

### *Social Media Promotion*

Social media promotion is a powerful tool in digital marketing strategy, helping businesses connect with their audience, build deeper relationships, and achieve their marketing goals in a more effective and efficient way (Štreimikienė et al., 2021).

Social media promotion is the use of social media platforms to market products, services, or brands to target audiences with the goal of increasing awareness, attracting interest, and driving consumer action such as purchases or interactions (Brilliant Qotrunnada, 2023). Gebreel & Shuayb, (2022) defines social media promotion as a marketing activity that uses social media platforms to introduce, disseminate information and increase the visibility of products, services or brands to a wider audience.

Platforms commonly used as promotional media are, Facebook, Instagram, Twitter, Youtube, Tik Tok. The goal is to build relationships with consumers, increase brand awareness, drive engagement, and ultimately, drive purchasing actions or other desired interactions. Social

media promotion includes various strategies and tactics tailored to the characteristics of each social media platform (Schwemmer & Ziewiecki, 2018).

The dimensions of social media promotion in this research use the dimensions proposed by Gebreel & Shuayb, (2022) which suggests the following dimensions of social media promotion: Personal Relevance, personal relationships built by producers can influence a person's behavior towards the brand; Interactivity is a connecting characteristic in the form of interactions between producers and consumers that influence consumer perceptions of information; Message, in promotions via social media, messages are information in the form of messages about products that can attract consumers' attention; Brand Familiarity refers to the extent to which consumers have direct or indirect closeness to a brand.

### ***Electronic Service Quality***

*E-Service Quality (E-Servqual)* or quality of electronic services according to B. Tan, (2021), as an overall customer evaluation and assessment regarding the superiority and quality of electronic services. Kim & Jackson, (2009), defines e-servqual as meaning the level of service provided effectively and efficiently in terms of facilitating transactions, making purchases and the process of delivering goods and services. Website quality assessment is not only based on the experience during interaction with the website but also the interaction after receiving the service.

Nogueira Medeiros et al., (2020) e-servqual can be interpreted as an overall evaluation process from customers regarding the quality of the electronic services provided by the company to customers online. Sugant, (2014), e-service is the extent to which online services, whether in the form of websites or applications, can facilitate customers effectively and efficiently in accessing each application item for the purposes of purchasing and delivering products or services. Meanwhile, according to Samir Roushdy & El-Ansary, (2017) e-servqual was developed to evaluate a service provided by a company through the help of technology and internet networks.

Based on several definitions, it can be concluded that e-servqual is an evaluation and assessment of the quality of service provided by the company in facilitating customers in shopping, purchasing and distribution activities via electronic systems (online) or the internet effectively and efficiently. Some of the benefits of e-servqual include increasing customer loyalty, increasing market share, increasing company share prices, higher selling prices, increasing company productivity and profitability (Khaddapi, Burhanuddin, et al., 2022).

Nemati et al., (2012) put forward five dimensions of e-servqual which are more adapted to broader electronic commerce transactions and are not limited to just the web. This method uses five dimensions, which include ease of use, application design, personalization, responsiveness, assurance.

Dimensions of e-servqual proposed in the research Kostrzewska & Wrukowska, (2019) namely: Efficiency The ability of customers to access websites and applications, search for desired products and information related to those products, and leave the site with minimal effort. Fulfillment The company's actual performance through the website or application includes the accuracy of service promises, such as product stock availability and product delivery at the promised time. System Availability The technical functionality of the site in

question that functions as it should. Privacy Guarantees and the company's ability to maintain the integrity of customer data.

This research uses indicators proposed by Kostrzewska & Wrukowska, (2019) namely efficiency, compliance, systems and privacy. These dimensions will be used to measure the level of quality of online consumer electronics services in Malili, East Luwu Regency.

### ***Consumer Confidence***

Consumer trust is consumer confidence in the reliability, integrity and quality of a product, service or company. In the context of e-commerce, consumer trust becomes very important because transactions are carried out online without direct physical interaction. Consumer trust includes confidence that personal and financial information will be safe, products will match descriptions, and after-sales service will be adequate (Alam et al., 2021).

Dang et al., (2021) stated that consumer trust is one of the key factors in carrying out online activities. Trust is one of the foundations of any business, a business transaction between two or more parties will occur if each party trusts each other. This trust cannot simply be acknowledged by other parties or business partners, but must be built from the start and can be proven. This trust may decrease or even disappear due to cases of fraud that occur via the application. There are four indicators in the trust variable, namely: Reliability, Honesty, Concern and Credibility

This research uses indicators proposed by (Dang et al., 2021) namely reliability, honesty, care and credibility. These dimensions will be used to measure the level of online consumer trust in Malili, East Luwu Regency.

### ***Hypothesis Development***

#### ***First Hypothesis: The Effect of Social Media Promotion on Consumer Trust***

Social media promotion and online consumer trust are a mutually influencing relationship, where the effectiveness of promotions on social media can strengthen or weaken consumer trust in the brand or product being promoted (Aqsa et al., 2019). Research by Ashley and Tuten (2015) found that social media promotions containing creative and interactive content can increase consumer engagement and trust, quality, informative and relevant content can increase consumer trust. Direct interaction and brand responsiveness to consumer questions or comments on social media can strengthen relationships and increase trust. Brands that actively interact with consumers on social media are able to build stronger and more trusted relationships (Ariyani et al., 2022). Based on the relationship between research variables from previous research, the first hypothesis is stated:

**H1: Social media promotion has a positive and significant effect on consumer trust**

#### ***Second Hypothesis: The Influence of Electronic Service Quality on Consumer Trust***

The relationship between electronic service quality and consumer trust was researched by Javed; Sara et al., (2018) Overall, the quality of electronic services directly influences consumer trust. Furthermore Chatterjee et al., (2023) The results show that mobile banking user trust is influenced by the quality of electronic services. Suratni & Mayasari, (2021) shows that the increase in consumer confidence occurs due to the influence of good/bad transactions that occur in e-commerce and the quality of electronic services. Thus, consumer confidence in making transactions using e-commerce is closely related to the good quality of the electronic



services provided, so it does not rule out the possibility that these consumers will entrust their choice by making purchases to these e-commerce services. This can also create word of mouth regarding good things about the service that have been felt as a result of consumer satisfaction. Based on the relationship between research variables from previous research, the second hypothesis is stated:

**H2: Electronic service quality has a positive and significant effect on consumer trust**

***Third Hypothesis: The Influence of Consumer Trust on Online Purchasing Decisions***

Trust can reduce perceived risk, increase confidence in product information, improve user experience, leverage positive reviews and testimonials, strengthen brand reputation, ensure data security and privacy, and guarantee service quality. Brands and e-commerce platforms that successfully build and maintain consumer trust are likely to see an increase in purchasing decisions and customer loyalty (Rosadi et al., 2023). Study Kenya, (2022) found that trust in the information provided on online platforms (such as product descriptions, user reviews, and recommendations) increases consumers' confidence in making purchases. Similar results were found by Made et al., (2021) that trust in e-commerce platforms is related to positive user experiences, such as easy navigation, secure payment processes, and responsive customer service can increase consumer convenience and purchase intentions. Based on the relationship between research variables from previous research, the third hypothesis is stated:

**H3: Consumer trust has a positive and significant effect on online purchasing decisions.**

***Fourth Hypothesis: The Effect of Social Media Promotion on Online Purchasing Decisions***

The relationship between social media promotions and online purchasing decisions is very close and influenced by various factors. Social media not only functions as a promotional platform but also as a communication channel that allows direct interaction between brands and consumers (Aqsa & Kartini, 2015). Through engaging content, trust-building interactions, and the right personalization strategies, social media promotions can significantly influence consumer purchasing decisions (Mishra & Ashfaq, 2023). Study from Julianto & Daniawan, (2022) found that consumers trust friends and family recommendations above all other forms of advertising, suggesting that content shared by those closest to them on social media is highly influential on online purchasing decisions. Other research finds that online shoppers say the inspiration for their purchases comes from social media, indicating the importance of inspiring content on those platforms. Jansom & Pongsakornrungrasit, (2021), it further found that consumers make purchases based on social media posts, emphasizing the direct influence of effective promotional content. Based on the relationship between research variables from previous research, the fourth hypothesis is stated:

**H4: Social media promotion has a positive and significant effect on online purchasing decisions**

***Fifth Hypothesis: The Influence of Electronic Service Quality on Online Purchasing Decisions***

The influence of electronic service quality (e-service quality) on online purchasing decisions is very significant. Electronic service quality covers various aspects that influence the customer experience when interacting with an e-commerce platform or a company's website (Incha Aggasy et al., 2023). Study from Javed et al., (2018) found that electronic service quality dimensions which include reliability, responsiveness, guarantee, empathy, and physical

availability have a significant influence on customer satisfaction and purchasing decisions. Research by Rita et al., (2019) identified that electronic service quality directly influences customer loyalty through customer satisfaction, which in turn influences purchasing decisions. Baber, (2019) found that high e-service quality increases customers' perceived value and trust, which directly influences purchase intention. Based on the relationship between research variables from previous research, the fifth hypothesis is stated:

**H5: Electronic service quality has a positive and significant effect on online purchasing decisions**

***Sixth Hypothesis: The Influence of Social Media Promotion on Online Purchasing Decisions through Consumer Trust***

Social media promotions have a significant influence on online purchasing decisions with the mediating role played by consumer trust. Effective and credible promotions build trust, which then increases consumers' likelihood to make a purchase (Infante & Mardikaningsih, 2022). Study by Štreimikienė et al., (2021) found that reviews on social media increase consumer trust which then increases purchase intentions. Other research also finds that social interactions on social media influence consumer trust, which ultimately increases purchase intentions (Brilliant Qotrunnada & Gunanto Marsasi, 2023). Study Casaló & Romero, (2019) also shows that consumer engagement through social media positively influences trust and purchase intentions. Based on the relationship between research variables from previous research, the sixth hypothesis is stated:

**H6: Social media promotion has a positive and significant effect on the decision to revisit through consumer trust**

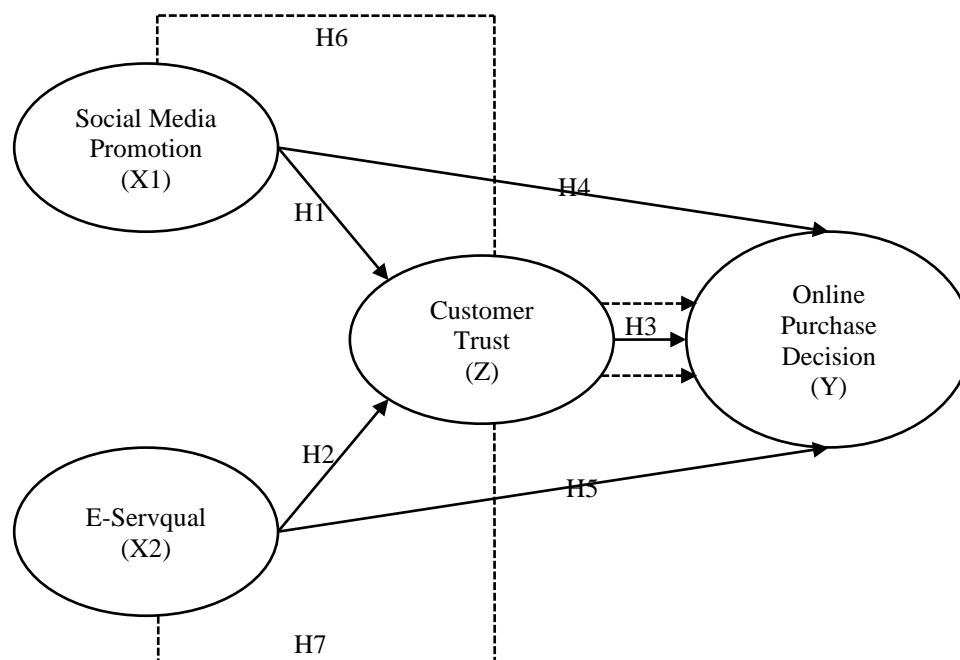
***Seventh Hypothesis: The Influence of Electronic Service Quality on Online Purchasing Decisions through Consumer Trust***

Electronic service quality plays an important role in building consumer trust, which then influences online purchasing decisions. Providing services that are reliable, responsive, safe, full of empathy, and supported by an attractive and easy-to-use interface, companies can increase consumer trust and increase consumer desire to make purchases (Raza et al., 2020). Several previous studies also found that consumer trust mediates the relationship between electronic service quality and online purchasing decisions. Other research also identifies that electronic service quality influences customer loyalty through customer satisfaction and trust, which in turn influences purchasing decisions (Baber, 2019; Kim & Jackson, 2009; Nemati et al., 2012). Based on the relationship between research variables from previous research, the seventh hypothesis is stated:

**H7: Electronic service quality has a positive and significant effect on online purchasing decisions through consumer trust**

### Conceptual Framework

Based on the theories and research results presented above, the conceptual framework of this research is as follows:



**Figure 1: Conceptual Framework**

Source: Data Primer Processed, 2024

### Methodology

This research carries the concept of a quantitative approach. In this research there are four variables, namely social media promotion and electronic service quality as independent variables, consumer trust as an intervening variable and online purchasing decisions as the dependent variable. In this research, the population and sample used are online consumers who use social media platforms as a place to make purchasing transactions in Malili, East Luwu Regency. The large population size requires this research to use samples, so in determining the sample a purposive sampling method was used with the criteria of having made online purchases using social media platforms and a sample size of 100 people.

Data collection was carried out by distributing questionnaires to selected samples, where the measurement scale was scaled *likert* (Sugiyono, 2018). Data analysis was carried out using two analytical approaches, namely descriptive statistics and inferential statistics (Structural Equation Modelling). The analysis tool in this research uses SmartPLS which allows bootstrapping tests to be carried out on structural models that are outer models and inner models.



**Results**

**Respondent Profile**

**Table 1. Characteristics of Research Respondents**

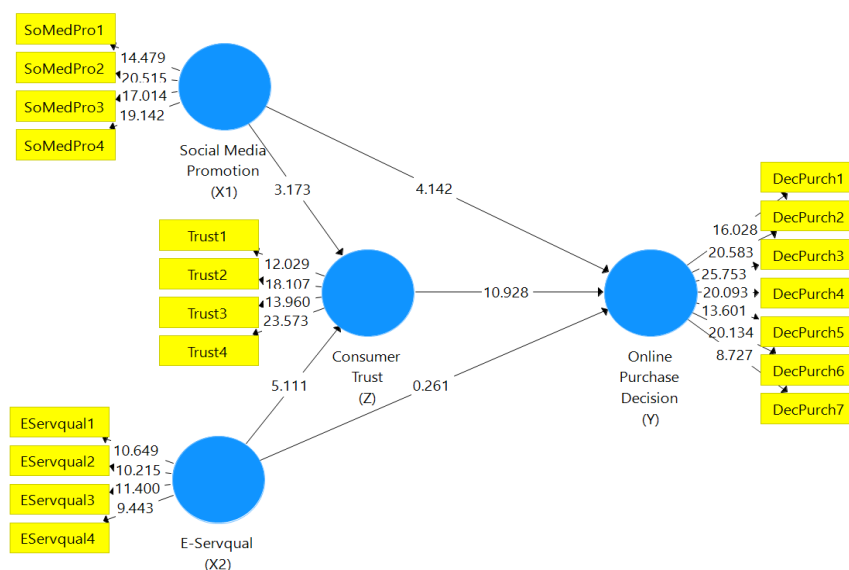
Characteristics	Option	Frequency	Percentage
Gender	Man	33	33%
	Woman	67	67%
	<b>Amount</b>	<b>100</b>	<b>100%</b>
Age	17-20	41	41%
	21-30	45	45%
	31-50	14	14%
	<b>Amount</b>	<b>100</b>	<b>100%</b>
Education	Higher Education (S1)	73	73%
	Higher Education (S2)	11	11%
	Diploma (D3)	16	16%
	<b>Amount</b>	<b>100</b>	<b>100%</b>

Source: Data Primer Processed Excell, 2024

The characteristics of the respondents in this study are clearly visible in table 1. Characteristics are differentiated based on gender, age and level of education. The percentage of male and female respondents is 33% and 67%. The average age of respondents is between 17 and over 50 years. As well as educational levels between diploma and Strata-2.

**Data Analysis**

The results of data processing on the relationship between research variables consisting of social media promotion, electronic service quality, consumer trust and online purchasing decisions can be seen in Figure 1 below:



**Figure 2. Influence Between Research Variables**

Source: Data Primer Processed SmartPLS, 2024

To find out the results of the research analysis, testing was carried out using inferential statistics (variance-based Structural Equation Modeling (VB-SEM) with the SmartPLS 3 analysis tool. As shown in Figure 2 above.

**Direct Influence of Research Variables**

In this research, the variables analyzed to determine the direct influence are as shown in the following table:

**Table 2. Direct Effect of Research Variables**

Direct influence	T Count	T Table	P Values	Cut off Value
Consumer Trust_(Z) -> Online Purchase Decision_(Y)	10,928	1,984	0,000	0.05
E-Servqual_(X2) -> Consumer Trust_(Z)	5,111	1,984	0,000	0.05
E-Servqual_(X2) -> Online Purchase Decision_(Y)	0.261	1,984	0.794	0.05
Social Media Promotion_(X1) -> Consumer Trust_(Z)	3,173	1,984	0.002	0.05
Social Media Promotion_(X1) -> Online Purchase Decision_(Y)	4,142	1,984	0,000	0.05

Source: Data Primer Processed SmartPLS, 2024

Based on the table above, hypothesis testing can be carried out as follows:

**Analysis results**The direct influence between social media promotion variables and consumer trust shows that these two variables have a positive and significant effect. This is indicated by an influence value of 3.173 > t-table 1.984 and a P value of 0.002 < 0.05, thus the first hypothesis is accepted.

**Analysis results**The direct influence between electronic service quality variables and consumer trust shows that these two variables have a positive and significant effect. This is indicated by an influence value of 5.111 > t-table 1.984 and a P value of 0.000 < 0.05, thus the second hypothesis is accepted.

**Analysis results**The direct influence between consumer trust variables and online purchasing decisions shows that these two variables have a positive and significant effect. This is indicated by an influence value of 10.928 > t-table 1.984 and a P value of 0.000 < 0.05, thus the third hypothesis is accepted.

**Analysis results**The direct influence between social media promotion variables and online purchasing decisions shows that these two variables have a positive and significant effect. This is indicated by an influence value of 4.142 > t-table 1.984 and a P value of 0.000 < 0.05, thus the fourth hypothesis is accepted.

**Analysis results**The direct influence between the electronic service quality variable and online purchasing decisions shows that these two variables have a positive but not significant effect. This is indicated by an influence value of 0.261 < t-table 1.984 and a P value of 0.794 > 0.05, thus the fifth hypothesis is rejected.

### ***Indirect Influence of Research Variables***

In this research, the variables whose influence is analyzed indirectly are as shown in the following table:

**Table 3. Indirect Effect of Research Variables**

<b>Indirect influence</b>	<b>T Count</b>	<b>T Table</b>	<b>P Values</b>	<b>Cut off Value</b>
E-Servqual_(X2) -> Consumer Trust_(Z) - > Online Purchase Decision_(Y)	4,499	1,984	0,000	0.05
Social Media Promotion_(X1) -> Consumer Trust_(Z) -> Online Purchase Decision_(Y)	3,055	1,984	0.002	0.05

Source: Data Primer Processed SmartPLS, 2024

Based on table 3 above, the sixth and seventh hypotheses can be tested as follows:

**Results of indirect influence analysis** between social media promotions and online purchasing decisions which are mediated by consumer trust shows that this variable has a positive and significant effect. This is indicated by an influence value of  $3.055 > t\text{-table } 1.984$  and a P value of  $0.002 < 0.05$ , thus the sixth hypothesis is accepted.

**Results of indirect influence analysis** between electronic service quality and online purchasing decisions which are mediated by consumer trust shows that this variable has a positive and significant effect. This is indicated by an influence value of  $4.499 > t\text{-table } 1.984$  and a P value of  $0.000 < 0.05$ , thus the seventh hypothesis is accepted

## **Discussion**

### ***The Effect of Social Media Promotion on Consumer Trust***

The direct influence between social media promotion variables and consumer trust shows that these two variables have a positive and significant influence with an influence value of 3.173 and a P value of 0.002. These results show that social media has become a major platform for promoting products and services, and its success depends largely on its ability to build and strengthen consumer trust. (Arroji & Dewi Ruspitasari, 2022). Through interesting content, active interaction, positive reviews, and open information, social media promotions can build and strengthen consumer trust. Therefore, an effective social media promotion strategy should focus on building credibility, engagement, and transparency to increase consumer trust.

The results of this research are still in line with previous research regarding the influence of social media promotions on consumer trust, which has been widely carried out Infante & Mardikaningsih, (2022) found that Electronic Word of Mouth (eWOM) on social media has a significant influence on consumer purchase intentions. Consumers' trust in eWOM on social media increases their intention to purchase products. Other research also finds that social interactions on social media, including sharing information, reviews and recommendations, have a positive effect on consumer trust. This research identifies that trust built through social interactions on social media influences trust and purchase intentions Gebreel & Shuayb, (2022).

In line with previous research, Hanjaya et al., (2023) also found that user-generated content on social media has a greater influence on consumer trust than content produced by marketers (marketer-generated content). Trust built through user-generated content has a positive impact

on purchase intentions. Therefore, an effective social media promotion strategy should focus on building credibility, engagement, and transparency to increase consumer trust.

### ***The Influence of Electronic Service Quality on Consumer Trust***

The direct influence between the electronic service quality variables and consumer trust shows that these two variables have a positive and significant influence with an influence value of 5.111 and a P value of 0.000. The results of this research indicate that electronic service quality (e-service quality) influences consumer trust, aspects of electronic service can significantly influence the level of consumer trust in the company or services offered. Aspects such as reliability and efficiency, security and privacy, customer response and support, website design and ease of use, and transparency and clarity of information can improve the quality of electronic services so that companies can build stronger trust with consumers.

These results are in line with research De Bruin et al., (2021) who developed the e-servqual scale which measures the quality of electronic services based on four main dimensions: efficiency, reliability, fulfillment, and privacy, the research results show that these four dimensions were found to have a positive effect on consumer trust. Study Baber, (2019) also shows that trust is a key factor in building customer loyalty in an e-commerce environment. Good quality electronic service can increase consumer trust, which in turn increases loyalty.

Other research finds that relational benefits such as trust and commitment are the result of high e-service quality. Consumer confidence increases when they feel confident that an online service provider will meet their needs consistently Raza et al., (2020). The results of this research show how good quality electronic services can build stronger and more trusted relationships with consumers.

### ***The Influence of Consumer Trust on Online Purchasing Decisions***

The direct influence between consumer trust variables and online purchasing decisions shows that these two variables have a positive and significant influence with an influence value of 10.928 and a P value of 0.000 <0.05. These results indicate that building and maintaining consumer trust is key to e-commerce success, as this trust directly influences purchasing decisions and customer loyalty.

The results of this study are in line with research Iglesias et al., (2020) which explores online consumer behavior, including the role of trust in purchasing decisions. The findings show that trust has a significant influence on online purchasing decisions. Other research also finds that consumer trust in online stores is influenced by perceptions of the store's reputation and size. High trust increases the intention to buy from an online store Eneizan et al., (2020). Study Tam et al., (2020) developed a trust measure for e-commerce and found that trust significantly influences consumers' purchase intentions. This trust is influenced by the integrity, competence and policies of the online vendor.

### ***The Influence of Social Media Promotion on Online Purchasing Decisions***

The direct influence between social media promotion variables and online purchasing decisions shows that these two variables have a positive and significant influence with an influence value of 4.142 and a P value of 0.000. These results indicate that social media promotions have a significant influence on online purchasing decisions by influencing consumer perceptions, increasing purchase intentions, and strengthening the relationship between brands and

consumers. This research is still in line with previous research which explored how promotions via social media influence consumer purchasing intentions. The results show that social media promotions have a significant positive impact on consumer purchase intentions.

Study Casaló & Romero, (2019) researched social media promotions, especially WeChat in China, influencing consumer purchase intentions. The findings show that promotions via WeChat contribute significantly to consumer purchase intentions. Hanjaya et al., (2023) researching the influence of marketing via social media on consumer behavior, including purchasing decisions. The results show that social media promotions have a positive effect on consumer purchasing decisions. These research studies consistently show that promotions via social media have a significant influence on online purchasing decisions by building consumer engagement, increasing purchase intentions, and strengthening the relationship between brands and consumers.

### ***The Influence of Electronic Service Quality on Online Purchasing Decisions***

The direct influence between the electronic service quality variable and online purchasing decisions shows that these two variables have a positive but not significant effect. This is indicated by an influence value of  $0.261 < t\text{-table } 1.984$  and a P value of  $0.794 > 0.05$ . Based on these results it can be said that electronic service quality may not always be a determining factor in online purchasing decisions. Other factors such as price, product quality, customer reviews, and promotions tend to have a greater influence. This shows that although it is important to maintain good quality electronic services, online sellers must also focus on other aspects that more directly influence consumer purchasing decisions.

Many consumers prioritize price and product quality when making online purchases. If the product offered has a competitive price and good quality, consumers may be more inclined to make a purchase even though the quality of electronic service is not optimal. Another reason is also related to how customer reviews and the reputation of an e-commerce site are often major factors in purchasing decisions. Consumers tend to trust reviews and experiences of other customers compared to their own experiences regarding e-services. Promotions, discounts and special offers often have greater appeal than the quality of e-service. Consumers may ignore aspects of service if they feel they are getting more value from promotions or discounts.

The results of this study are in line with several researchers who also found an insignificant influence between electronic service quality on online purchasing decisions. Vasić, Kilibarda, and Kaurin (2019) conducted research where the results showed that factors such as price and product quality had a greater influence on customer satisfaction and purchasing decisions compared to electronic service quality. Electronic service quality does not show a significant influence on purchasing decisions. Sharma and Lijuan's (2015) research also shows that although electronic service quality influences customer satisfaction, its impact on loyalty and purchasing decisions is not always significant. Other factors such as risk perception and trust play a bigger role.

### ***The Effect of Social Media Promotion on Online Purchase Satisfaction through Consumer Trust***

The indirect influence between social media promotions and online purchasing decisions which is mediated by consumer trust shows that this variable has a positive and significant effect. This is indicated by an influence value of  $3.055 > t\text{-table } 1.984$  and a P value of  $0.002 < 0.05$ .



Consumer trust can function as a mediator between social media promotions and online purchase satisfaction. This means that social media promotions increase consumer trust, which in turn increases their satisfaction with online purchases.

Schwemmer & Ziewiecki, (2018) examines the factors that shape consumers' initial beliefs in the context of online purchasing. It was found that clear, consistent, and informative promotions on social media can increase consumers' initial trust in e-commerce sites, which then increases the likelihood of purchase and consumer satisfaction. Study Demircioglu & Chen, (2019) also shows that interactions on social media can build consumer trust through online communities and user reviews. Effective promotions on social media increase consumer interaction and participation, which contributes to increased trust and purchase satisfaction.

This trust-based consumer decision identifies that trust reduces perceived risk and influences purchase satisfaction. Credible and transparent promotions on social media reduce perceived risk and increase trust, ultimately increasing purchase satisfaction. Based on the results of this research and previous research, it can be concluded that trust built through interactions on social networking sites greatly influences purchase intentions. Promotions on social media that are perceived as honest and useful can increase trust, which then increases purchase intention and satisfaction.

### ***The Influence of Electronic Service Quality on Online Purchase Satisfaction through Consumer Trust***

The indirect influence between electronic service quality and online purchasing decisions which is mediated by consumer trust shows that this variable has a positive and significant effect. This is indicated by an influence value of  $4.499 > t\text{-table } 1.984$  and a P value of  $0.000 < 0.05$ . Mediation analysis shows that consumer trust mediates the relationship between e-service quality and online purchase satisfaction. This means that good quality electronic service increases consumer confidence, which in turn increases their satisfaction with online purchases.

Several previous studies have discussed the influence of electronic service quality (e-service quality) on online purchase satisfaction through consumer trust. Gefen, D. (2022) conducted research showing that the quality of electronic services has a significant effect on consumer trust. Consumer trust, in turn, has a direct effect on online purchase satisfaction and loyalty. Factors such as reliability, responsiveness and security of e-services are critical in building consumer trust.

Research by Harris, LC, & Goode (2022) developed a dimensional model of electronic service quality which includes reliability, responsiveness, competence, access, communication, credibility, security, understanding/closeness to customers, and website elements. This study found that good e-service quality increases consumer trust, which then contributes to online purchase satisfaction. The results of this research indicate that e-service design factors such as ease of use, security, and information quality are very important for building consumer trust. This trust then has a significant effect on online purchasing satisfaction.

## Implications

### *Theoretical Implications*

Theoretical implications can be stated as follows:

In theory, the findings of this research can increase knowledge and insight regarding social media promotions can increase consumer involvement with brands or products, because consumers can interact directly with promotional content and share their experiences. Good quality electronic service can also strengthen consumer engagement with e-commerce platforms. Understanding these theories, we can see how social media promotions and e-service quality influence consumer trust and, ultimately, online purchasing decisions. It provides valuable insights for business practitioners in designing effective marketing and customer experience strategies in the online environment

### *Practical Implications*

Practical implications or suggestions that can be given regarding this research are:

To attract the trust and purchasing decisions of online consumers in Malili, it is necessary to create promotional content that is relevant, informative and interesting for consumers. Respond quickly to consumer questions and feedback on social media. Ensure e-commerce platforms have strong technical reliability and security. Encourage consumer engagement through interactive and participatory content. Maintain transparency in social media promotions and provide honest and accurate information about products and services

## Conclusion

The conclusion that can be made is that social media promotion and electronic service quality have a significant influence on online purchasing decisions through forming consumer trust. This research also found that electronic service quality directly has a positive and significant effect on online purchasing decisions. An effective marketing strategy must pay attention to the quality of social media promotional content, responsiveness to consumers, and a user experience that builds trust. This will help in improving online purchasing decisions and strengthen the relationship between the brand or e-commerce platform and consumers.

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