

The Influence of Social Media Marketing, Product Quality and Prices on Consumer Purchasing Decisions through Customer Trust Intervening Variables on MSMEs in Mayang District, Jember Regency

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ABSTRACT

Objective: This study explores the influence of social media marketing, product quality, and price on consumer purchasing decisions through the intervening variable of customer trust in MSMEs in Mayang District, Jember Regency. The main objective of this study is to understand the relationship between these variables and provide guidance for MSMEs actors in optimizing their marketing strategies. **Method:** This study uses a quantitative approach with a survey involving MSME consumers. Data were collected through questionnaires distributed using Google Form and analyzed using the Structural Equation Modeling (SEM) technique. **Results:** The results of the study indicate that social media marketing, product quality, and price have a significant influence on consumer purchasing decisions through customer trust. The implications of this study indicate that marketing strategies that focus on increasing customer trust can improve purchasing decisions and consumer loyalty. **Novelty:** This study makes an important contribution to the academic literature and offers practical guidance for MSMEs in developing more effective marketing strategies.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a very significant role in the economy of Mayang District, Jember Regency. Along with the rapid development of information technology, the use of social media as a marketing tool has become an increasingly important strategy for MSMEs to reach wider consumers [1]. Social media marketing allows MSMEs to interact directly with consumers, build more personal relationships, and increase brand awareness. In addition, product quality and price are also important factors that influence consumer purchasing decisions [2]. However, customer trust is often a key variable that bridges the relationship between marketing strategies and purchasing decisions. In this context, this study aims to explore the influence of social media marketing, product quality, and price on consumer purchasing decisions through the intervening variable of customer trust in MSMEs in Mayang District, Jember Regency. This study is expected to provide new insights on how MSMEs can optimize their marketing strategies to increase customer trust and loyalty.

MSMEs in Mayang District, Jember Regency, face various challenges in increasing consumer purchasing decisions. One of the main problems faced is how to utilize social media marketing effectively to attract and retain customers [2]. Product quality and price are also crucial factors in determining consumer purchasing decisions [3]. However, there is a gap in previous research that has not comprehensively explored how customer trust can be a significant intervening variable in the relationship between social media marketing, product quality, and price on purchasing decisions [1]. This study aims to fill

this gap by detailing the specific problems faced by MSMEs in Mayang District, as well as identifying factors that contribute to consumer purchasing decisions through customer trust.

The main objective of this study is to understand the influence of social media marketing, product quality, and price on consumer purchasing decisions through the intervening variable of customer trust in MSMEs in Mayang District, Jember Regency. This study is expected to comprehensively explain how each of these factors influences customer trust, which ultimately impacts purchasing decisions. By exploring these relationships, this study seeks to provide new insights for MSME actors in designing effective marketing strategies. In addition, the results of this study are expected to provide important contributions to academic literature by presenting relevant and applicable findings in the context of MSME marketing.

Previous studies on the influence of social media marketing, product quality, and price on consumer purchasing decisions have produced a number of valuable findings. However, there is still a gap in the literature that needs to be filled, especially regarding the role of customer trust as an intervening variable in these relationships. Many previous studies have not deeply explored how customer trust can be a significant bridge between marketing strategies and purchasing decisions. This study aims to fill this gap by providing a comprehensive analysis of how these factors interact and influence consumer purchasing decisions in MSMEs in Mayang District, Jember Regency. Thus, this study not only contributes to the academic literature but also provides practical guidance for MSMEs in developing more effective marketing strategies.

This study offers significant novelty in understanding the influence of social media marketing, product quality, and price on consumer purchasing decisions through customer trust in MSMEs in Mayang District, Jember Regency. By highlighting the role of customer trust as an intervening variable, this study not only expands the existing literature but also provides strong justification for the importance of this approach in the context of MSME marketing. The novelty of this study lies in the comprehensive approach that combines various important variables in one research model, as well as providing practical insights for MSME actors to develop more effective marketing strategies. This study is expected to be an important contribution in the field of marketing and customer trust, as well as providing practical benefits for practitioners and academics.

RESEARCH METHOD

This study uses a quantitative approach to measure the influence of social media marketing, product quality, and price on consumer purchasing decisions, with customer trust as an intervening variable. The population of the study was MSMEs in Mayang District, Jember Regency, and the sample was taken using a stratified random sampling technique. Quantitative research methods, as stated by Sugiyono [4], namely: "Research methods based on the philosophy of positivism, are used to research certain populations

or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypothesis".

Data were collected through structured questionnaires distributed to selected respondents. The independent variables in this study include social media marketing, product quality, and price, while the dependent variable is consumer purchasing decisions. Customer trust acts as an intervening variable that can mediate the relationship between the independent and dependent variables.

This study uses a descriptive research type. According to Sugiyono [4] descriptive research is a method that functions to describe or provide an overview of the object being studied through data or samples that have been collected as they are, without conducting analysis and making general conclusions.

Measurement of variables is carried out using relevant indicators and the research instruments are tested for validity and reliability through a pre-test. Data analysis includes descriptive statistics to describe the characteristics of respondents and research variables, as well as inferential statistics using Structural Equation Modeling (SEM) or Partial Least Squares (PLS) to test hypotheses and relationships between variables [5], [6], [7], [8]. Research procedures include designing questionnaires, distributing questionnaires, collecting data, and analyzing data using statistical software such as SPSS or AMOS. This study also pays attention to research ethics by ensuring the confidentiality and privacy of respondents and maintaining integrity in data collection and analysis. This systematic research design is expected to provide valid and reliable results in answering research questions.

RESULTS AND DISCUSSION

This study highlights the importance of social media marketing, product quality, and price in influencing consumer purchasing decisions through the intervening variable of customer trust in MSMEs in Mayang District, Jember Regency. The results of the study indicate that effective and quality social media marketing, as well as products that meet consumer expectations with competitive prices, can increase customer trust [9], [10], [11]. This trust, in turn, has a significant influence on consumer purchasing decisions [12], [13], [14].

Thus, this study not only provides new insights into the academic literature but also offers practical guidance for MSMEs in developing more efficient and effective marketing strategies.

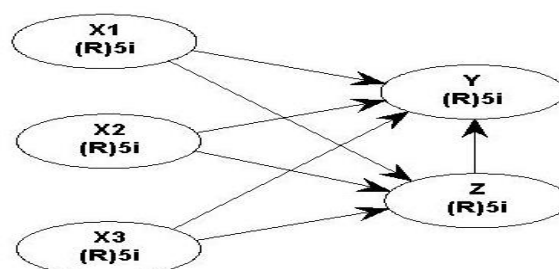


Figure 1. Influence between variables.

Optimizing Social Media Marketing, SMEs should utilize social media platforms optimally to interact with consumers, build personal relationships, and increase brand awareness [15]. Interesting and relevant content must continue to be produced to maintain consumer interest and trust.

Product Quality Improvement, MSMEs need to continue to focus on improving product quality to meet and exceed consumer expectations. Product research and development must be carried out continuously to maintain competitiveness.

Pricing Strategy, MSMEs need to set competitive prices without sacrificing product quality. Regular market analysis is important to adjust prices to market conditions and consumer purchasing power.

Building Customer Trust, MSMEs must strive to build and maintain customer trust through good service, quality assurance, and transparency in transactions. Positive reviews from previous consumers can be used as a strategy to increase the trust of new customers.

Use of Analytics Technology, SMEs are advised to use analytics technology such as SEM to evaluate and optimize their marketing strategies. Data from social media platforms and customer questionnaires can be used to gain deeper insights into consumer preferences and behavior.

By implementing these suggestions, it is hoped that MSMEs in Mayang District can increase customer trust and loyalty, and ultimately increase their sales and business growth.

CONCLUSION

Fundamental Finding : This study confirms that social media marketing, product quality, and price significantly influence consumer purchasing decisions through the mediating role of customer trust. The results indicate that when MSMEs engage effectively on social media, offer quality products, and set competitive prices, they can foster customer trust, which in turn drives purchasing behavior. These findings provide empirical support for the pivotal role of trust in enhancing the effectiveness of MSME marketing strategies in Mayang District. **Implication :** The implications of this study suggest that MSMEs should strategically invest in building customer trust by maintaining transparent communication, improving service quality, and engaging consistently through digital platforms. Marketing efforts should be personalized and aligned with consumer expectations to boost brand loyalty. These practical steps not only increase consumer trust but also contribute to sustainable business growth, making this study relevant for both practitioners and policymakers aiming to support local economic development. **Limitation :** Despite its contributions, this study is limited by its geographic focus on Mayang District, which may affect the generalizability of the findings. Additionally, the use of a cross-sectional survey design limits the ability to observe changes over time. The reliance on self-reported data may also introduce bias, as respondents' perceptions may not fully reflect actual behavior or outcomes. **Future Research :** Future studies should consider a longitudinal approach to track changes in

consumer trust and purchasing behavior over time. Expanding the research to other regions or using qualitative methods could provide deeper insights into consumer decision-making processes and help validate and refine the model presented in this study.

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