

Analysis of the Impact of Social Media Marketing on Customer Trust and Purchase Intention in Housing in Bekasi Regency

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Abstract

This study investigates the influence of consumer trust—mediated by social media marketing—on purchase intention in the housing market of Bekasi Regency. According to the Central Statistics Agency, Indonesia's housing backlog declined substantially from 16.14 million units in 2022 to 14.84 million units in 2023, indicating significant progress in meeting national housing needs. The research focuses on millennial and Generation Z social media users in Bekasi Regency, employing a non-probability sampling method with 100 respondents. A quantitative approach using Structural Equation Modelling–Partial Least Squares (SEM-PLS) was applied to test the mediation effects. The findings reveal that social media marketing significantly enhances consumer trust, which, in turn, positively influences purchase intention. Furthermore, the results confirm that trust acts as a full mediator in the relationship, as social media marketing exerts no direct effect on purchase intention.

Keywords: *Social media marketing, customer trust; purchase intention, backlog, Bekasi.*

Introduction

Bekasi Regency is one of Indonesia's most economically dynamic regions, serving as a major industrial hub and a buffer zone supporting the expansion of Jakarta's metropolitan area (Dwifebrianti & Bella, 2023). Recognized as the largest industrial area in the country, Bekasi Regency's economic performance is primarily driven by its industrial activities, which have significantly improved both regional development and residents' quality of life. This industrial concentration has led to the clustering of economic activities, creating extensive employment and entrepreneurial opportunities across both formal and informal sectors. The resulting influx of workers and entrepreneurs has, in turn, spurred demand for essential infrastructure, particularly housing—an essential factor in ensuring comfort and well-being (Karnahadijat et al., 2023).

The property and real estate sector plays a pivotal role in Indonesia's economy. A 2023 survey by Bank Indonesia involving 18 housing developers across 18 cities revealed an upward trend in residential property prices. Furthermore, the 2023 Socio-Economic Survey by the Central Statistics Agency (BPS) recorded a decline in owned housing units—from 10.5 million in 2022 to 9.9 million in 2023—alongside a significant reduction in the national housing backlog from 16.14 million to 14.84 million units. These figures highlight the sector's resilience and potential, underscoring the need for developers to continually innovate and promote their housing products more strategically.

Understanding the determinants of consumers' purchase intentions in the housing sector has therefore become increasingly important (Fonseca et al., 2016). One of the most influential

drivers of modern consumer behavior is social media marketing, which has transformed how individuals interact with brands and make purchasing decisions. Recent studies indicate that social media marketing significantly enhances consumer trust, a critical factor influencing purchase decisions in digital markets (Harisandi, 2025).

In this context, this study focuses on examining the influence of social media marketing on consumer trust and purchase intention in the Bekasi Regency housing market. By analyzing these relationships, this research aims to provide insights into how developers can optimize their digital marketing strategies to foster trust and drive housing purchase intentions among millennials and Generation Z consumers.

Literature Review

Social Media Marketing and Consumer Engagement

Social media marketing has emerged as a vital tool for promoting products and services in the digital era (Harisandi & Purwanto, 2023). It involves the strategic use of content—including posts, images, videos, and influencer collaborations—across digital platforms to attract, engage, and retain target audiences (Hosen et al., 2025). Through interactive content and two-way communication, social media facilitates stronger emotional connections between brands and consumers, encouraging engagement, trust, and purchase intention (Harisandi, Yahya, Chandra, et al., 2025). According to Kotler and Keller (2016), social media serves not only as a marketing platform but also as a medium for co-creating value between businesses and consumers.

In contemporary marketing, viral marketing—where promotional content spreads organically through social networks, emails, and user interactions—plays a crucial role in amplifying brand visibility (Harisandi & Wiyarno, 2023). Chaffey describes this as “amplification,” highlighting social media’s capacity to multiply marketing reach (Aghazadeh & Khoshnevis, 2024). Previous empirical studies have shown that social media marketing on platforms such as TikTok positively influences online purchase intentions (Setianingsih & Aziz, 2022).

Customer Trust

Customer trust refers to the level of confidence consumers place in a brand’s reliability, integrity, and ability to meet expectations (Harisandi, Hurriyati, et al., 2025). Trust plays a pivotal role in reducing uncertainty and perceived risk in online transactions (Kim et al., 2017). Among the many factors shaping purchase intention, trust is one of the most critical (Khotimah & Febriansyah, 2018), as it fosters customer loyalty and long-term engagement (Chen & Wang, 2023). Environmental and social awareness are also emerging as additional factors that positively influence consumer trust and purchasing behavior (Li et al., 2023).

Social media enables brands to build trust through direct and personalized communication with consumers. Quick responses, transparent information, and visually appealing content can strengthen perceived credibility and authenticity (Yunikartika & Harti, 2022).

Purchase Intention

Purchase intention reflects a consumer's cognitive and emotional readiness to buy a product (Harisandi et al., 2023). It emerges from information processing, learning, and prior experience, which shape perceptions and motivations (Aoki & Matsui, 2025). In digital environments, purchase intention is influenced by algorithmic recommendations, influencer endorsements, and user-generated content. When consumers perceive a brand as trustworthy and reliable, they are more likely to convert their intention into actual purchases (Rosdiana et al., 2019).

Relationships Between Social Media Marketing, Trust, and Purchase Intention

Empirical studies consistently show that social media marketing positively influences customer trust (H1), trust positively affects purchase intention (H2), and social media marketing directly affects purchase intention (H3). Furthermore, several findings suggest that consumer trust mediates the relationship between social media marketing and purchase intention (H4), reinforcing the role of trust as a psychological bridge connecting digital exposure with behavioral intention (Umair Manzoor et al., 2020).

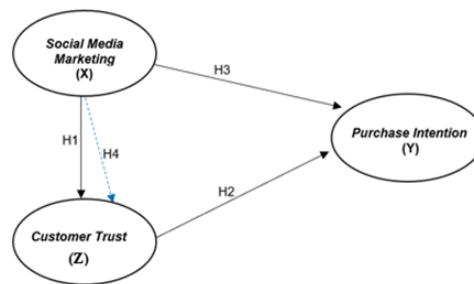


Figure 1. Research Model

Social media's interactive nature, instant feedback mechanisms, and user-generated authenticity make it a more trusted source of information than traditional advertising. Consequently, in the housing market—where purchases involve high financial commitment—trust built through social media engagement plays a crucial role in consumers' decision-making process.

Research Methodology

Research Design

This study adopts a quantitative research design with a survey-based approach, focusing on millennial and Generation Z populations in Bekasi Regency. The quantitative method was selected because it allows for the systematic and measurable collection of data from a relatively large sample, enabling hypothesis testing and generalizable conclusions through statistical analysis. An explanatory research design was employed to clarify the causal relationships among the variables under investigation. In this model, purchase intention serves as the dependent variable, social media marketing as the independent variable, and consumer trust as the mediating variable.

Population and Sampling

The study’s population consists of individuals belonging to the Millennial and Generation Z cohorts residing in Bekasi Regency, specifically those born between 1981 and 2002. This demographic segment was chosen due to its active use of digital technologies and high engagement with social media platforms, which are central to the study’s conceptual framework. A non-probability sampling technique was applied, involving 100 participants who were selected based on their accessibility and relevance to the research criteria.

Data Collection

Primary data were collected using an online questionnaire, designed based on an extensive review of the relevant literature to ensure content validity. The instrument was pre-tested for validity and reliability before full deployment. Each construct—social media marketing, consumer trust, and purchase intention—was measured using multiple indicators adapted from prior validated studies. The questionnaire was distributed through social media platforms and email, targeting respondents who actively use digital media for housing-related information or purchasing decisions.

Data Analysis

The collected data were analysed using Structural Equation Modelling–Partial Least Squares (SEM-PLS). This analytical method was chosen because it is well-suited for examining complex models that include both direct and mediating relationships among latent variables. SEM-PLS enables simultaneous estimation of measurement and structural models, ensuring robustness even with relatively small sample sizes. Statistical analysis was conducted using specialized SEM-PLS software to test the hypothesized relationships and evaluate the model’s reliability, validity, and explanatory power.

Research Results and Discussions

In SEM-PLS analysis, two types of tests are performed: the evaluation process includes assessments of both the Outer Model and the Inner Model. The Outer Model Evaluation is utilized to assess the reliability and validity of the model.

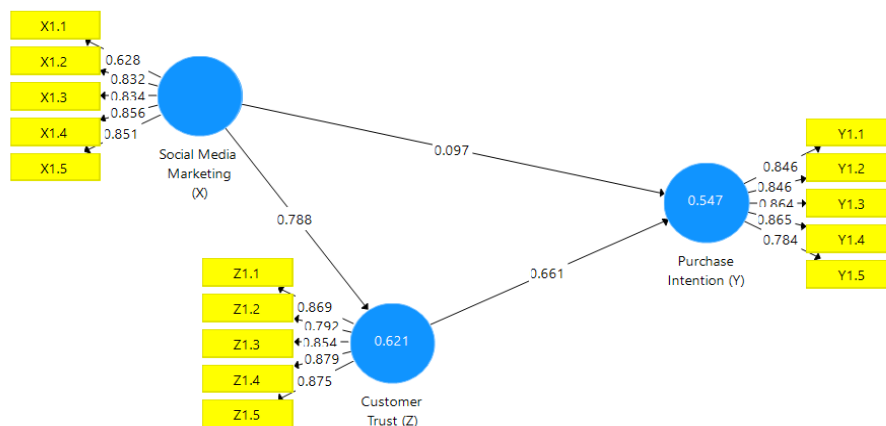


Figure 2. SEM-PLS Model

As illustrated in the image above, all outer loading values for variables X, Z, and Y exceed 0.5, which indicates that each indicator is valid and that the model satisfies the requirements for convergent validity (Table 1).

Table 1.
Outer Loading

Indikator	Customer Trust (Z)	Purchase Intention (Y)	Social Media Marketing (X)
X1.1			0.628
X1.2			0.832
X1.3			0.834
X1.4			0.856
X1.5			0.851
Y1.1		0.846	
Y1.2		0.846	
Y1.3		0.864	
Y1.4		0.865	
Y1.5		0.784	
Z1.1	0.869		
Z1.1	0.792		
Z1.1	0.854		
Z1.1	0.879		
Z1.1	0.875		

Source: Processed primary data (2025)

The results of the dependability analysis are shown in Table 2. All variables, such as social media marketing, customer trust, and buy intention, obtained composite reliability scores, Cronbach's Alpha values, and Average Variance Extracted (AVE) values of more than 0.5. These findings demonstrate the instrument's strong internal consistency and dependability.

Table 2.
Reliability and Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Trust (Z)	0.907	0.910	0.931	0.730
Purchase Intention (Y)	0.897	0.897	0.927	0.708
Social Media Marketing (X)	0.861	0.877	0.901	0.684

Source: Processed primary data (2025)

The study tested the hypotheses using path analysis and R-square values to evaluate the inner model. The R2 value for customer trust was found to be 0.621, indicating that social media marketing accounts for 62.1% of the variance in consumer trust, with 37.9% coming from characteristics not included in the model. Similarly, purchase intention's R2 value was 0.547, meaning that social media marketing and customer trust account for 54.7% of its variance, while external factors account for the remaining 45.3% (Table 3).

Table 3. R-Square Value

	R Square	R Square Adjusted
Customer Trust (Z)	0.621	0.617
Purchase Intention (Y)	0.547	0.538

Source: Processed primary data (2025)

The hypothesis test results are shown in Table 4. Despite the fact that social media marketing has no direct impact on purchase intention, the data show that customer trust has a big impact. Customer trust acts as a mediator in the relationship between social media marketing and purchase intention, as evidenced by the statistical significance of the indirect impact of social media marketing on purchase intention through customer trust (p-value of 0.000 (< 0.05)) (Table 5).

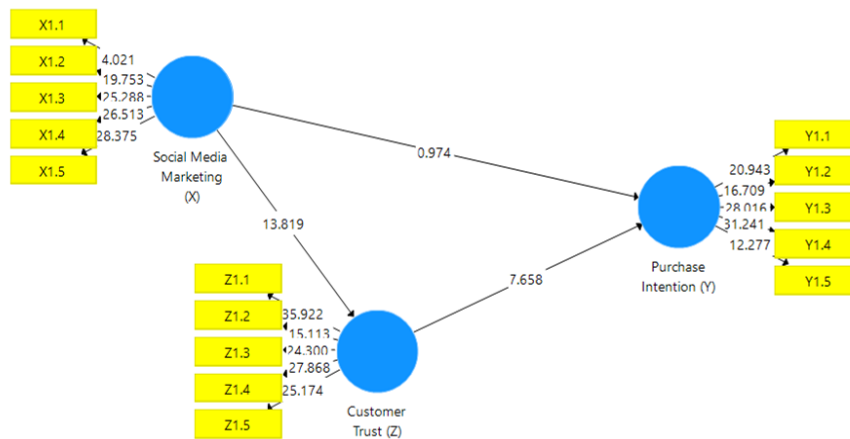


Figure 3. Hypothesis Test

Direct Effect Analysis

The Partial Least Squares (PLS) analysis was conducted to examine the direct relationships among the study constructs. The results are summarized in Table 4 and reveal the following key findings.

Significant Relationships

Customer Trust → Purchase Intention (O = 0.661, t = 7.658, p = 0.000)

The analysis demonstrates a strong and statistically significant positive relationship between customer trust and purchase intention. This indicates that higher levels of consumer trust lead to greater purchasing likelihood. The finding is consistent with prior studies (Gefen & Straub, 2005), which suggest that trust serves as a critical determinant of consumers’ willingness to engage in transactions, particularly in contexts involving perceived uncertainty or risk.

Social Media Marketing → Customer Trust (O = 0.788, t = 13.819, p = 0.000)

The results further confirm that social media marketing has a significant positive effect on customer trust. This implies that effective social media engagement—through interactive content, transparency, and user participation—can enhance consumer confidence in the brand.

These results align with previous studies (Ahmed et al., 2023; Caruana, 2002; Lesmana et al., 2023), emphasizing the pivotal role of social media platforms in building relational trust and strengthening consumer-brand connections.

Non-Significant Relationship

Social Media Marketing → Purchase Intention (O = 0.097, t = 0.974, p = 0.331)

Contrary to theoretical expectations, the direct influence of social media marketing on purchase intention was found to be statistically insignificant. Although social media exposure may enhance consumer awareness and interest (Tinnish & Mangal, 2012), the results suggest that its effect on purchase intention operates indirectly through trust, rather than exerting a direct behavioral influence. This finding highlights the mediating role of customer trust as a key mechanism linking social media marketing to purchasing behavior.

Table 4.
Direct Effect

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ((O/STDEV)	P Values	Result
Customer Trust (Z)-> Purchase Intention (Y)	0.661	0.669	0.086	7.658	0.000	Significant
Social Media Marketing (X) -> Customer Trust (Z)	0.788	0.783	0.057	13.819	0.000	Significant
Social Media Marketing (X) -> Purchase Intention (Y)	0.097	0.086	0.099	0.974	0.331	Not Significant

Source: Processed primary data (2025)

Indirect Effect Analysis

The mediation analysis was conducted to examine the indirect effect of Social Media Marketing on Purchase Intention through Customer Trust. The results are presented in Table 5.

Significant Relationships

Social Media Marketing → Customer Trust → Purchase Intention (O = 0.521, t = 6.482, p = 0.000)

The results indicate a significant and positive indirect effect, confirming that Customer Trust serves as a strong mediator between Social Media Marketing and Purchase Intention. This finding suggests that while social media marketing alone does not directly enhance consumers’ purchase intention, it substantially contributes to it by fostering trust. The outcome supports previous research (Ahmed et al., 2023; Nurapni et al., 2024), which highlights that credible and engaging social media interactions cultivate trust an essential precursor to purchasing behavior.

Table 5.

Path	Indirect Effect			T	Statistic (O/STDEV)	P Values	Result
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)				
Social Media Marketing (X) -> Customer Trust (Z)-> Purchase Intention (Y)	0.521	0.524	0.080	6.482	0.000	Significant	

Source: Processed primary data (2025)

The analysis reveals that social media marketing significantly enhances customer trust within the housing sector of Bekasi Regency. This trust subsequently strengthens consumers' purchase intention, as evidenced by the effectiveness of engaging, informative, and narrative-driven content disseminated by property developers. These findings are consistent with previous studies (Hafez, 2021; Made et al., 2021), which highlight the crucial role of social media in fostering relational trust and shaping consumer perceptions. Collectively, the results affirm that the development of consumer trust is substantially influenced by social media marketing efforts.

Furthermore, the findings underscore that customer trust serves as a key determinant of purchase intention in the housing market. Developers actively utilize social media platforms to communicate transparent, credible, and objective information, enabling potential buyers to make more informed purchasing decisions. This observation aligns with prior research by Aureliano-Silva et al. (2022) and Huo et al. (2022), both of which confirmed a strong positive association between trust and purchase intention in digital marketing contexts.

However, the study also demonstrates that social media marketing does not have a direct impact on consumers' purchase intention. Although social media content can attract attention and stimulate interest, it may lack the persuasive strength required to trigger actual purchase behavior. To enhance conversion, developers should incorporate action-oriented strategies, such as personalized offers, social proof, or clear calls to action. This finding diverges from previous research (Ahmed et al., 2023; Haroon et al., 2025), which reported a significant direct influence of social media marketing on purchase intention, suggesting that the relationship may be context-dependent, particularly in high-involvement industries such as housing.

Overall, the results indicate that purchase intention is indirectly influenced by social media marketing through the mediating role of customer trust. This finding implies that the impact of digital marketing initiatives in the housing sector operates primarily through trust formation mechanisms rather than direct behavioral persuasion. This perspective is consistent with Harisandi, Yahya, and Istiqomah (2024), who emphasized that social media platforms, by facilitating rapid information dissemination and interactive engagement, play an instrumental role in building consumer confidence and positively shaping purchase intentions.

Conclusion and Recommendation

The findings of this study reveal that social media marketing exerts a significant and positive influence on consumer trust toward housing products in Bekasi Regency. Compelling and informative digital content enhances user engagement on social media platforms, which in turn fosters consumer trust. Moreover, the analysis confirms that trust serves as a crucial mediating factor between social media marketing and purchase intention. This relationship underscores the importance of strategically designed digital marketing campaigns that not only capture attention but also nurture credibility and emotional connection with potential buyers. When

housing information is communicated clearly and transparently, consumers can more readily evaluate product benefits, thereby increasing their intention to purchase. Overall, these findings highlight the necessity of interactive, trustworthy, and adaptive marketing approaches in strengthening consumer trust and purchase intention within the housing sector.

Recommendations

Based on the empirical results, several managerial implications can be proposed for housing developers in Bekasi Regency.

- Enhance transparency and engagement: Developers should create engaging, honest, and informative social media content that stimulates two-way communication with potential buyers.
- Strengthen responsiveness: Active interaction—such as promptly addressing inquiries and providing detailed property information—can significantly enhance consumer confidence.
- Leverage feedback and influencers: Utilizing consumer feedback to improve marketing strategies and collaborating with property influencers can expand reach and authenticity.
- Adopt adaptive strategies: A dynamic digital marketing approach that aligns with current trends and evolving consumer behavior will help sustain market relevance.
- Monitor performance continuously: Regularly evaluating digital campaign metrics enables developers to identify which strategies most effectively foster trust and influence purchasing behavior.

By implementing these strategies, developers can build sustainable consumer trust and enhance purchasing interest in the regional housing market.

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