

The Influence of Perceived Social Media Marketing Activities, Brand Trust, Brand Experience and Brand Love to Purchase Intention Case Study Indonesian Traditional Cake

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ABSTRACT

Purpose – This study examines the role of social media marketing activities (PSMMA) in promoting Indonesian traditional cakes through brand trust, brand experience, brand love, and purchase intention. Social media is considered an important tool to preserve and increase public interest in traditional cake products.

Design/methodology/approach – This research used a quantitative method with questionnaire data collected from 300 social media users familiar with Monamy Bakery, Sari sari Aneka Jajan Pasar, and Holland Bakery. The study analyzed the relationships among social media marketing activities, brand trust, brand experience, brand love, and purchase intention.

Findings/Results – The results show that interactivity, informativeness, entertainment, and perceived relevance positively affect brand trust. Brand trust also has a positive effect on brand experience and brand love, which further influences purchase intention. The strongest relationship was found between brand trust and brand love.

Originality/Value – This study emphasizes the importance of social media marketing in building trust and emotional attachment toward traditional cake brands. The findings suggest that effective social media content can increase consumer interest and purchase intention for traditional culinary products.

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1. Introduction

Indonesia cuisine is the product of a combination of natural factors, historical influences, and the country's cultural diversity, resulting in a wide variety of foods characterized by distinctive flavors and culinary identities (Wijaya, 2019). Consumption of traditional food is also closely related to brand culture so that preserving traditional culinary becomes an important part in guarding Indonesian culture (Kristia et al., 2024). However, the next generation young moment This tends to choose food or modern snacks compared to traditional snacks (Muhandri et al., 2021). Therefore, development and preservation of traditional cakes need to work with the same cross generation, one of them through the utilization of social media as a means of promotion (Andriyanti & Setiawan, 2024).

Traditional Indonesian cakes constitute a form of culinary heritage that has been transmitted across generations and shaped by the country's natural conditions, cultural diversity, and historical development. Their preparation commonly employs indigenous ingredients and distinctive cooking methods characteristic of Indonesia cuisine, including rice, coconut, palm sugar, as well as steaming, frying, and baking techniques using banana leaves (Wijaya, 2019). In addition to being consumed everyday, traditional cake is also served at various traditional events. Research This studies the connection between social media marketing content and purchase intention towards traditional cake.

Figure 1. Monamy Bakery Logo



Figure 2. Monamy Bakery Social Media Accounts

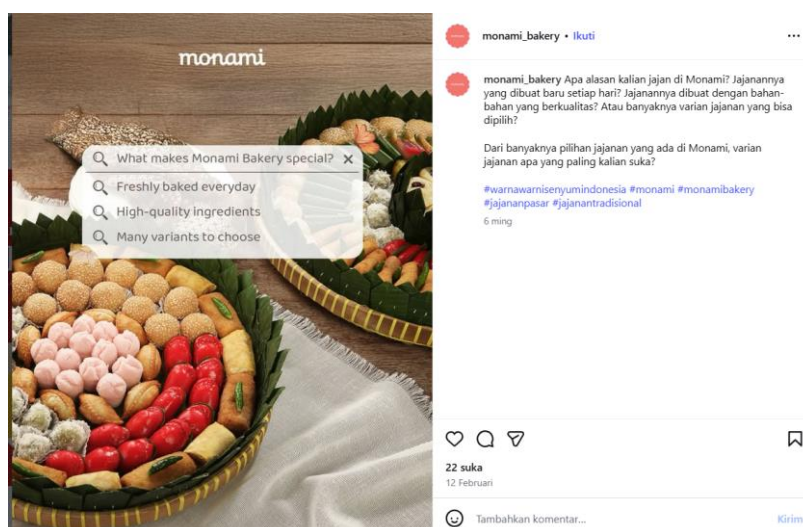


Figure 3. Logo of Sari Sari Various Market Snacks



Figure 4. Sari Sari Aneka Jajan Pasar social media account

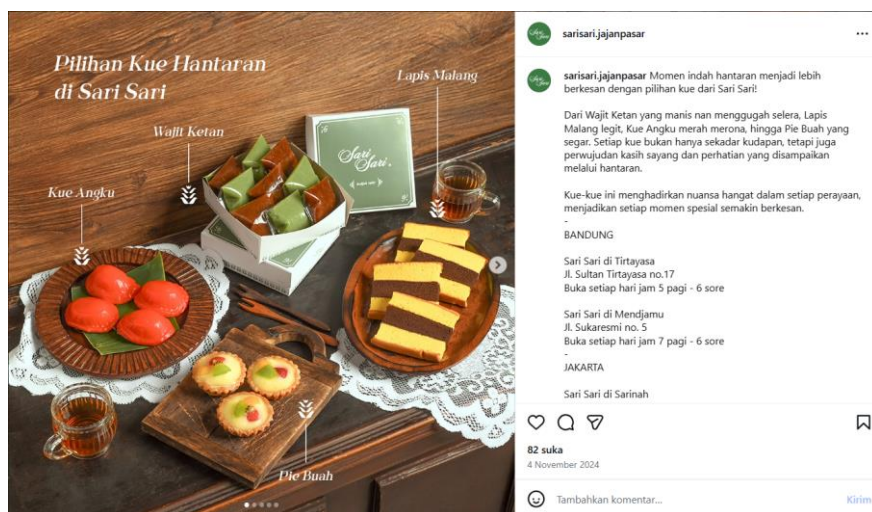


Figure 5. Holland Bakery Logo



Figure 6. Holland Bakery's logo and social media content



A number of modern traditional cake brands in Indonesia such as Monamy Bakery, Sari sari Aneka Jajan Pasar, and Holland Bakery have actively used social media and are known widely in society. To maintain measurement consistency, these three traditional cake brands were selected as standardized parameters, as they are widely recognized and maintain official social media accounts. Utilizing digital branding and online promotional strategies can increase consumer interaction as well as strengthen brand image (Basrowi et al., 2025).

In the contemporary era, social media has become an integral component of communication and modern life across generations (Appel et al., 2024). The height of online interactions creates social media influence on society's behavior and consumption patterns, both positive and negative (Rini et al., 2024). This research uses Stimulus–Organism–Response (SOR) theory, where the stimulus from the external environment influences the individual's internal condition and results in response behavior (Hochreiter et al., 2022).

In this context, Social Media Marketing Activities (SMMA) becomes an external stimulus, while the consumer's positive perception of the activity is called Perceived Social Media Marketing Activities (PSMMA). Positive perception to interactive, informative, entertaining and relevant content can increase brand trust and encourage consumers to give positive reviews to the brand (Koay et al., 2023). Previous study also showed that brand trust has a positive influence towards brand experience and brand love, which then influences purchase intention (Koay et al., 2023). Therefore, this research aims to analyze the influence of PSMMA on purchase intention through mediation of brand trust, brand experience, and brand love on traditional Indonesian cake products.

2. Literature Review & Hypothesis Development

2.1. Literature Review

Perceived Social Media Marketing Activities (PSMMA) illustrates how social media creates a shopping experience without limit time that is possible to build consumer engagement and loyalty (Zhang et al., 2023). In SOR theory, Social Media Marketing Activities (SMMA) plays a role as a stimulus shaping individual perception through PSMMA and produces a positive response in the form of purchase intention through the role of brand trust, brand experience,

and brand love (Koay et al., 2023) . Consumers who feel social media activities in a positive way tend to build trust and experience Good for brands so that strengthen purchase intention. Brand trust is defined as consumer confidence and sense of security to the reliability of something brand moment interacting with the brand (Roest & De Graaf, 2023) . In online business, quality systems, information and services become important factors in building brand trust that are capable of significantly increasing purchase intention (Leong et al., 2019) . Brand experience is the subjective response of consumers who are formed through interaction between consumers, brands, and other factors (Andreini et al., 2019) . Brand experience is related to customer satisfaction, brand loyalty, attitude to brand, brand equity, and purchase intention. Factors that influence brand experience include event marketing, brand contact, storytelling, trust, and perceived usefulness (Khan & Rahman, 2015) .

Brand love is a long term connection between consumers and brands that involves cognitive, affective, and behavioral aspects (Batra et al., 2012) . Brand love is influenced by perception. qualities that can encourage loyalty, positive word of mouth, and resilience to negative information. The development of brand love is considered more sustainable compared to only focusing on brand loyalty (Robertson et al., 2022).

Purchase intention is the possibility that consumers do future purchase and use company For understanding consumer behavior as well as estimating future performance (Wu et al., 2023). .Perception value, relevance content, and trust to product can form purchase intention, especially through the right social media content strategy (Siregar & Ali, 2024).

Interactivity describes reciprocal relationships between users and objects with responses that users cannot fully control (Smuts, 2009). In purchase intention, interactivity becomes the dominant factor which together with informativeness and relevance has an influence in a direct and no direct way to purchase intention (Alalwan, 2018).

Informativeness contributes in the form of a positive attitude to the brand. The development of the internet and smartphones makes it easier for companies to convey information and interact directly with consumers so that information on social media is more trusted and capable of building brand trust (Hanaysha, 2022). Good information also helps consumers in making purchase decisions (Alalwan, 2018).

Entertainment is culture commercial audience - oriented provide pleasant experience at a time profit economy (McKee et al., 2014). In addition as entertainment, entertainment also aims to increase consumer and community involvement to brand (Cheung et al., 2020).

Perceived relevance is the level of relatedness of something content with personal experience, benefits, and individual identity (Priniski et al., 2018) . Content or relevant ads with consumer needs and interests will be viewed as more useful so that they form positive perceived relevance (Alalwan, 2018) .

2.2. Hypothesis Development

Perceived Social Media Marketing Activities (PSMMA) is a means of communication marketing used For convey information and building consumer involvement to brand (Koay et al., 2023) . Marketing activity through social media also influences brand trust level and becomes an indicator of digital marketing effectiveness (Ebrahim, 2019). Therefore , hypothesis study This is PSMMA has influence towards Brand Trust.

H 1: PSMMA has influence towards Brand Trust.

In the food industry, brand trust influences consumer brand experience. The low trust in the brand can cause a negative experience, whereas a high level of confidence is capable of

increasing positive experience in accordance with consumers' expectations (Lassoued & Hobbs, 2015). Thus, the hypothesis study This is Brand Trust plays a positive role in forming Brand Experience.

H 2: Brand Trust plays a positive role in forming Brand Experience.

High brand trust can cause a feeling of loss when the No Again brand is presented, which reflects brand love (Batra et al., 2012). Brand love is also formed through recurring satisfaction and interaction based on trust to brand (Robertson et al., 2022). Therefore, hypothesis study This is Brand Trust contributes positively to the formation of Brand Love.

H 3: Brand Trust contributes positively to the formation of Brand Love.

Positive brand experience is capable of increasing consumer purchase intention and providing a profitable impact for the brand (Khan & Rahman, 2015). Thus, the hypothesis study This is Brand Experience contributes positively towards Purchase Intention.

H 4: Brand Experience contributes positively towards Purchase Intention.

Brand love is a form of consumer emotional attachment to the brand (Carroll & Ahuvia, 2006). High brand love can encourage positive responses and increase consumer purchase intention (Koay et al., 2023). Therefore that, hypothesis study This is Brand Love in a way positively influences Purchase Intention.

H 5: Brand Love in general positively influences Purchase Intention.

Interactivity is the brand's ability to build communication and exchange information with consumers online. Social media interactivity proven to influence brand trust and increase consumers' sense of security in online transactions (Hanaysha, 2022); (Alalwan, 2018). Thus, the hypothesis study This is Interactivity has a positive connection with Brand Trust.

H 6: Interactivity has a positive connection with Brand Trust.

Informativeness is the ability of content or advertisements to convey important information to consumers. Informative content and online reviews can increase consumer trust as well as support the formation of brand trust (Hanaysha, 2022). Therefore, this hypothesis study is Informativeness provides a positive influence towards Brand Trust.

H 7: Informativeness provides a positive influence towards Brand Trust.

Entertainment on social media is created through interesting and entertaining content that provides a positive experience for consumers (Hanaysha, 2022). Experience the capability to increase consumer engagement, satisfaction, and brand trust (Cheung et al., 2020). Thus, the hypothesis study This is Entertainment has a positive impact in a significant way towards Brand Trust.

H 8: Entertainment has a positive impact in a significant way towards Brand Trust.

Perceived relevance is consumer perception about the suitability of content or advertisement with their personal needs and values (Hanaysha, 2022). Relevant and personalized content can increase consumer attention as well as forming brand trust (Alalwan, 2018). Therefore, hypothesis study This is Perceived Relevance positively influences Brand Trust.

H 9: Perceived Relevance in terms of positive influence Brand Trust.

The connection between PSMMA and purchase intention can be mediated in a positive way by brand trust and brand experience (Koay et al., 2023). Effective social media activities capable of increasing trust and long-term relationships between consumers and brands. Thus, the hypothesis study This is PSMMA which is mediated by Brand Trust and Brand Experience which has a positive influence towards Purchase Intention.

H 10: PSMMA mediated by Brand Trust and Brand Experience has a positive influence towards Purchase Intention.

Koay et al. (2023) explain that PSMMA has a significant influence towards brand trust, then forms brand love and finally increases purchase intention. Therefore, this hypothesis study is PSMMA has a positive influence towards Purchase Intention through Brand Trust and Brand Love.

H 11: PSMMA has a positive effect towards Purchase Intention through Brand Trust and Brand Love.

3. Methodology

This study employed a quantitative approach with an explanatory research design to examine the interrelationships among variables within the proposed research model. Primary data was obtained through distribution online questionnaire using Google Forms to 300 respondents who were users active on social media in Indonesia and know the products Monamy Bakery, Sari Sari Aneka Jajan Pasar, and Holland Bakery. All measurement items were adapted from previously validated studies to ensure construct validity and reliability. Perceived Social Media Marketing Activities (PSMMA), brand trust, brand experience, brand love, and purchase intention were adapted from Koay et al. (2023). Meanwhile, interactivity, informativeness, entertainment, and perceived relevance were adapted from Hanaysha (2022). All constructs were measured using a seven-point Likert scale ranging from 1 ("strongly disagree") to 7 ("strongly agree"), consistent with recommendations by de Rezende and de Medeiros (2022).

Measurement variables done use Likert scale 1–7. Data collection technique sample using purposive sampling with criteria respondents minimum age 17 years, active using social media, as well as once see content promotion brand cake traditional on social media. Data analysis was carried out using Partial Least Square–Structural Equation Modeling (PLS-SEM) method through testing the outer model and inner model to measure validity, reliability, and connection intervariable study.

4. Results and Discussion

4.1. Measurement Model Analysis (Outer Model)

Outer model used For measurement connection between variables (constructs) with indicators. Objectives the outer model is done For see in a way detailed relationship between latent variables (constructs) with every indicator nya . The method used in Outer model measurements include outer loading for indicator reliability tests, Cronbach's alpha & composite reliability for Internal Consistency Reliability tests, AVE/average variance extracted for convergent validity and cross loading factor tests, Fornell larcker and HTMT for discriminant validity.

4.1.1. Reliability Indicator (Outer Loading)

The results of the outer loading test show majority indicator own value ≥ 0.7 so that fulfills condition reliability. There are nine indicators with values below 0.7, with the lowest mark of 0.589 on BL10 and 0.698 on PRR1. Although Thus, the indicator Still can be accepted value ≥ 0.5 and supported results of other tests such as Cronbach Alpha, Composite Reliability, AVE, HTMT, and cross loading. With Thus, all variables in this study are stated reliable and worthy For to be continued to the next stage of testing.

Table 1. Uji Outer Loading

Variable	Indicator	Outer Loading (Very Good Reliability $\geq 0,7$)	Reliable (Yes or No)
Perceived Social Media Marketing Activities	PSMMA1 CUS	0.922	Yes
	PSMMA2 CUS	0.845	Yes
	PSMMA3 ENT	0.827	Yes
	PSMMA4 ENT	0.885	Yes
	PSMMA5 IN	0.855	Yes
	PSMMA6 IN	0.891	Yes
	PSMMA7 IN	0.805	Yes
	PSMMA8 TR 1	0.882	Yes
	PSMMA9 TR 2	0.906	Yes
	PSMMA10 WOM 1	0.876	Yes
	PSMMA11 WOM 2	0.882	Yes
Brand Trust	BT1	0.743	Yes
	BT2	0.793	Yes
	BT3	0.806	Yes
	BT4	0.653	Yes (Still Acceptable)
Brand Experience	BE1 AD 1	0.829	Yes
	BE2 AD 2	0.894	Yes
	BE3 AD 3	0.849	Yes
	BE4 BD 1	0.755	Yes
	BE5 BD 2	0.893	Yes
	BE6 BD 3	0.735	Yes
	BE7 ID 1	0.754	Yes
	BE8 ID 2	0.841	Yes
	BE9 ID 3	0.861	Yes
	BE10 SD 1	0.841	Yes
	BE11 SD 2	0.889	Yes
	BE12 SD 3	0.709	Yes
Brand Love	BL3	0.720	Yes
	BL4	0.805	Yes
	BL5	0.732	Yes
	BL10	0.589	Yes (Still Acceptable)
Purchase Intention	PI1	0.789	Yes
	PI2	0.887	Yes
	PI3	0.782	Yes
Interactivity	INT1	0.656	Yes (Still Acceptable)
	INT2	0.746	Yes
	INT3	0.760	Yes
	INT4	0.770	Yes
	INT5	0.604	Yes (Still Acceptable)
Informativeness	INF1	0.726	Yes
	INF2	0.842	Yes
	INF3	0.871	Yes
	INF4	0.780	Yes

Variable	Indicator	Outer Loading (Very Good Reliability $\geq 0,7$)	Reliable (Yes or No)
Entertainment	INF5	0.656	Yes
	EN1	0.776	Yes
	EN2	0.778	Yes
	EN3	0.724	Yes
	EN4	0.672	Yes
Perceived Relevance	PRR1	0.598	Yes
	PRR2	0.724	Yes
	PRR3	0.687	Yes
	PRR4	0.766	Yes
	PRR5	0.767	Yes
	PRR6	0.659	Yes

Table 2. Internal Consistency Reliability

Variable		Cronbach's alpha	Cronbach's Alpha (Reliability ≥ 0.70) (Yes / No)	Composite Reliability Reliable	Composite Reliability (≥ 0.70) (Yes / No)	Result: Valid and Reliable (Yes / No)
Perceived Social Media Marketing Activities	PSMMA CUS	0.729	Yes	0.878	Yes	Yes
	PSMMA ENT	0.641	Yes	0.847	Yes	Yes
	PSMMA IN	0.810	Yes	0.887	Yes	Yes
	PSMMA TR	0.750	Yes	0.889	Yes	Yes
	PSMMA WOM	0.705	Yes	0.872	Yes	Yes
Brand Trust Brand Experience	BT	0.739	Yes	0.837	Yes	Yes
	BE AD	0.820	Yes	0.893	Yes	Yes
	BE BD	0.709	Yes	0.839	Yes	Yes
	BE ID	0.769	Yes	0.860	Yes	Yes
	BE SD	0.755	Yes	0.856	Yes	Yes
Brand Love Purchase Intention	BL	0.676	Yes	0.806	Yes	Yes
	PI	0.757	Yes	0.861	Yes	Yes
Interactivity	INT	0.752	Yes	0.835	Yes	Yes
Informativeness	INF	0.834	Yes	0.884	Yes	Yes
Entertainment	EN	0.724	Yes	0.827	Yes	Yes
Perceived Relevance	PRR	0.796	Yes	0.853	Yes	Yes

Test results show If overall composite reliability measurement has a value of ≥ 0.7 , while the majority of Cronbach's alpha get mark Cronbach alpha ≥ 0.7 and still there are two items that have value ≤ 0.7 , namely 0.641 for PSMMA ENT and 0.676 for BL, although thus with consider mark the Still is ≥ 0.6 and the outer loading is sufficient high and fulfills the condition of both,

the composite reliability value is sufficient tall as well as AVE test value that meets conditions, then second indicator the Still stated reliable although with category weak consistency . With thus all over indicators from research This can be categorized as valid and reliable.

Table 3. Uji Validitas *Convergen Validity* (AVE)

Variable		AVE (≥ 0.50) (Yes / No)	Valid (Yes / No)
Perceived Social	PSMMA CUS	0.783	Yes
Media Marketing	PSMMA ENT	0.734	Yes
Activities	PSMMA IN	0.724	Yes
	PSMMA TR	0.799	Yes
	PSMMA WOM	0.772	Yes
Brand Trust	BT	0.564	Yes
Brand	BE AD	0.736	Yes
Experience	BE BD	0.636	Yes
	BE ID	0.672	Yes
	BE SD	0.667	Yes
Brand Love	BL	0.512	Yes
Purchase	PI	0.674	Yes
Intention			
Interactivity	INT	0.504	Yes
Informativeness	INF	0.607	Yes
Entertainment	ENT	0.546	Yes
Perceived	PRR	0.494	Yes
Relevance			

The results of the average variance extracted test or AVE test from table served for research This is, the majority of AVE values are already Good with value ≥ 0.5 , although There is one AVE test has the value of 0.494 (close to 0.5) is PRR. In short all indicators on variables construct can be categorized as valid and fulfilling indicators condition.

Table 4. HTMT *Matrix*

	BE AD	BE BD	BE ID	BE SD	BL	BT	ENT	INF	INT	PI	PRR	PSMMA CUS	PSMMA ENT	PSMMA IN	PSMMA TR	PSMMA WOM
BE AD																
BE BD	0.502															
BE ID	0.224	0.534														
BE SD	0.325	0.109	0.414													
BL	0.468	0.445	0.373	0.342												
BT	0.176	0.159	0.274	0.558	0.723											
ENT	0.441	0.463	0.461	0.388	0.744	0.506										
INF	0.276	0.337	0.428	0.460	0.705	0.604	0.298									
INT	0.422	0.379	0.417	0.419	0.771	0.617	0.727	0.360								
PI	0.373	0.369	0.399	0.380	0.473	0.418	0.531	0.471	0.364							
PRR	0.354	0.367	0.387	0.465	0.816	0.636	0.404	0.660	0.719	0.551						
PSMMA CUS	0.444	0.407	0.306	0.541	0.470	0.443	0.365	0.305	0.616	0.351	0.583					
PSMMA ENT	0.553	0.510	0.367	0.432	0.539	0.403	0.686	0.302	0.604	0.442	0.492	0.873				
PSMMA IN	0.379	0.561	0.586	0.307	0.616	0.364	0.683	0.587	0.503	0.492	0.528	0.164	0.419			
PSMMA TR	0.242	0.505	0.626	0.469	0.528	0.245	0.315	0.543	0.360	0.520	0.542	0.224	0.152	0.599		
PSMMA WOM	0.401	0.378	0.494	0.534	0.432	0.432	0.285	0.532	0.414	0.417	0.462	0.308	0.207	0.246	0.618	

The HTMT results indicate that all values are below the threshold of 0.90. The highest value is 0.873, which is still within the acceptable range. Therefore, it can be concluded that discriminant validity has been established, and the constructs in the model are sufficiently distinct from each other.

Table 5. Fornell Lacker

	BE AD	BE BD	BE ID	BE SD	BL	BT	ENT	INF	INT	PI	PRR	PSMMA CUS	PSMMA ENT	PSMMA IN	PSMM A TR	PSMMA WOM
BE AD	0.858															
BE BD	0.359	0.798														
BE ID	0.191	0.354	0.820													
BE SD	0.231	0.058	0.385	0.817												
BL	0.348	0.318	0.289	0.262	0.716											
BT	0.132	0.105	0.237	0.433	0.515	0.751										
ENT	0.336	0.332	0.363	0.305	0.535	0.377	0.739									
INF	0.226	0.251	0.358	0.357	0.536	0.476	0.235	0.779								
INT	0.328	0.274	0.326	0.320	0.547	0.464	0.535	0.291	0.710							
PI	0.294	0.271	0.322	0.301	0.352	0.314	0.393	0.378	0.264	0.821						
PRR	0.290	0.277	0.326	0.366	0.604	0.503	0.320	0.549	0.571	0.439	0.703					
PSMMA CUS	0.342	0.299	0.245	0.395	0.338	0.332	0.277	0.250	0.458	0.276	0.460	0.885				
PSMMA ENT	0.402	0.344	0.269	0.291	0.359	0.279	0.476	0.221	0.412	0.301	0.350	0.584	0.857			
PSMMA IN	0.310	0.420	0.460	0.240	0.458	0.285	0.529	0.472	0.394	0.383	0.426	0.114	0.334	0.851		
PSMMA TR	0.189	0.363	0.491	0.360	0.392	0.182	0.235	0.428	0.269	0.390	0.423	0.177	0.106	0.435	0.894	
PSMMA WOM	0.304	0.267	0.380	0.386	0.304	0.313	0.212	0.409	0.302	0.304	0.343	0.229	0.140	0.173	0.449	0.879

Objective from testing Fornell lacker also ensured that something variables / constructs own real difference with construct others. In Fornell test view Lacker, a variable categorized fulfills condition if something variable more strongly relates to the variables Alone If compared to with other variables.

numerical value listed in the test Fornell lacker research This shows If mark all variables in research This in an empirical way worth more strongly the interaction with variables That Alone If compared to with the relationship with other variables. Comparison in empirical data This Enough real with enough differences Far between connection between each variable with variables That alone and between variables with other variables, meaning variables / constructs in study truly research This very different One each other and the discriminant validity value is fulfilled. The cross loadings value is good and fulfills the condition is the cross loading value of a indicator itself the highest relationship in a way mark empirical with the variables If compared to with other variables.

Table 6. Cross Loadings

	BE AD	BE BD	BE ID	BE SD	BL	BT	ENT	INF	INT	PI	PRR	PSMMA CUS	PSMMA ENT	PSMMA IN	PSMMA TR	PSMMA WOM
BE1 AD1	0.829	0.178	0.155	0.308	0.242	0.168	0.293	0.145	0.331	0.215	0.227	0.320	0.358	0.196	0.126	0.275
BE10 SD1	0.166	0.024	0.444	0.841	0.236	0.384	0.305	0.287	0.285	0.296	0.310	0.285	0.269	0.254	0.372	0.279
BE11 SD2	0.151	0.026	0.311	0.889	0.241	0.407	0.251	0.295	0.269	0.257	0.312	0.338	0.204	0.178	0.271	0.370
BE12 SD3	0.306	0.127	0.120	0.709	0.145	0.234	0.167	0.313	0.226	0.158	0.278	0.381	0.260	0.142	0.222	0.308
BE2 AD2	0.894	0.324	0.170	0.184	0.316	0.099	0.285	0.198	0.281	0.275	0.264	0.344	0.361	0.296	0.148	0.237
BE3 AD3	0.849	0.419	0.167	0.108	0.335	0.077	0.288	0.237	0.235	0.265	0.254	0.214	0.316	0.302	0.212	0.273
BE4 BD 1	0.553	0.755	0.156	0.085	0.291	0.003	0.283	0.165	0.136	0.239	0.204	0.218	0.328	0.329	0.228	0.230
BE5 BD2	0.284	0.893	0.249	0.042	0.288	0.138	0.288	0.224	0.261	0.218	0.270	0.292	0.299	0.355	0.307	0.232
BE6 BD3	0.016	0.735	0.452	0.011	0.177	0.105	0.221	0.209	0.256	0.192	0.183	0.198	0.193	0.319	0.335	0.175
BE7 ID1	0.072	0.515	0.754	0.104	0.184	0.076	0.224	0.255	0.214	0.282	0.202	0.209	0.197	0.371	0.393	0.233
BE8 ID2	0.157	0.308	0.841	0.258	0.243	0.126	0.292	0.246	0.276	0.177	0.206	0.162	0.197	0.388	0.331	0.299
BE9 ID3	0.213	0.140	0.861	0.484	0.271	0.308	0.351	0.347	0.301	0.301	0.345	0.217	0.250	0.379	0.451	0.371
BL10	0.173	0.284	0.353	0.303	0.589	0.336	0.427	0.375	0.237	0.386	0.362	0.231	0.282	0.333	0.439	0.278
BL3	0.298	0.129	0.113	0.159	0.720	0.330	0.343	0.372	0.477	0.243	0.444	0.262	0.242	0.281	0.188	0.269
BL4	0.281	0.173	0.148	0.124	0.805	0.368	0.316	0.411	0.405	0.195	0.421	0.190	0.201	0.321	0.244	0.140
BL5	0.243	0.296	0.174	0.133	0.732	0.422	0.413	0.356	0.451	0.146	0.489	0.273	0.283	0.354	0.206	0.161
BT1	0.051	0.103	0.250	0.372	0.319	0.743	0.254	0.388	0.288	0.251	0.430	0.237	0.140	0.204	0.172	0.314
BT2	0.057	0.056	0.173	0.320	0.447	0.793	0.246	0.385	0.323	0.220	0.408	0.272	0.239	0.223	0.115	0.231
BT3	0.076	0.108	0.113	0.343	0.404	0.806	0.289	0.346	0.393	0.251	0.351	0.242	0.237	0.209	0.152	0.246
BT4	0.222	0.047	0.175	0.261	0.373	0.653	0.347	0.306	0.395	0.219	0.316	0.243	0.221	0.220	0.107	0.142
ENT1	0.255	0.218	0.328	0.265	0.360	0.315	0.776	0.272	0.353	0.303	0.171	0.165	0.367	0.468	0.205	0.132
ENT2	0.288	0.237	0.257	0.220	0.437	0.263	0.778	0.128	0.432	0.269	0.253	0.234	0.336	0.354	0.212	0.173
ENT3	0.272	0.242	0.236	0.171	0.329	0.210	0.724	0.080	0.379	0.298	0.169	0.112	0.349	0.406	0.092	0.056
ENT4	0.190	0.283	0.235	0.225	0.440	0.299	0.672	0.175	0.417	0.291	0.336	0.286	0.349	0.330	0.164	0.239
INF1	0.187	0.165	0.258	0.297	0.358	0.344	0.116	0.726	0.263	0.236	0.428	0.180	0.162	0.345	0.324	0.274
INF2	0.197	0.163	0.337	0.326	0.477	0.407	0.180	0.842	0.205	0.304	0.527	0.216	0.189	0.416	0.426	0.389
INF3	0.128	0.142	0.261	0.265	0.462	0.422	0.113	0.871	0.192	0.309	0.493	0.201	0.097	0.326	0.336	0.337
INF4	0.145	0.289	0.297	0.224	0.418	0.326	0.226	0.780	0.202	0.345	0.359	0.194	0.198	0.368	0.340	0.301
INF5	0.231	0.246	0.243	0.274	0.357	0.341	0.303	0.656	0.286	0.282	0.301	0.178	0.234	0.390	0.228	0.278
INT1	0.288	0.291	0.243	0.228	0.378	0.321	0.439	0.197	0.656	0.391	0.368	0.300	0.324	0.302	0.232	0.211
INT2	0.259	0.214	0.264	0.235	0.435	0.318	0.432	0.165	0.746	0.251	0.465	0.377	0.337	0.332	0.244	0.233
INT3	0.249	0.209	0.216	0.216	0.381	0.268	0.402	0.095	0.760	0.151	0.397	0.308	0.327	0.266	0.201	0.226
INT4	0.202	0.141	0.220	0.239	0.370	0.355	0.335	0.209	0.770	0.099	0.382	0.329	0.233	0.240	0.145	0.210
INT5	0.170	0.126	0.209	0.209	0.364	0.357	0.296	0.325	0.604	0.055	0.401	0.299	0.246	0.255	0.138	0.188
PI1	0.215	0.231	0.313	0.225	0.250	0.218	0.280	0.330	0.128	0.789	0.323	0.164	0.163	0.252	0.376	0.325
PI2	0.263	0.254	0.278	0.289	0.338	0.303	0.349	0.380	0.244	0.887	0.445	0.289	0.279	0.373	0.322	0.242
PI3	0.247	0.177	0.198	0.222	0.272	0.246	0.340	0.205	0.280	0.782	0.297	0.218	0.303	0.311	0.260	0.180
PRR1	0.218	0.244	0.282	0.279	0.400	0.306	0.301	0.325	0.332	0.315	0.598	0.233	0.237	0.316	0.227	0.287
PRR2	0.119	0.213	0.286	0.270	0.370	0.354	0.160	0.407	0.321	0.303	0.724	0.348	0.220	0.241	0.337	0.325
PRR3	0.190	0.202	0.197	0.146	0.420	0.232	0.154	0.373	0.341	0.250	0.687	0.338	0.232	0.271	0.287	0.216
PRR4	0.208	0.101	0.141	0.319	0.413	0.366	0.176	0.363	0.424	0.309	0.766	0.362	0.217	0.279	0.318	0.262
PRR5	0.227	0.146	0.234	0.301	0.473	0.376	0.218	0.394	0.456	0.316	0.767	0.352	0.283	0.320	0.311	0.183
PRR6	0.248	0.264	0.235	0.198	0.459	0.425	0.310	0.431	0.485	0.334	0.659	0.302	0.273	0.350	0.291	0.187
PSMMA1 CUS1	0.303	0.292	0.265	0.391	0.335	0.334	0.269	0.286	0.413	0.308	0.489	0.922	0.552	0.178	0.238	0.245
PSMMA10 WOM1	0.271	0.225	0.347	0.355	0.342	0.272	0.247	0.426	0.289	0.312	0.297	0.208	0.145	0.223	0.500	0.876
PSMMA11 WOM2	0.264	0.245	0.321	0.325	0.193	0.278	0.127	0.294	0.242	0.223	0.306	0.194	0.101	0.082	0.291	0.882
PSMMA2 CUS2	0.307	0.229	0.153	0.296	0.254	0.242	0.215	0.134	0.400	0.159	0.300	0.845	0.474	-0.005	0.046	0.146
PSMMA3 ENT1	0.330	0.285	0.201	0.271	0.313	0.215	0.337	0.128	0.398	0.305	0.340	0.661	0.827	0.089	0.067	0.111
PSMMA4 ENT2	0.358	0.305	0.256	0.233	0.305	0.260	0.468	0.241	0.317	0.221	0.267	0.369	0.885	0.451	0.111	0.128
PSMMA5 IN1	0.254	0.325	0.339	0.165	0.348	0.276	0.468	0.353	0.339	0.282	0.345	0.138	0.405	0.855	0.185	0.069
PSMMA6 IN2	0.292	0.369	0.429	0.191	0.425	0.239	0.487	0.398	0.354	0.352	0.365	0.062	0.237	0.891	0.383	0.133
PSMMA7 IN3	0.245	0.388	0.420	0.275	0.407	0.204	0.386	0.474	0.311	0.356	0.385	0.082	0.178	0.805	0.609	0.270
PSMMA8 TR1	0.181	0.382	0.482	0.332	0.312	0.154	0.293	0.423	0.233	0.382	0.354	0.130	0.128	0.499	0.882	0.390
PSMMA9 TR2	0.159	0.274	0.402	0.313	0.386	0.172	0.137	0.347	0.247	0.319	0.401	0.184	0.065	0.292	0.906	0.412

The cross loading values of each show that cross loading value of an indicator with the variables Alone higher If compared to with connection indicators the with other variables. The values obtained if Enough significant, so that in conclusion Indicator in a way Good measure variables the construction Alone.

4.2. Structural Model Analysis (Inner Model)

For ensure strength as well as structural model accuracy from a model, is required inner model analysis. Inner model test using a number of testing namely the collinearity statistics (VIF) test, Path Coefficient, R2 (predictive power), F2 Effect Size, Q2 (predictive relevance), Q2 Effect Size, and model comparison test (involving R2 and Q2).

4. 2. Structural Model Analysis (Inner Model)

4.2.1. Collinearity / VIF 2nd Stage Order Factor

Table 7. Collinearity Statistics (VIF) 2nd Stage

Variables	BT	PI	Predictive Relationship
PSMMA	2,350	-	PSMMA -> BT
BE	1,000	-	BT -> BE
BE	-	1,239	BE -> PI
BL	1,000	-	BT -> BL
BL	-	1,239	BL -> PI
ENT	1,606	-	ENT -> BT
INF	1,615	-	INF -> BT
INT	1,970	-	INT -> BT
PRR	2,114	-	ENT -> BT

Collinearity Statistics (VIF) 2nd Stage that mark from all over the tested variable has a VIF value < 3. With considering VIF data in the first stage testing then the result is No happen multicollinearity between variables or in other words no happen overlapping overlap between variable .

4.2.2. Path Coefficient, T-Statistics, P-Value, and Second-Stage Hypothesis Testing

Table 8. Path Coefficient 2nd Stage Test

H	Connection Construct	Path Coefficient	T-Statistics	P-Value	Significant (S) Or Not Significant (TS)
H1	Perceived Social Media Marketing Activities (PSMMA) -> Brand Trust	-0.038	0.455	0.649	TS
H2	Brand Trust- >Brand Experience	0.381	6,409	0.000	S
H3	Brand Trust- >Brand Love	0.515	11,112	0.000	S
H4	Brand Experience- Purchase Intention	0.357	6,288	0.000	S
H5	Brand Love- Purchase Intention	0.195	2,648	0.008	S
H6	Interactivity->Brand Trust	0.204	2,351	0.019	S
H7	Informativeness- >Brand Trust	0.290	3,235	0.001	S
H8	Entertainment->Brand Trust	0.155	2,139	0.033	S
H9	Perceive Relevance- >Brand Trust	0.202	2,184	0.029	S
Hx	Perceived Social Media Marketing Activities (PSMMA)- >Purchase Intention	0.374	3,923	0.000	S

H 1: Perceived Social Media Marketing Activities (PSMMA) has an effect negative with No significant towards Brand Trust.

Hypothesis test results show that PSMMA provides influence negative in a way No significant to Brand trust, thanks acquisition mark of -0.038. The T-Statistics obtained is of 0.455 and P-Value of 0.455, which shows connection the No significant or H1 is rejected. The interpretation is is PSMMA or activity social media marketing No give influence in a way significant to building Brand Trust.

Hx: Perceived Social Media Marketing Activities (PSMMA) has an effect positive and significant towards Brand Trust.

In another test between Perceived Social Media Marketing Activities (PSMMA) directly towards Brand Trust obtained results that Perceived Social Media Marketing Activities (PSMMA) have influence significant positive on Brand Trust with a Path Coefficients value of 0.374, a T-Statistics value of 3.923 and a P-Value of 0.000. The test results is Hx accepted or significant.

H 2 : Brand Trust has an influence positive and significant towards Brand Experience

The hypothesis test of Brand Trust against Brand Experience shows that existence connection positive with the original value is 0.381, with a T-statistic of 6.409 and a P-Value of 0.000, so H2 is accepted. or significant. If defined means Brand Trust in general significant and positive will improve Brand Experience.

H 3 : Brand Trust has influence positive and significant towards Brand Love

From the results of the Brand Trust hypothesis test on Brand Love, it was obtained mark of 0.515, T-statistics of 11.112 and P-Value of 0.000, the results are is H3 stated accepted or significant. Interpretation from testing This is Brand Trust increases formation of Brand Love in a positive and significant.

H 4 : Brand Experience has an influence positive in a way significant on Purchase Intention

The path coefficient value is 0.357 with a T-statistic of 6.288 and a P-Value of 0.000 for testing hypothesis the influence of Brand Experience on Purchase Intention, so that Brand Experience has influence positive and significant on Purchase Intention with H4 accepted or significant . Can interpreted as Brand Experience positive and significant influence formation of Purchase Intention.

H 5 : Brand Love has an effect positive and significant towards Purchase Intention Brand Love has influence positive in a way significant towards Purchase Intention with the path coefficient value is 0.195 and the T-Statistics and P-Value are 2.648 and 0.008 respectively, so that the hypothesis test for H5 it is stated accepted or significant. Brand Love is interpreted help formation of Purchase Intention positive and significant.

H 6: Interactivity has an effect positive and significant towards Brand Trust

The path coefficient results were 0.204, T-Statistics were 2.351 and P-Value was 0.019 for the hypothesis test. the influence of interactivity on brand trust with thus making the hypothesis test H6 accepted or significant. Interpretation from testing is Interactivity capable increase Brand Trust.

H 7 : Informativeness provides influence positive in a way significant to Brand Trust

Informativeness has influence positive and significant towards Brand Trust or H7 is accepted or significant with notice test results with The path coefficient value is 0.290, the T-Statistics is 3.235 and the P-Value is 0.001. The interpretation results testing This is Informativeness capable help building Brand Trust.

H 8: Entertainment provides influence in a way positive as well as significant to Brand Trust

Path coefficient testing for Entertainment's test of Brand Trust is that Entertainment has influence positive and significant Brand Trust. These results obtained from the path coefficient with value 0.155, T-Statistics value 2.139, P-Value value 0.033, so results testing hypothesis is H8 accepted or significant. This can interpreted if Entertainment helps building Brand Trust.

H 9: Perceive Relevance provides influence positive and significant towards Brand Trust

The influence of Perceive Relevance on Brand Trust is stated influential in a way positive and significant or H9 is accepted with the path coefficient value is 0.202, the T-Statistics value is 2.184, and the P-Value value is 0.029. It can be interpreted as follows : if Perceive Relevance can increase building Brand Trust.

4.2.3. Analysis Effect Mediation

Table 9. Effect Analysis 2nd Stage Mediation

H	Connection Construct	Path Coefficients	Confidence Interval 95%		T-Statistics	P-Value	Significant right? (S) Or Not Significant (TS)
			Lower Bound	Upper Bound			
H10	PSMMA- > Brand Trust -> Brand Experience - > Purchase Intention	-0.005	-0.023	0.027	0.416	0.677	TS
H11	PSMMA- > Brand Trust -> Brand Experience > Purchase Intention	-0.004	-0.020	0.016	0.433	0.665	TS

H 10: PSMMA through Brand Trust and Brand Experience mediation has an influence negative No significant on Purchase Intention

the hypothesis test H9 are rejected or No significant with test value of -0.005, T-Statistics of 0.416 and P-Value of 0.677, so that PSMMA through mediation of Brand Trust and Brand Experience has influence negative No significant towards Purchase Intention. This means that PSMMA through Brand Trust and Brand Experience does not significant help formation of Purchase Intention.

H 11: PSMMA through Brand Trust and Brand Experience mediation has an influence in a way negative and no significant on Purchase Intention

Path Coefficients test values for PSMMA through the mediation of Brand Trust and Brand Experience is -0.004, value, T-Statistics 0.433 and P-Value is 0.665. With thus PSMMA testing through Brand Trust and Brand Experience mediation provides influence negative and no significant towards Purchase Intention. This means that PSMMA through Brand Trust and Brand Love No significant in the formation of Purchase Intention or H10 is rejected .

4.2.4. Structural Model Strength Test R-Square (R²) 2nd Stage

Table 10. 2nd Stage Structural Model

Variables endogenous/ dependent	R- Square	Explanation
BE	0.145	Very low

BL	0.265	Low
BT	0.376	Low
PI	0.227	Very low

Structural model test in the Second Stage test is that BT has the highest value with value 0.376 even though Still in category low, while the lowest is BE with value 0.145. Interpretation is variables independent capable explain variables dependent although with category low or weak. The low R-Square value for Brand Experience may also be explained by the heterogeneous characteristics of the respondents, who were drawn from diverse social media user backgrounds. In the context of traditional Indonesian cake products, some consumers may have already developed sensory and emotional experiences with the brands through prior offline consumption before being exposed to the brands' social media activities. This condition may limit the extent to which digital-related variables, such as Perceived Social Media Marketing Activities (PSMMA) and Brand Trust, influence Brand Experience.

4.2.5 F-Square (F2) Effect Size 2nd Stage

Table 11. Results of the F-square Effect Size 2nd Stage calculation

Construct interaction	R2 Included	F2 effect size	Explanation
BE -> PI	0.227	0.133	Small
BL -> PI	0.227	0.040	Very Small
BT -> BE	0.145	0.170	Currently
BT -> BL	0.265	0.361	Big
ENT -> BT	0.376	0.024	Small
INF -> BT	0.376	0.084	Very Small
INT -> BT	0.376	0.034	Very Small

F-square in the Second Stage test shows If mark highest There is There is interaction variables or BT construct against BL , namely of 0.361 with category biggest and lowest is on ENT against BT , namely of 0.024 with category small . With the support from F-square test results interpretation from results This is BT contributing against BL.

Meanwhile, several other relationships exhibit small to very small effect sizes, indicating that the contribution of each independent variable to the dependent variable is not uniformly strong.

4.2.6 Q-Square (Q2)

The Q-Square (Q²) test is used To measure the model's ability to predict against endogenous variables in other words to see what is the research model's own good ability in predicting observation data.

Table 12. Q-Square 2nd Stage Test

Variables endogenous/dependent	Q- Square
BE	0.054
BL	0.264
BT	0.343
PI	0.211

The results of the Q-Square test in the Second Stage test if mark highest is at BT of 0.343. By general model still own prediction to construct endogenous or good predictive relevance.

5. Conclusion and Suggestion

5.1 Conclusion

This study is adapted from and inspired by Koay et al. (2023), a Q1-ranked journal published in the Journal of Global Marketing, which analyzes social media marketing activities and purchase intention based on the Stimulus–Organism–Response (SOR) theory in Guangdong Province, China. The study examines Perceived Social Media Marketing Activities (PSMMA), Brand Trust, Brand Experience, Brand Love, and Purchase Intention.

Another key reference is Jalal Rajeh Hanaysha (2022), also a Q1-ranked study published in the International Journal of Information Management Data Insights (United Arab Emirates), which investigates social media marketing content effects on Brand Trust. In this study, Brand Trust is influenced by several factors, including Interactivity, Informativeness, Entertainment, and Perceived Relevance.

The present research consists of 11 hypotheses, of which 8 are supported and 3 are rejected. The analysis was conducted through a two-stage approach (first-stage and second-stage analysis). The second-stage analysis was required because PSMMA and Brand Experience consist of multiple dimensions; therefore, a higher-order construct analysis was necessary to obtain a unified representation of PSMMA and Brand Experience.

The strongest positive and significant relationship is between Brand Trust and Brand Love. This indicates that consumer trust plays a crucial role in strengthening or forming brand affection. This finding is further supported by the significant positive relationship between Brand Love and Purchase Intention, suggesting that brand love contributes to the formation of consumers' purchase intention toward traditional cakes. These relationships occur sequentially as two distinct hypotheses rather than a mediated multivariate relationship. In conclusion, consumer trust strengthens brand love, while brand love subsequently drives purchase intention.

Brand Trust also has a positive and significant effect on Brand Experience, with the second strongest effect size. This implies that brand trust contributes to shaping and enhancing consumers' brand experience. Furthermore, Brand Experience significantly influences Purchase Intention, indicating that consumer experience directly affects purchase intention for traditional cakes. These sequential relationships demonstrate that brand trust enhances brand experience, which in turn fosters purchase intention.

Brand Trust is significantly and positively influenced by Interactivity, Informativeness, Entertainment, and Perceived Relevance. Among these antecedents, Informativeness has the strongest effect, indicating that high-quality and relevant information plays the most critical role in building or strengthening consumer trust toward traditional cake brands.

Brand Trust is positively and significantly influenced by Interactivity as the second strongest predictor. This indicates that the interactivity of traditional cake brands within marketing channels, particularly social media platforms, contributes to the formation of brand trust. Interactivity refers to the degree of interaction and communication between sellers and consumers, which can enhance consumers' trust in the brand.

Perceived Relevance also provides a positive and significant contribution to Brand Trust. Perceived Relevance refers to the extent to which information, promotional content, products,

and messages align with consumers' needs, interests, preferences, and socio-economic and cultural contexts as the target audience of traditional cake products.

Entertainment has a positive and significant effect on Brand Trust. Entertainment refers to promotional materials or social media content that is engaging, enjoyable, and capable of creating a pleasant experience for audiences, in this case consumers or potential consumers. Entertainment contributes to strengthening or establishing consumer trust in traditional cake brands.

However, the hypothesis that Perceived Social Media Marketing Activities (PSMMA) significantly and positively influence Brand Trust is not supported. PSMMA refers to consumers' perceptions of marketing activities conducted by brands through promotional content on social media. In this study, PSMMA does not significantly contribute to the formation of consumer trust, suggesting that existing promotional content has not been sufficiently effective in building or strengthening brand trust.

Another unsupported hypothesis concerns the sequential mediation model of PSMMA - Brand Trust - Brand Experience - Purchase Intention. The findings indicate that promotional content delivered through social media, even when mediated by brand trust and brand experience, has not been effective in strengthening or generating consumers' purchase intention.

Similarly, the mediation model PSMMA - Brand Trust - Brand Love - Purchase Intention is also not statistically supported. This suggests that social media marketing activities, through the mediating roles of brand trust and brand love, are not yet effective in enhancing or generating consumer purchase intention.

Sarwar et al. (2025) emphasize that modern consumers are increasingly aware that social media popularity can be artificially manipulated through practices such as purchased followers and paid reviews. As a result, social media activities do not always translate into trust toward a brand.

In this context, social media activity itself is not the primary determinant of brand trust. Instead, what matters more is whether such activities are perceived as authentic by consumers. Perceived authenticity therefore plays a crucial mediating role in social media-based brand evaluations. The more authentic the content is perceived to be, the more positive the consumer's evaluation of the brand will be (Miao Hu et al., 2020).

Accordingly, perceived social media marketing activities (PSMMA) may not always have a significant direct effect on brand trust, as highlighted by recent findings in 2025. Interestingly, other test results show that Perceived Social Media Marketing Activities (PSMMA) have a positive and significant effect on Purchase Intention. This indicates that well-designed promotional content can directly generate consumers' willingness to buy. Social media marketing activities are capable of creating interest, desire to try, and positive perceptions of products through visual content, promotions, and product-related information, thereby directly stimulating purchase intention without necessarily involving brand trust as a mediating factor.

According to Prasetyo et al. (2025), social media marketing activities can directly enhance purchase intention through content attractiveness, interactivity, entertainment value, trendiness, and the quality of product information delivered to consumers. In this case, consumers may still develop purchase intentions driven by the stimulus provided through social media, even in the absence of trust as an intermediary mechanism.

5.2 Theoretical Contribution

This study is grounded in the Stimulus–Organism–Response (S–O–R) theory, with a specific focus on examining the role of Perceived Social Media Marketing Activities (PSMMA) in relation to Purchase Intention through several mediating variables within both exogenous and endogenous constructs, particularly in the context of traditional Indonesian cake products.

This research enriches the body of knowledge related to Perceived Social Media Marketing Activities, Brand Trust, Brand Experience, Brand Love, and Purchase Intention in the context of traditional Indonesian cakes. The findings confirm that Brand Trust plays a central and pivotal role in influencing various downstream variables. Additionally, Brand Trust itself is significantly influenced by several antecedent factors, namely Interactivity, Informativeness, Entertainment, and Perceived Relevance.

In the context of traditional Indonesian cakes, Brand Trust holds a crucial position that must be maintained to enhance consumers' Purchase Intention. Trust acts as a key psychological mechanism that connects marketing stimuli with consumer behavioral outcomes.

Furthermore, the additional hypothesis testing reveals that PSMMA has a direct, positive, and significant effect on Purchase Intention. This indicates that social media marketing activities can directly influence and enhance consumers' intention to purchase without necessarily being mediated by other variables.

Overall, this study provides an initial theoretical foundation and conceptual framework for understanding how Purchase Intention toward traditional Indonesian cake products can be shaped through digital marketing. The framework incorporates Perceived Social Media Marketing Activities, Brand Trust, Brand Experience, Brand Love, Interactivity, Informativeness, Entertainment, and Perceived Relevance as key determinants in explaining consumer purchase behavior.

5.3 Managerial Implications

This study highlights that Brand Trust plays a crucial role in shaping consumers' purchase intention. Brand Trust is a key variable that significantly influences brand experience and brand love, which ultimately enhances purchase intention. However, these relationships do not necessarily occur through a sequential mediation mechanism, but rather as direct relationships between variables. Consumer purchase intention is a critical outcome that business practitioners aim to create and enhance. Therefore, all variables that contribute to increasing purchase intention must be carefully maintained and managed.

A key driver of brand trust that subsequently influences brand experience and brand love is the quality of trust-building elements provided by the business. Practitioners must understand the factors that strengthen consumer trust in their brand. Product quality assurance, consistent taste, and the clarity and transparency of production dates and expiration information are essential elements in building, maintaining, and enhancing consumer trust in traditional cake brands.

Consistent with the findings, Brand Trust is also strengthened by informativeness, interactivity, entertainment, and perceived relevance. These four factors can significantly enhance brand trust. Informativeness can be achieved by providing reliable and accurate product information. Interactivity can be strengthened through responsive and effective customer service. Entertainment can be delivered through engaging promotional activities such as giveaways, quizzes, or interactive events. Meanwhile, perceived relevance can be

enhanced by conducting market research related to consumer preferences, local culture, and regional characteristics where the traditional cake brand operates.

Another important factor in increasing purchase intention is brand experience. Positive consumer experiences can be created through consistent product quality and stable taste. A consistently positive experience will help establish strong brand recall, leading consumers to develop repeat purchase intentions toward specific traditional cake brands.

Finally, brand love is also a critical factor. Traditional cake brands that are already loved by consumers are more likely to be purchased and used for various purposes, such as souvenirs, cultural or religious ceremonies, social gatherings, or even daily consumption such as breakfast or afternoon snacks.

In addition, social media activities also have a direct effect on purchase intention. Therefore, engaging and attractive social media content can directly stimulate consumers' desire to purchase specific traditional cake products.

6. Limitations and Future Research

Study This targets active social media users in Indonesia with diverse backgrounds, so that produce sufficient variation answer area. Data collection was carried out online via Google Form based on confession respondents, so that data validation direct No can be done Due to limitations of personal data protection (PDP) rules. In addition , the amount relative indicators Lots potential lower focus and interest respondents in finish questionnaire. This research also has possible response bias, in particular from respondents who know the writer, because some respondents felt not comfortable enough to give a low evaluation although it was directed For answer in an objective way.

5.4 Research Limitations and Suggestions

Based on the author's analysis, several limitations of this study were identified as follows;

1. This study targeted active social media users in Indonesia with highly diverse backgrounds. As a result, the findings reflect a wide variation in responses, which may influence the overall consistency of the results.
2. Data were collected using a Google Form distributed online. The screening process relied on respondents' self-declaration, and direct validation of respondent identity was not possible due to personal data protection (PDP) regulations. The researcher attempted to collect data as organically as possible without involving third-party vendors.
3. The relatively large number of indicators may have made it challenging for respondents to maintain focus, potentially reducing their motivation and accuracy in completing the questionnaire.
4. There is a potential respondent bias, particularly from participants who are personally acquainted with the researcher. These respondents may have felt uncomfortable providing low ratings (e.g., scores of 1 or 2), despite being instructed to answer objectively based on their own understanding without consideration of other factors.

For future research, if more validated and controlled responses are required, researchers may consider using paid respondents from third-party survey vendors whose identities have been internally verified and confidentially managed. However, this is not necessarily considered a weakness of the current study, as the primary objective was to capture responses that are as organic and representative of real social media users in society as possible.

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