

The Role of Brand Trust in Mediating the Effect of Social Media Marketing Strategy on Purchase Intention of Product Portfolio (A Case Study of Poriklin and Poriskin Products at CV Halona)

¹Dewi Wijayanti*, ²Dwi Suryanto Hidayat

^{1,2}BPD University Semarang, Indonesia

e-mail : *dewihalona@gmail.com

Abstract. The growth of social media has transformed how businesses build relationships with consumers, particularly among Micro, Small, and Medium Enterprises (MSMEs). This study aims to examine how social media marketing (SMM) strategies influence purchase intention toward product portfolios through the mediating role of brand trust. A quantitative explanatory research method was applied, involving 117 respondents from the digital generation (aged 17–40) who had interacted with Poriklin and Poriskin brands owned by CV Halona via social media. Data were collected using a Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The results indicate that social media marketing significantly affects both brand trust and purchase intention. Furthermore, brand trust plays a significant mediating role in the relationship between SMM and purchase intention. An R-square value of 57.5% shows that the combination of SMM and brand trust explains more than half of the variation in purchase intention toward the product portfolio. These findings demonstrate that building trust in a brand through social media not only enhances single-product purchasing decisions but also encourages consumers to buy other complementary products in the brand's portfolio through a cross-selling approach. This study contributes to the development of sustainable digital marketing strategies for MSMEs.

Keywords: Social Media Marketing, Brand Trust, Purchase Intention, Portfolio products

1 Introduction

The development of digital technology, especially social media, has a significant impact on changes in consumption patterns and business strategies in various sectors, including Micro, Small, and Medium Enterprises (MSMEs) (Dwivedi et al., 2021). Social media is not only a means of communication, but also an effective and efficient marketing medium to build relationships with consumers, shape brand perceptions, and increase loyalty (Tarabieh, 2022). The implementation of social media marketing strategies is a primary need for MSMEs to remain relevant and competitive in the digital era (Zeqiri et al., 2024).

However, the presence on social media alone does not automatically have a direct impact on increasing sales. Today's digital consumers tend to be critical, selective, and do not easily believe based only on promotions or visual appearances (Liu & Zheng, 2024). Therefore, the brand trust factor or consumer trust in a brand is a crucial element that bridges marketing activities through social media with purchasing decisions (Ebrahim, 2021). Brand trust has been proven to be able to strengthen the relationship between messages conveyed on social media and consumer purchasing intentions (Harvina et al., 2022). According to Aribtha and Salim (2025), Gen Z in choosing halal cosmetic products does not only consider one product, but how the brand is able to offer uniform value and quality across its product portfolio. Trust in the brand is a strong mediating factor between social media marketing strategies and purchase intentions towards the product portfolio. A product portfolio is a collection of various product lines or variants offered by a brand to meet the diverse needs of its consumers. Effective product portfolio management is one of the important strategies to increase competitiveness (Kotler & Keller, 2016; Pramesti et al., 2024; Monfort et al., 2025).

This phenomenon is very much felt by CV Halona, an MSME that houses two brands, namely Poriklin, which operates in the field of home care products (dishwashing soap, detergent, floor cleaner), and Poriskin, which operates in the field of personal care and skincare products. As a business actor who actively uses websites and social media such as Instagram, Shopee, TikTok, Tokopedia Seller, CV Halona strives not only to increase product visibility, but also to build sustainable brand trust. In this context, social media marketing (SMM) plays an important role in introducing and building positive perceptions of the entire product portfolio.

However, the challenge is whether the social media marketing strategy that has been implemented is able to build strong brand trust so as to encourage purchasing intentions not only for one product, but also for the entire product portfolio offered by Poriklin and Poriskin. This strategy is known as cross-selling, which is an effort to offer other products in the portfolio to consumers who have already purchased one product. (Kotler & Keller, 2016). This strategy aims to increase sales volume and strengthen the relationship between consumers and brands through a more comprehensive shopping experience (Zhang et al., 2025). Cross-selling supported by a diverse product portfolio and delivered with the right message framing has proven to be more effective in building consumer trust and encouraging purchase intention (Zhang et al., 2025). In the digital context, cross-selling is widely applied through a product recommendation system that appears when consumers view or buy a product, either in the marketplace or e-commerce. Based on CV Halona's sales report data for the past five years, there is a trend in CV Halona's sales from 2020 to 2024 showing that the implementation of a social media marketing strategy has a positive impact on business growth. The following presents sales data for Poriklin and Poriskin products for the period 2021 to 2024.

From 2020 to 2024, CV Halona's sales experienced quite stable and positive growth. In 2020, total sales were recorded at IDR 690,000,000, then increased to IDR 800,585,000 in 2021. This increase indicates a positive market response to the marketing activities carried out. This trend continues with an increase to IDR 858,642,000 in 2022, then reaching IDR 900,850,000 in 2023. In 2024, sales again experienced a significant spike to IDR 1,000,572,000. This growth is an indication that the use of social media has an impact on increasing sales (Noe & Nuangjamnong, 2024).

In this context, the sustainability of a company is not only determined by revenue growth, but also by the brand's ability to remain relevant, trusted, and consistently present in the minds of consumers. One strategy that is now the mainstay of business sustainability is targeted and trust-based social media marketing. Social media is not only used as a promotional medium, but also as a strategic platform for building long-term relationships with consumers, strengthening brand trust, and encouraging loyalty to the entire product portfolio offered (Johnstone & Lindh, 2022; Monfort et al., 2025). Therefore, companies are required not only to be active on social media, but also to be able to manage content and interactions sustainably in order to remain competitive and survive amidst the rapidly changing dynamics of the digital market. This study aims to understand the extent to which social media marketing is able to form brand trust, and how brand trust plays a role in increasing purchase intentions for the product portfolio offered. This study also has a theoretical contribution to the development of digital marketing science, especially in the context of MSMEs that offer a diverse product portfolio. This study is expected to be a reference for other MSME actors in optimizing the use of social media, not only for promotion, but also to build trust with their consumers.

2 Literature Review and Hypotesis Development

Based on the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) approaches, social media marketing strategies have been proven to not only have a direct effect on the purchase intention of a product portfolio but also significantly shape brand trust as a mediating variable (Koay et al., 2022; Ebrahim, 2021). Effective social media marketing through engaging content, customer testimonials, reviews, and interactions can increase positive consumer perceptions, strengthen perceived behavioral control, and build trust in the brand (Fakriyah & Abdurrahman, 2024; Zeqiri et al., 2024). This trust ultimately strengthens consumers' purchase intentions towards the entire product portfolio offered (Angelica & Tj, 2025; Salhab et al., 2023). Thus, brand trust is an important element that optimizes the influence of digital marketing strategies in driving consumer purchasing decisions (Aribtha & Salim, 2025).

Hypothesis development:

H1: Social Media Marketing Strategy encourages an increase (purchase intention) in the product portfolio

H2: Social Media Marketing Strategy encourages the formation of Brand Trust.

H3: Brand Trust strengthens the tendency of consumers to make purchases of the product portfolio

H4: Brand Trust becomes a key element that optimizes the influence of Social Media Marketing on the purchase intention of the product portfolio

3 **Research Design**

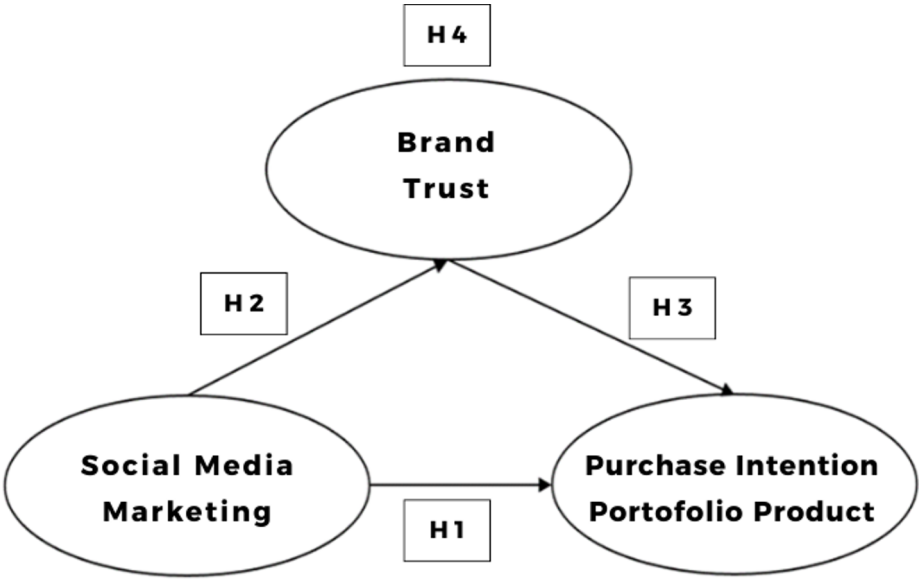


Fig 1. Research Framework

3.1 Sample and Respondent Profile

The sample consists of 117 respondents aged 17–40 years, categorized as digital generation consumers who have seen, interacted with, or purchased Poriklin or Proskin products through platforms such as Instagram, TikTok, or Shopee. Respondents were selected using purposive sampling, and the sample size was calculated using Lemeshow’s formula, appropriate for unknown population sizes in online surveys.

3.2 Data Collection and Analysis

Data were collected using an online questionnaire distributed via Google Forms, using a 5-point Likert scale to measure responses. The collected data were analyzed using SmartPLS 3.0 with the PLS-SEM method to evaluate the measurement and structural models, including direct, indirect, and mediating effects.

4 Results

4.1 Descriptive Statistics

Based on the respondent profile, the majority were female, 81 people (69%), while 36 men (31%) out of a total of 117 respondents. In terms of social media used to access information on Poriklin and Proskin products, TikTok was in the highest position with 51 respondents (44%), followed by Shopee and Instagram with 30 respondents (26%) each, and Facebook with 6 respondents (5%). These findings indicate that women are the dominant consumer group, and TikTok is the most effective channel in reaching the target audience.

4.2 Construct Reliability and Validity

Tabel 1. Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Trust	0,786	0,791	0,854	0,538
Purchase Intention	0,860	0,865	0,900	0,642
Social Media Marketing	0,841	0,845	0,887	0,613

4.3 R-Square

Tabel 2. R-Square

Variabel	R-Square	R Square Adjusted
PI	0,575	0,567

4.4 Q-Square

Tabel 3. Q-Square

Variabel	SSO	SSE	Q ² (=1-SSE/SSO)
BT	585,000	437,017	0,253
PI	585,000	381,756	0,347
SMM	585,000	585,000	

4.5 Model FIT

Tabel 4. Model FIT

Indikator	Saturated Model	Estimated Model
SRMR	0,079	0,079
d_ ULS	0,743	0,743
d_ G	0,342	0,342
Chi-Square	218,213	218,213
NFI	0,768	0,768

4.6 Direct Effects

Tabel 5. Direct Effects Test

Hypothes is	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BT -> PI	0,500	0,502	0,090	5,544	0,000
SMM -> BT	0,703	0,708	0,050	13,948	0,000
SMM -> PI	0,669	0,676	0,051	13,244	0,000

4.7 Indirect Effects

Tabel 6. Indirect Effect Test

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value s
SMM -> BT - > PI	0,351	0,356	0,073	4,779	0,000

5 Discussion and Conclusion

Based on the test results, the four hypotheses in this study were declared statistically significant, with a p-value = 0.000. In H1, Social Media Marketing (SMM) has a significant effect

on Purchase Intention (PI), which indicates that marketing strategies through social media can directly encourage increased consumer purchase intentions towards the product portfolio. H2 shows that SMM also has a significant effect on Brand Trust (BT), which means that consistent, open, and interactive social media activities can build consumer trust in the brand. Furthermore, H3 confirms that Brand Trust has an effect on Purchase Intention, indicating that the greater the level of consumer trust, the higher their tendency to make a purchase. Finally, H4 shows an indirect effect of SMM on PI through BT as a mediator. These results reinforce the Theory of Planned Behavior (TPB) and Theory of Reasoned Action (TRA), that trust in a brand is an important factor in forming positive attitudes and behavioral control, which ultimately impacts purchasing decisions. These four findings confirm that social media is not only a promotional tool, but also a strategic instrument in building relationships, strengthening trust, and driving purchasing decisions directly or through psychological mediation processes.

5.1 Conclusions

Based on the results of the study conducted with 117 respondents, it can be concluded that Social Media Marketing (SMM) strategies significantly influence purchase intention toward the Poriklin and Poriskin product portfolio. The original sample value of 0.669 with a P-value of 0.000 indicates that engaging, educational, and interactive social media content effectively drives consumers' intention to purchase. Furthermore, SMM significantly contributes to the formation of Brand Trust (original sample 0.703), which subsequently strengthens consumers' purchase intention across various products within the brand's portfolio (original sample 0.500). The mediating role of Brand Trust in the relationship between SMM and Purchase Intention is also statistically significant (indirect effect value 0.351), indicating that consumer trust serves as a critical bridge in optimizing the effectiveness of social media strategies. The research model also demonstrates strong validity and reliability, as evidenced by AVE, CR, and SRMR values meeting established statistical thresholds. In conclusion, social media functions not only as a communication platform but also as a strategic tool for building brand trust and encouraging cross-product purchasing within a unified brand portfolio.

5.2 Suggestions

For micro, small, and medium enterprises (MSMEs), particularly CV Halona as the producer of Poriklin and Poriskin, it is recommended to strengthen social media content strategies by emphasizing educational elements, authentic testimonials, and storytelling that enhance brand credibility in the eyes of digital consumers. In addition, maintaining consistent digital engagement such as responding to comments, sharing customer reviews, and conducting interactive live sessions is essential for fostering emotional connections with the audience. Marketing strategies should also incorporate a cross-selling approach through integrated digital campaigns that effectively introduce the full range of products and encourage cross-category purchases within the brand portfolio. Given that the study found TikTok to be the most frequently used platform among respondents, brands are advised to prioritize this platform in their digital marketing efforts to ensure more effective message delivery. For future research, it is suggested to broaden the scope by exploring different brands and including additional variables such as

brand image, brand engagement, or customer satisfaction, in order to enrich the theoretical model and gain a more comprehensive understanding of digital consumer behavior.

5.3 Research limitations

This study has several limitations that should be taken into consideration. First, the respondents were limited to social media users who had previously been exposed to Poriklin and Poriskin products. As a result, the findings may not fully capture the perspectives of the broader population of potential consumers, particularly those who are not active on digital platforms. Second, the research model examined only one independent variable, namely Social Media Marketing. The R-square value of 57.5% indicates that 42.5% of the variance in purchase intention may be attributed to other variables not included in this model. Third, the study employed a fully quantitative approach using self-administered questionnaires, which may be susceptible to perceptual biases. Therefore, future studies are encouraged to consider a qualitative or mixed-methods approach in order to gain a more holistic and in-depth understanding of consumer behavior.

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