

Determination of Brand Trust by Social Media Advertising and Electronic Word of Mouth

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Abstract - This study aims to investigate the influence of social media advertising and electronic word-of-mouth (e-WOM) on brand trust. Although previous research has explored brand trust, limited attention has been given to the role of social media advertising, creating a gap that this study addresses. Trust is a key factor in consumer purchasing decisions, making it important to understand how it is built in the digital era. A quantitative research approach was employed, using purposive sampling with 343 respondents aged 18 to 40 living in Jabodetabek who wear Aerostreet sneakers. Data were collected through an online questionnaire distributed via Google Form in March 2025. The analysis was conducted using Partial Least Squares (SmartPLS version 4.1.0.0). Findings reveal that both social media advertising and e-WOM have a positive and significant effect on brand trust. These results confirm that brand trust is not only formed by formal marketing communication (advertising) but also by informal communication (e-WOM), which plays a critical role in consumer evaluation. This study contributes to marketing literature by demonstrating that modern consumers rely on both marketer-driven messages and social network interactions. The findings provide practical implications for local brands, emphasizing the importance of leveraging social media advertising and e-WOM strategies to strengthen brand trust and support business growth.

Keywords: Brand Trust , Electronic Word of Mouth, Social Media Advertising

INTRODUCTION

Although there were 278,696,200 people living in Indonesia in 2023, the Indonesian Internet Service Providers Association (APJII) predicted that 221,563,479 of them would be internet users in 2024. Indonesia's internet penetration rate was 79.5%, according to the findings of the APJII 2024 Indonesian Internet Penetration Survey. There was a 1.4% gain in comparison to the prior period (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2024). Internet users create local shoe brands and utilize social media to promote them under the #ProudOfLocalProducts campaign (Febriandy & Revolusi, 2024). In order to market sneakers, a local shoe brand in Indonesia started this campaign (Caré-Famchon & Roy, 2024). According to Onalaja et al., (2024), sneakers are a popular shoe model in Indonesia. Customers initially put their trust in a brand when they buy a product from it (Zhao et al., 2025). According to Alfian et al., (2024), brand trust is a calculative phenomena that depends on the brand's capacity to uphold its commitments to customers. In commercial interactions, brand trust is a significant phenomena (Elgammal et al., 2023). Research on the phenomena of brand trust is very beneficial and productive (Al-Tarawneh & Al-Badawi, 2025). One important element influencing

consumer behavior is brand trust (Akram et al., 2025). Because there are many local companies in Indonesia, including local shoe labels, this phenomena is worth researching. Local shoe brand competition is sparked by trends in product purchases (Oliveira et al., 2025). Tatik & Setiawan (2024) recommend using social media as a platform for marketing. Possibility of obtaining a good if a business uses social media advertising (Kawai & and Sibunruang, 2025). Product information and two-way interactions, specifically between customers and future customers, are provided by social media advertising (Christian et al., 2024). Facebook and Instagram are two social media platforms that brands may utilize to promote themselves. Social media is used by internet users to communicate their preferences. In accordance with Teepapal (2025), a lot of customers utilize social media to share their experiences, offer comments, and offer feedback regarding the goods or services they have used. Users can contribute to the company by sharing their product usage experiences. Electronic word-of-mouth refers to the sharing of this experience (Wanigapura et al., 2025). EWOM uses online remarks to influence other customers (Ghorbanzadeh et al., 2025). Positive brand experiences led to comments that went viral on social media (Shah & Blevins, 2025). Customers can more easily learn about a product or brand thanks to comments (Hakimi

et al., 2025). When making decisions about what to buy, consumers consult remarks (Liang et al., 2025). When making purchasing decisions, EWOM lessens sentiments of mistrust (Saqib et al., 2025). Customers are persuaded to purchase a product after seeing advertisements on social media (Wei et al., 2025). Social media advertisements positively impact consumers' intentions to purchase (Karamchandani et al., 2025). Social media advertising facilitates communication between marketers and encourages target audiences to buy promoted goods (Ismael et al., 2025). Social media's ability to support advertising targeting makes this possible. to educate friends and relatives about the goods (Rasul et al., 2025). Purchases are influenced by more trustworthy information (Duong et al., 2024). Based on Baca & Reshidi (2025), brand trust can affect consumers' decisions to buy. Because not all businesses are able to effectively sell their products, it is crucial to determine whether advertisements can have an impact on trust brands (Rahman et al., 2014). This is a challenge for regional brands hoping to succeed in the marketplace. It is anticipated that the interactive communication and immediate feedback offered by social media advertising would promote the development of brand trust (Makhetha-Kosi et al., 2025). In Malangeke (2025) it might be difficult to get customers to trust a brand. In the study by Tran et al., (2022), online reviews are influenced by brand trust. To get trust, review reputable help brands. Chauhan & Fauzy (2020) looked at brand trust from the standpoint of consumer behavior. Online consumer interactions help build a trustworthy brand. Research on brand trust from a social perspective in advertising media is still uncommon, based on the researcher's observations. The study by Chauhan & Fauzy (2020) examined brand trust as a mediator between consumer satisfaction with repurchase intentions and online consumer behavior. In our research, brand trust is positioned as a dependent variable alongside two independent variables: electronic word-of-mouth and social media advertising. This demonstrates how we vary from earlier research. Because of this, research is crucial, particularly when it comes to factors that build local brand confidence. This is a gap that needs to be studied because consumers place trust before making a purchase. It is important to see whether advertising is able to influence brand trust, because not all companies can market their products well (Tritama & Tarigan, 2016). This is a problem for local brands that want to win the competition. The fact that social media advertising provides interactive communication and instant feedback is expected to encourage the creation of trust for brands that advertise on social media (Tatar & Eren-Erdoğan, 2016).

1. The impact of Social Media Advertising to Brand Trust

Social media has popularity as an advertising platform that allows users to connect with other users

and interact with brands (Chu & Kim, 2011). Facebook and Instagram are popular social media in Indonesia. This is because Indonesia is experiencing a rapid digitalization process and internet penetration is increasing every year (Library of Congress, 2019). Advertising on social media can contribute to a company in facing competition. It is a method to reach potential consumers and remind them of the capabilities of a company or brand's products or services (Omar & Atteya, 2021). Customers who identify with a brand are more likely to believe in it. It turns out that consumers' faith in a brand is influenced by advertising, which does not directly connect the brand to them. The findings indicate that social media advertising has a major impact on brand trust (Kwon et al., 2020). In the study by Kim et al., (2020) trust is significantly impacted by commercial promotion. According to research by Hassan et al., (2021), social media advertisements have a favorable effect on brand trust. The results of the analysis are consistent with research, which found a favorable correlation between online advertising and brand trust. With reference to the aforementioned scientific facts, the following hypothesis was put forth:

H1= There is influence Social Media Advertising towards Brand Trust.

2. The impact of Electronic Word of Mouth to Brand Trust

In accordance with Ali et al., (2024), brand trust can be influenced by consumer connections on social media. Electronic word-of-mouth is the term used to describe this consumer-performed communication. mouth (EWOM). According to scientific research, electronic word-of-mouth affects customer attitudes and online behavior, such as brand trust and buy intention (Tafolli et al., 2025). According to Aldulaimi et al., (2024), favorable electronic word-of-mouth from customers inspires other customers to have faith in the company. Use consumer-generated products to persuade other consumers to trust the brand (Mallik et al., 2025). Cai et al., (2025) discovered that brand trust is positively impacted by electronic word-of-mouth in the form of testimonials. Positive electronic word-of-mouth can have an impact on brand trust, according to studies (Sohaib et al., 2020). The following notion was put forth in light of earlier research findings:

H2 : There is influence Electronic Word of Mouth against Brand Trust.

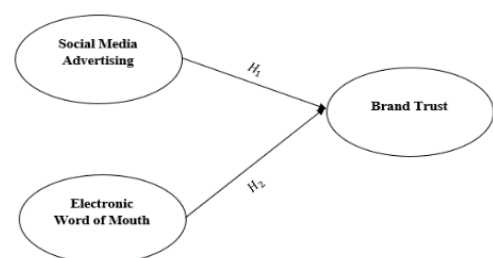


Figure 1. Hypothesis Model

The purpose of this study was to ascertain the partial impact of social media advertising and electronic word-of-mouth on brand trust. It's crucial for brands to use social media advertising and electronic word-of-mouth in an effort to build brand trust. The aforementioned research look at the impact of brand trust and social media advertising on purchase intentions and decisions. However, there hasn't been much research done on how social media advertising affects brand trust. Customers consider trust before making a purchase, so this gap needs to be investigated. The utilization of the variable of social media advertising is what makes this study innovative. There has been no study that explicitly specifies the variable of social media advertising on brand trust.

RESEARCH METHOD

The overall research design will be explained by the research flow Alfian et al. (2025); Sugiono et al., (2025). According to Sabilla & Yuliana (2025), research design is a method for gathering and analyzing data that can yield solutions to study-related issues. The author has opted to use a quantitative research methods. Purposive sampling is used in the sampling procedure. Hair & Alamer (2022) suggests that the sample size criterion is 5-10 times the number of estimated parameters. The number of parameters in this study was 23. With 343 respondents, this is considered to meet Hair & Alamer (2022) criteria. In all, 343 individuals, ages 18 to 40, who lived in Jabodetabek participated in this survey. The research was carried out in March 2025. Men and women who owned sneakers from the Aerostreet and Compass brands made up the respondents. The data source distributes questionnaires via Google Form in order to obtain primary data. Using the SmartPLS data processing tool version 4.1.0.0, the data analysis method employs Partial Least Square.

Table 1. Research Construct

Variables	Indicator	Reference
Social Media Advertising	SMA1= Advertisement a brand in social media consistent with	(Suprpto et al., 2020)
	What Which I search	
	SMA2= Advertisement Which appear in social media	
	reflect What Which I like	
	SMA3= Brand Which advertise in social media serve users like I	
	SMA4= Participation like give like And comment is matter pleasant	
	SMA5= Participation in social media is matter Which want to do as creature social	
	SMA6= I recommend Friend For participate on advertisement in social media	
	SMA7= Advertisement in social media give I information product	
	SMA8= Advertisement in social media is source information product	

Electronic Word of Mouth	SMA9= Advertisement in social media help me to know information latest about product	(Suprpto et al., 2020)
	SMA10= I like advertisement product by Aerostreet/Compass	
	SMA11= I like uploads Which made by Brand Aerostreet/Compass	
	SMA12= I like uploads Which made by consumersAerostreet/Compass	
	EWOM1=I want to help others with experience positive purchase product Which I experienced	
	EWOM2=I want to person other buy product local sneakers right	
Brand Trust	EWOM3=I feel like when tell a story to others about excellence product sneakers local	(Suprpto et al., 2020)
	EWOM4=I can tell you about a pleasant experience about use local sneakers	
	EWOM5=I feel satisfied with product sneakers local Aerostreet/Compass	
	EWOM6=According to I, brand sneakers local the good one must supported	
	BT1= Aerostreet/Compass is Name brand Which able to meet my expectations	
	BT2= I trust the Aerostreet/Compass	
	BT3= I can rely on the Aerostreet/Compass brands For finish need to sneakers local	
	BT4= Aerostreet/Compass always try provide the right local sneaker products	
	BT5= If Aerostreet/Compass has problems, the brand is willing help handle problem I	

Source: Research 2025

The Likert scale was employed in this study with the criteria of strongly disagree, disagree, agree and strongly agree. In this study, closed-ended questions were used. Table 1 below displays the research construct.

RESULTS AND DISCUSSION

1. Respondent Demographics

Demographic information and other details on sneakerheads from Aerostreet and Compass, located in Jabodetabek will be presented in this study. Gender, age, place of residence, and preferred local sneaker brands are among the data. Gender-based demographics showed that there were 150 women and 193 men. According to these findings, both men and women wear sneakers from the Aerostreet and Compass brands. This shows how well-liked local footwear brands are. At 172, the majority of responders were between the ages of 18 and 25. Since the study's questionnaire was completed by

participants who frequently used Facebook and Instagram, it can be concluded that respondents between the ages of 18 and 25 make up the majority of those who use social media. With 201 respondents overall, the greatest group of respondents were residents of Jakarta. Users were asked about their preferences for the two brands of sneakers that were the subject of the study. The Aerostreet brand has the most users with 200 respondents and Compass with 143 respondents.

2. Validity Test Results

Convergent validity testing is crucial in quantitative research when detecting measures that exhibit a positive correlation from similar constructs employing alternate steps, according to Salsabila et al., (2025). In order to meet the value, the outer loading and average variance extracted (AVE) values are thus produced (Firdaus et al., 2025; Tarisca et al., 2024). In addition to the provisions that have been established in the form of an explanation of the substantial part of each variant indicator by latent variables with a minimum of 5%, the highest value in the outer loading of a construction can indicate that the related indicators have many similarities (Sobari et al., 2024). Average Variance Extracted (AVE) is a huge average value derived from the squared load of the construction-related indicators; the AVE value criterion is set at 0.5 or above (Parashakti et al., 2024). This suggests that over half of the variance of its indicators can be explained by the average construct (Poetry et al., 2025). Each variable is deemed legitimate when the outer loading value is greater than 0.5 and even reaches the optimum value of greater than 0.7 (Rafdi et al., 2024; Yuliana et al., 2023). Hair et al. (2021) stated that the loading factor value for each construct indicator must be greater than 0.70 to be considered valid. some indicators such as BT5, EWOM2, EWOM3, EWOM6, SMA1, SMA2, SMA3, SMA4, SMA5, SMA6, SMA7, SMA8, SMA9, and SMA 11 are not included in the variables because their indicator values are 0.7. According to Firdaus & Yuliana, (2024) examining the Average Variance Extracted (AVE) value is the next step in the convergent validity test. Since each variable's value is greater than 0.5 according to the AVE value that was determined, the variable is deemed invalid. With a score of 0.683, the social media advertising variable has the highest AVE value. With a value of 0.505, the brand variable continues to have the lowest AVE rating.

3. Reliability Test Results

Tests of the research instrument's reliability are followed by the use of SmartPLS 4.1.0.0 and the PLS-Algorithm process (Hamdani & Yuliana, 2024; Saksono & Yuliana, 2024). Because the respondents' responses can be regarded as consistent with values over 0.7, the instruments used in this study's results are deemed reliable (Fauzan et al., 2023; Utoyo et al., 2023). According to table 2 below, the values derived from the validity, reliability, and AVE test processing results are as follows:

Table 2. Validity, Reliability and AVE Tests

Variable	Indicator	Loading Factor	Reliability Test	AVE
Brand Trust	BT1	0.723	0.803	0.505
	BT2	0.714		
	BT3	0.697		
	BT4	0.709		
Electronic WOM	EWOM1	0.749	0.798	0.568
	EWOM4	0.716		
	EWOM5	0.795		
Social Media Advertising	SMA10	0.848	0.812	0.683
	SMA12	0.804		

Source: Processed data (2025)

4. Hypothesis Test Results

Based on the results of the hypothesis, it can be stated that the overall results of the hypothesis testing are supported, as presented in Table 3.

Table 3. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STD EV)	T Statistic ((O/STD DEV))	P Values	Hypothesis Results
Social Media Advertising -> Brand Trust	0.223	0.224	0.047	4,734	0	Supported
Electronic WOM -> Brand Trust	0.532	0.534	0.048	10,973	0	Supported

Source: Processed data (2025)

Table 3 above will serve as the basis for a thorough explanation of each hypothesis. This study demonstrates that the Social Media Advertising variable is highly significant ($\beta=0,223$; $p=0$) and positively affects Brand Trust. The connection between the two variables is shown by the path coefficient value. Furthermore, the conclusion that social media advertising has a significant impact on brand trust is supported by the p value of less than 0.05. This description leads one to the conclusion that Hypothesis 1 is Supported. This study demonstrates that the Electronic WOM variable is highly significant ($\beta=0,532$; $p=0$) and positively affects Brand Trust. There is only one direction of relationship between the two variables, as indicated by the route coefficient value. Furthermore, the finding that Electronic WOM has a significant impact on Brand Trust is supported by the p value <0.05 . This description leads one to the conclusion that Hypothesis 2 is supported. The higher the β value, the greater the independent variable's contribution to the dependent variable. Thus, e-WOM contributes more than twice as much as SMA in building brand trust.

Every hypothesis put out in this research is accepted. The first study indicates that social media advertising has a partial impact on brand trust. This is due to the fact that the advertising brand provides information about the product. Customers can better understand their demands with the use of information. According to Hassan et al., (2021); Kim et al., (2020); Kwon et al., (2020), the credibility of the information in an advertisement affects consumers' trust in the brand that advertises. Advertising that contains information builds brand trust. Aerostreet and Compass use social media to expand their market share. The brands Aerostreet and Compass are easily remembered due to their innovative marketing strategies, which include a large consumer base and a limited variety of content. Customers are more likely to trust the local brand as a result. Instagram and TikTok are two examples of social media platforms that Aerostreet and Compass employ to market their new products. The second finding indicates that brand trust is somewhat impacted by electronic word-of-mouth. This is because customers are more likely to believe information from other customers. According to Cai et al., (2025) and Mallik et al., (2025), consumers' faith in information changes as they interact with other users online. The information that consumers take in from suggestions on social media platforms has an impact on them. Brand trust is fueled by these suggestions (Sohaib et al., 2020). One source of word-of-mouth advertising that helps a brand become well-known and reliable is its customers. On the Instagram account and marketplace where the goods was bought, any customer who buys Aerostreet and Compass products will post an unbiased assessment of the product's cost, quality, variations, and other features. Potential customers will think the brand is reliable if the customer review produces favorable outcomes. In the opinion of Cheung et al., (2025) electronic word-of-mouth and social media advertising have an impact on trust since the information they supply can educate customers about the product. The theory and real practice will be used to analyze if the hypothesis in this study is accepted. Theoretically, the theory of buyer behavior describes how prospective customers research companies or items. According to Howard's thesis, prospective customers must go through a learning process in order to choose the best brand or product in this situation. One strategy to help customers understand their needs is through advertising, and word-of-mouth marketing is linked to the idea that people are social beings who depend on one another. Advertising on social media and electronic word of mouth communication both contain information. Neither is opposed to promoting the development of socialization. The consumer socialization hypothesis put forward by Moschis & Churchill Jr., (1978) is applied in this study through interactions in social media ads. Online advertising has an almost limitless reach, but word-of-mouth marketing is also essential to the advertising brand's success. Information from commercials and customer reviews can help prospective customers learn more about goods, companies, or brands. The key tool used

by marketers to keep customers' trust is advertising. The best way to boost consumer confidence in a brand or product is through advertising. Consumer trust is increased by advertising (Mesiya et al., 2020). In actuality, social media advertising is the same as providing information to the targeted audience so they are aware that a product exists that can satisfy their demands. Advertising plays a significant role in eliciting customer responses. Advertising-targeted shoppers will go online for reviews or suggestions from other customers. As a result, advertising serves as a conduit between the brand and the customer, the message's sender and recipient. Because remarks in advertisements are frequently relied upon, advertising and electronic word-of-mouth each play a part in influencing a brand's credibility. Businesses are significantly impacted by advertising. Cultural factors in Indonesia play a significant role in influencing brand trust because culture shapes consumers' perspectives, values, and behaviors toward a product or service. In a marketing context, understanding cultural factors is crucial for companies seeking to build and maintain brand trust in the Indonesian market. Consumers often build trust in brands based on experiences and recommendations from their social circles. Brands that successfully build a positive image within a specific community are more likely to gain widespread trust because collective opinion carries significant weight in decision-making. Brands that respect and utilize local cultural values, for example through the use of traditional language, symbols, or philosophies in marketing communications, are perceived as more authentic and trustworthy.

CONCLUSION

Based on the results of the study and the discussion above, it can be concluded that Social Media Advertising has a positive and significant influence on brand trust as shown in the first hypothesis. While the second hypothesis shows that Electronic Word of Mouth has a positive and significant influence on brand trust. This study provides managerial insight into business practices. Through the utilization of the results of this study, marketers of local brands can take advantage of the potential of advertising on social media and Electronic Word of Mouth as an effort to gain brand trust that has an impact on business to be better. Trust is always the key to business success and this can be obtained from online advertising. Advertising is an effort by marketers to spread messages. Furthermore, consumers choose how to explore information in messages and recommendations from social networks. Thus, the results of this study provide enrichment on how marketers of local brands can gain brand trust through social media advertising and Electronic Word of Mouth. The findings of this study provide significant theoretical contributions to the literature on consumer behavior and digital marketing, particularly in the context of brand trust.

First, this study reinforces the relevance of Howard's Theory of Buyer Behavior, which states that consumers' learning process in recognizing and evaluating a brand or product can be facilitated through the provision of adequate information. The finding that social media advertising and electronic word-of-mouth (e-WOM) play a significant role in building brand trust confirms that information is a key element in the process of forming consumer trust in a brand. Second, this study extends the application of Consumer Socialization Theory (Moschis & Churchill, 1978) to the context of digital marketing. Theoretically, consumer interactions through social media reflect a socialization process in which consumers learn from their social environment, including advertisements and online reviews, to form perceptions and attitudes toward a brand. Thus, this study confirms that consumers are influenced not only by one-way exposure to information from advertisements but also by two-way communication through e-WOM, which collectively mediates brand trust. Third, this study contributes to an understanding of the integrated role of advertising and e-WOM in building brand trust. Theoretically, these two communication channels complement each other: advertising serves as a medium for conveying structured messages and informing about product availability, while e-WOM provides social validation through recommendations or the experiences of other users. This synergy supports a conceptual framework explaining how information credibility influences the formation of consumer trust in a brand. Finally, this study adds a new perspective by confirming that in the digital age, brand trust is formed through the simultaneous interaction of formal marketing communications (advertising) and informal communications (e-WOM). This extends the marketing literature by demonstrating that modern consumers no longer rely solely on messages from marketers but also on messages from their social networks, thus strengthening theoretical understanding of the dynamics of brand trust formation in the digital age. This study specifically investigates sneaker products from two local shoe brands. The researcher hopes that the results of this study will also provide practical implications for business, namely contributing to encouraging local brands to be oriented towards the use of Social Media Advertising and Electronic Word of Mouth which can boost brand trust. Trusted local brands can become more famous and the existence of local sneaker products can be stronger. Local businesses that develop indirectly can have an impact on the nation's economy. The research can serve as a reference for earlier studies, which has managerial implications for future studies. A case study two regional shoe brands, Aerostreet and Compass, is also used to shed light on studies on social media advertising, brand trust, and electronic word-of-mouth. This study was limited by its sample size, which only yielded 343 respondents,

using a single quantitative research method, and the limited demographics of the Greater Jakarta area. Suggestions for future research include increasing the number of respondents and demographics, and implementing mixed-method research.

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