The Impact of Brand Image, Perceived Price and Social Media on Purchase Intention: The Role of Brand Trust as a Mediator

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Abstract

Micro and small traditional culinary enterprises are desperately trying to set forth their brand image. This study aims to boost Purchase Intention supported by Brand Trust. Data were collected from 353 respondent using a simple random technique. The analysis method by PLS-SEM. Research findings showed that Brand Image and Brand Trust have a significant effect on Purchase Intention. Perceived Price and social media have no direct effect on Purchase Intention. However, both variables have significant indirect effects. These results highlight the importance of strong Brand Image and Brand Trust in shaping Purchase Intention, emphasizing the need for a holistic marketing that considers these factors while adjusting efforts regarding pricing and social media. The practical implications of this research suggest that focusing on building a positive brand image and consumer trust can increase the chances of success in marketing efforts. Moreover, the finding also highlighted that Brand Trust has paid its mediating role function significantly in supporting Brand Image and Perceived Price. Even though Social Media was not fully supported by Brand Trust, this research suggest to increase frequency of Social Media to gain a better result.

Dampak Citra Merek, Persepsi Harga dan Media Sosial pada Niat Membeli: Peran Brand Trust sebagai Mediator

Abstrak

Usaha kuliner tradisional mikro dan kecil mati-matian mengembangkan citra merek dan kepercayaan merek mereka. Penelitian ini bertujuan untuk meningkatkan Niat Membeli dengan menerapkan Kepercayaan Merek sebagai variabel mediasi Data dikumpulkan dari 353 respondents dengan metode acak sederhana secara accidental. Metode PLS-SEM digunakan menganalisis data yang dikumpulkan. Temuan penelitian menunjukkan bahwa citra merek dan kepercayaan merek berpengaruh signifikan terhadap Niat Pembelian. Harga yang dirasakan dan media sosial tidak memiliki efek langsung pada Niat Pembelian. Namun, kedua variabel tersebut memiliki pengaruh yang signifikan, secara tidak langsung. Hasil ini menyoroti pentingnya citra merek yang kuat dan kepercayaan dalam membentuk niat membeli, menekankan perlunya strategi pemasaran holistik yang mempertimbangkan faktor-faktor ini sambil menyesuaikan upaya mengenai harga dan media sosial. Implikasi praktis dari penelitian ini menunjukkan bahwa berfokus pada membangun citra merek yang positif dan kepercayaan konsumen dapat meningkatkan peluang keberhasilan dalam upaya pemasaran. Temuan penelitian ini juga memperjelas dukungan Kepercayaan Merek terhadap variabel Citra Merek dan Persepsi Harga. Di sisi lain disarankan untuk meningkatkan frekuensi penggunaan Media Sosial agar berdampak positif di kemudia hari, melalui dukungan Kepercayaan Merek.

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INTRODUCTION

In the era of intense business competition, building brand image is the main focus of companies to increase the attractiveness and interest in purchasing their products (Ardana & Rastini, 2018; Rybaczewska et al., 2020). Brands related to attractive aspects are key in building brand recognition among the public and building an image that encourages trust in the brand (Carlson et al., 2019; Irmaliya & Anisa, 2022). The main step introducing its products, the company conducts a series of activities aimed at increasing its brand recognition (Faransyah & Prabowo, 2020; Nadeem et al., 2020).

Social media today has a wide and significant reach in influencing consumer preferences (Fazal-e-Hasan et al., 2018; Fitriani, 2021). An example is Mixue's presence in Indonesia, which has managed to grab the attention of the target market, followed by wide distribution through a franchise (Zeithaml, 1998; Kumar et al., 2021; Wibowo et al., 2023). For companies, especially micro and small ones, brand development and maintenance are not always an easy task.

In the culinary industry, a bad brand image can be a significant obstacle for businesses. If a restaurant or food brand gains a negative reputation due to low food quality or poor service, consumers may be reluctant to try or purchase their products (Randi, 2016). Additionally, prices that are not aligned with the quality or experience offered can pose a serious problem. If food or beverage prices are too high, consumers may seek more affordable alternatives or better value.

Lack of consumer trust can also affect purchase intentions in the culinary industry (Wijaya, 2018; Ogata et al., 2022). Consumers need to feel confident about the cleanliness, food safety, and quality of raw materials used in restaurants or food brands. If this trust is disturbed, it is likely that consumers will be reluctant to buy products from that place. Social media also has a significant effect on purchase intention (Olsen et al., 2021) as long as it is able to develop and market its quality products. According to He et al. (2020), the uniqueness of this product is an important thing obtained through product research and development.

Food reviews, recommendations, and photos posted on social media can be the deciding factor in whether someone will try or avoid a restaurant or food brand. However, the influence of social media can also be a problem if there are negative reviews or content that damages the viral and widespread brand image.

Culinary business entrepreneurs need to manage their brand image well, set prices that match the value offered, and build consumer trust through transparency and consistent quality. Culinary entrepreneurs must also be wise in adapting to technology (Machkour & Abriane, 2020; Sun & Anwar, 2022), which is an effective marketing tool that influences consumer purchase intentions. In the fierce competition in the culinary industry, having a strong brand image, competitive prices, high consumer trust, and active presence in cyberspace using social media will influence and become a determining factor for buyer decisions.

Positive Brand feedback diminishes customers' visual attention to negative comments in cause-related marketing posts. Consumers' visual attention to negative comments reduces brand trust and its impact on sharing intentions. The findings contribute to the literature by describing mechanisms through which brand feedback influences brand outcomes. Previous research conducted by Bigné et al. (2023) found that negative feedback seve-

rely affected restaurant's brand image. For this reason, all negative reviews must immediately be monitored and corrected so that negative emotions are influenced by positive feedback.

Traditional restaurants with fried and baked chicken as their main product are growing rapidly. Growth is characterized by the massive opening of branches in Jakarta Metropolitan City. However, according to the observations of researchers, several outlets from three main players, such as Ayam Goreng Pak Gembus, Ayam Kaki Lima, and Ayam Geprek, have ceased. Consumer feedback on the closure of some outlets became a negative aspect.

However, many small enterprises, particularly local traditional culinary establishments, struggle to monitor and address the negative impacts on their brand. This leads to the following research questions: How can negative feedback, which affects the purchase intention of local traditional culinary restaurants, be minimized? Can Brand Trust mediate the relationship between these variables?

The development of information technology today has marked a battle of brand image, brand image, and Price. Entrepreneurs must understand these factors deeply to develop effective marketing strategies and compete in an increasingly tight market (Prasetyorini & Suprajang, 2023).

Previous research has tended to be limited to specific sectors or products, so more extensive and in-depth research is needed to understand these dynamics in general (Balmer et al., 2020). Analysis of identifiable gaps in this topic includes the expansion of research into different sectors and products, as well as the exploration of interactions between those factors in different contexts. As such, the study will focus on factors of increasing brand trust and buyer intent and is expected to

provide useful insights both practically and theoretically.

This study aims to increase the brand image of micro and small culinary businesses. At the same time, this research was conducted as the university's contribution to developing more effective strategies in increasing consumer purchase intention in the competitive culinary industry, using brand trust as a mediating variable.

Previous research confirms that social media significantly shapes consumer behavior (Zheng et al., 2022), especially related to purchase intent and brand trust (Hanaysha, 2022b). Vohra & Bhardwaj (2019) stated that engaging social media content influences how potential buyers value products triggers Purchase Decision, and reinforces brand trust. Carpentier et al. (2019) also confirmed that interesting interactions on social media platforms significantly influence consumer behavior when buying a product.

Price perception has a major impact on purchase intent and brand trust. References Domenico et al. (2022) explain that prices that are considered commensurate with the value of the product can increase purchase interest. However, the study of Bergel et al. (2019) highlights that prices that are disproportionate to product value can affect consumers' views of product quality, which has an impact on brand trust. This is also supported by Rosica (2016)

The brand image also plays an important role in purchase intent and brand trust. Sindarto & Ellitan (2022) show that a positive view of brands can affect perceptions related to product quality, brand reputation, and previous consumer satisfaction. Marques et al. (2020) and Rodríguez-Molina et al. (2019) also confirm that a strong brand image impacts purchasing decisions by building consumer trust.

Brand Image on Brand Trust and Purchasing Intention

Perceived Price is the way consumers deem the Price of a product or service. This is not only related to the numbers listed but also to the value that consumers feel about the product. Fazal-e-Hasan et al. (2018) found that Price and brand image can increase purchase intention. Price perception is formed from a comparison between the Price asked and the benefits (Taufik et al., 2023). If consumers feel the Price of a product is in accordance with the benefits obtained, then they will most likely have the Intention to buy. However, if the price perception is too high compared to the benefits obtained, this can reduce purchase intent. Low price perception relative to product quality can increase consumer satisfaction and repeat purchase intentions (Cheng et al., 2019).

H1: Brand Image significantly effect on Brand Trust
H2: Brand Image significantly effect on Purchase Intention

Perceived Price on Purchase Intention

Perceived Price is the way consumers deem the Price of a product or service. This is not only related to the numbers listed but also to the value that consumers feel about the product. Fazal-e-Hasan et al. (2018) found that Price and brand image can increase purchase intention. Price perception is formed from a comparison between the Price asked and the benefits (Taufik et al., 2023) and on a representative (Dutch. If consumers feel the Price of a product is in accordance with the benefits obtained, then they will most likely have the Intention to buy. However, if the price perception is too high compared to the benefits obtained, this can reduce purchase intent. Low price perception relative to product quality can increase consumer satisfaction and repeat purchase intentions (Cheng et al., 2019).

H3: Brand trust significantly effect on Purchase Intention
H4: Perceived Price significantly effect on Brand Trust
H5: Perceived Price significantly effect on Purchase Intention
H6: Social media significantly on Brand Trust
H7: Social media significantly effect on Purchase Intention

Social Media on Purchasing Intention

Social media provides product reviews and recommendations to others (Chakraborty, 2019; Kwok et al., 2020). This can affect a person's purchase intent directly and indirectly. In-person interaction with relevant content about a particular product or service on social media can trigger purchase intent. Positive reviews, testimonials, or recommendations from other users can affect consumer perceptions of a product. According to Wang et al. (2022), recommendations from friends on social media have a significant effect on purchase intention.

According to Tuten & Solomon (2017), continuous interaction between brands and consumers through social media may increase consumer intent to buy these products in the future. The influence of social media on purchase intent is a result of the complexity of interactions between the information presented, user opinions, and the marketing activities focused on those platforms (Singaraju et al., 2016 ; Cheung et al., 2021 ; Lim & Rasul, 2022).

Brand Trust effect on Purchase Intention

Brand trust is a vital foundation in building a strong relationship between consumers and brands. First, this trust

is closely related to brand image. When consumers have a strong trust in a brand, they tend to form a positive perception of that product or service. Trusted brands are often considered as choices that are trusted, quality, and in accordance with consumer needs or desires. Hanaysha (2022a) highlights that trust is one of the key elements in building and reinforcing a positive brand image. Research by Kim et. al. (2014) confirms that brand trust plays a role in shaping value perception and changing the way consumers value the Price of a product (Bergel et al., 2019).

Social media is also inseparable from brand trust in shaping purchase intention. Consumers use social media as a source of information about brands and products. The trust consumers have in brands will affect how they respond to reviews or recommendations on social media. When brand trust is high, positive recommendations on social media tend to have a greater impact on purchase intent. Research by Hajli et. al. (2017) highlights that trust plays an important role in influencing consumer buying behavior on social media platforms. Brand trust has a significant role in shaping a positive brand image, influencing consumer price perceptions, and being a key factor in social media's influence on purchase intent. At the same time, price perception is not automatically able to influence purchase intent therefore, it needs to be supported by brand trust.

H8   Brand Image significantly affects Purchase Intention through Brand Trust.

H9:   Perceived Price significantly effect on Purchase Intention through Brand Trust.

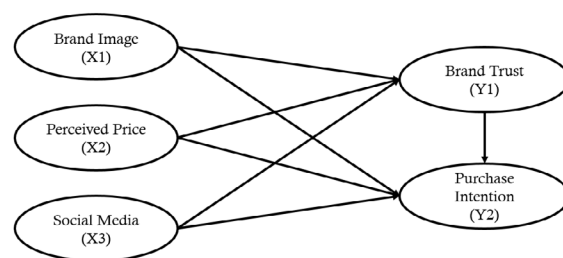H10: Social media significantly effect on purchase intention through brand trust.

Figure 1. Conceptual Model

METHOD

This methodology uses descriptive and quantitative methods to analyze numerical data and the relationships between variables in the study. The study population consisted of 3000 buyers at 30 outlets of micro and small local traditional restaurants such as Ayam Goreng Pak Gembus, Ayam Penyet and Ayam Kaki Lima restaurants in Jakarta. The respondents were 353 buyers collected by accidental techniques (Ghozali, 2016). The limitation of sample was due to time and efficiency as Hair et al. (2014) stated that a limited sample is able to predict the model. A simple random technique was applied to determine the 353 respondents out of the 3000 population (Lyman, 2016).

Data Collection and Instruments

Data collection was done using questionnaires designed to measure respondents' preferences using a self-administered technique. To ensure the validity and reliability of the instrument, it was tested prior to implementation.

Data Analysis

PLS_SEM technique with Smart PLS 3.0 software applied to analyse Excel data. The initial step involves specifying a model that describes the relationship between all independent variables (Sarstedt et al., 2017).

RESULTS AND DISCUSSION

The consistency factor in serving authentic and quality dishes plays an important role in retaining the customer base. This consistency is not only seen in taste but also in friendly and professional service. This indicates that attention to every aspect of the customer experience is becoming an integral part of their business strategy.

Model measurement.

The Smart PLS calculation results have met the requirements for validity and reliability (J. Hair et al., 2017)we were confident the interest in partial least squares structural equation modeling (PLSSEM. Additional factors with a loading factor above 0.7 are considered valid. However, according to (J. F. J. Hair et al., 2014) in the initial examination of the matrix, an addition factor below 0.3 is considered to

Table 1. Variables and Their Measurements

Variable	Dimension	Indicator	Reference
Brand Image	Reputation Product Quality Customer experience	I have trust in these brands I am sure they have good taste I prefer the product offered There is the uniqueness of the product The brand is Easy to recall	Kotler & Keller,2016 Bechter et al. 2016
Perceived Price	Value for consumers Affordable	I feel that the price value for money I resume that it is an affordable price The perceived price similar to the promotion campaign The price as I expect	Fazal-e-Hasan et al.,2018 Taufik et al., 2023.
Social media	Seeking information Interaction Reviews	I am looking for information. I get information through social media I trust the information in social media Content of Social media can influence purchase intention through interaction I trust social media if there are good reviews	Chakraborty, 2019 Kwok et al.,2020 Wang et al. 2022
Brand Trust	Trusted Quality	I trust the brands I trust their quality I trust the services I trust that every branch will render similar products and services	Hanaysha, 2022a Kim et al., 2014 Bergel et al., 2019
Purchase Intention	Testimonials	I got recommendation I pay attention to all reviews I filter false reviews. I trust that the product will satisfy my needs and wants I choose the more popular brand I decide to purchase based on testimonials	Cheng et al., 2019 Ogata et al., 2022

Source: Data processed by the authors, 2024

Table 2. Convergent Measurement

Variable	Indicator	Loading Factor	Cronbach Alpha	Reliability Composite	AVE	Conclusion
Brand Image	X1.1	0.834				
	X.1.2	0.848				
	X1.3	0.801	0.890	0.919	0.695	Good
	X1.4	0.866				
	X1.5	0.817				
Perceived Price	X2.1	0.788				
	X2.2	0.788	0.799	0.869	0.625	Good
	X2.3	0.837				
	X2.4	0.748				
Social media	X3.1	0.723				
	X3.2	0.772				
	X3.3	0.750	0.831	0.881	0.598	Good
	X3.4	0.810				
	X3.5	0.807				
Brand Trust	X4.1	0.829				
	X4.2	0.875	0.872	0.913	0.723	Good
	X4.3	0.842				
	X4.4	0.856				
Purchase Intention	Y2.1	0.829				
	Y2.2	0.829				
	Y2.3	0.861	0.908	0.929	0.684	Good
	Y2.4	0.830				
	Y2.5	0.820				
	Y2.6	0.792				

Source: Data processed by the authors, 2024

meet the minimum standard. An addition factor above 0.4 and 0.5 is generally considered significant.

The Cronbach Alpha value is more than 0.7, the construct is considered reliable.

Assessment of Structural Model

The importance of this limitation is to prevent a correlation between the measured constructs that is too strong, as it can affect the interpretation of the results. The VIF value below 5.00 indicates that there is no multicollinearity problem.

Table 3. Inner Analysis Results, VIF Value

	Brand Trust	Purchase Intention
Brand Image	1.925	2.462
Brand Trust		2.319
Perceived Price	1.933	2.155
Purchase Intention		
Social media	1.864	1.870

Source: Data processed by the authors, 2024

The VIF <5.00 which means multicollinearity is not an issue in the model (Sarstedt et al., 2017).

Table 4. R Square and Adjusted R Square Analysis Results

	R Square	R Square Adjusted
Brand Trust	0.569	0.565
Purchase Intention	0.731	0.728

The R Square value is 0.731 means that about 73.1% of the variation in Purchase Intention can be explained by the independent variables in the model (SM, PP, CS, BT, and PI). In this context, with an R Square of 0.569 for Brand Trust and 0.731 for Purchase Intention, the model can be said to have considerable strength in explaining variability in its dependent variables.

Table 5. f -Square Analysis Results Table

Variable	f2	Information
Brand Image > Brand Trust	0.279	Medium
Brand Image > Purchase Intention	0.246	Medium
Brand Trust > Purchase Intention	0.350	Big
Perceived Price > Brand Trust	0.115	Medium
Perceived Price > Purchase Intention	0.001	Small
Social Media > Brand Trust	0.003	Small
Social media > Purchase Intention	0.007	Small

Source: Data processed by the authors, 2024

The value of f-squared (f^2) is also important in evaluating the influence between variables. Table 4 shows that Brand

Trust has a significant and positive effect on Purchase Intention, where value of 0.350.

Table 6. Prediction Accuracy Analysis Results

	SSO	SSE	Q^2 (= 1 - SSE / SSO)
Brand Image	1560.000	1560.000	
Brand Trust	1248.000	745.636	0.403
Perceived Price	1248.000	1248.000	
Purchase Intention	1872.000	955.007	0.490
Social media	1560.000	1560.000	

Source: Data processed by the authors, 2024

The values of Q2 were all found to be positive and above zero, Brand Trust = 0.403 and Purchase Intention: 0.490.

Table 7. Fit Model Analysis Results

	Saturated Model	Estimated Model
SRMR	0.057	0.057
d_ULS	0.971	0.971
d_G	0.418	0.418
Chi-Square	756.940	756.940
NFI	0.847	0.847

Source: Data processed by the authors, 2024

The SRMR for the structural model should be less than the threshold of 0.8, which has been met (Henseler et al., 2014).

Hypothesis Testing

Hypothesis testing using statistical t-tests based on the results of internal mo-

Table 8. Hypothesis Test

Influence Between Variables	Original Sample (O)	Sample Mean	STDEV	t- Statistic (O/STDEV)	P Values	Conclusion
Direct Effects						
Brand Image -> Brand Trust	0.481	0.490	0.089	5.387	0.000	Significant
Brand Image -> Purchase Intention	0.403	0.406	0.057	7.053	0.000	Significant
Brand Trust -> Purchase Intention	0.467	0.458	0.059	7.882	0.000	Significant
Perceived Price -> Brand Trust	0.309	0.297	0.073	4.249	0.000	Significant
Perceived Price -> Purchase Intention	0.019	0.019	0.049	0.382	0.703	Not Significant
Social media -> Brand Trust	0.052	0.057	0.062	0.841	0.401	Not Significant
Social media -> Purchase Intention	0.058	0.067	0.056	1.032	0.303	Not Significant
Indirect Effects						
Brand Image -> Brand Trust -> Purchase Intention	0.225	0.225	0.054	4.171	0.000	Significant
Perceived Price -> Brand Trust -> Purchase Intention	0.145	0.136	0.039	3.723	0.000	Significant
Social media -> Brand Trust -> Purchase Intention	0.024	0.025	0.028	0.877	0.381	Not Significant

Source: Data processed by the authors, 2024

dels. It aims to assess the validity of the hypothesis by looking at the significance of values between constructs, t-statistics, and p-values.

The model includes testable statements that define the expected relationships between variables in the study.

Discussion

The results have given the answer to the first question that Brand Trust was able to diminish negative feedback that affects the purchase intention of local traditional culinary restaurants. While the second research question has confirmed that Brand Trust is able to support Brand Image and Perceived Price to increase Purchase Intention.

The results, as shown in Table 7 and Figure 2, have proved to have a significant effect on several hypotheses, such as H1, H2, H3, and H4 as direct effects. Additionally, other hypotheses, such as H8 and H9, have proved the significance of brand
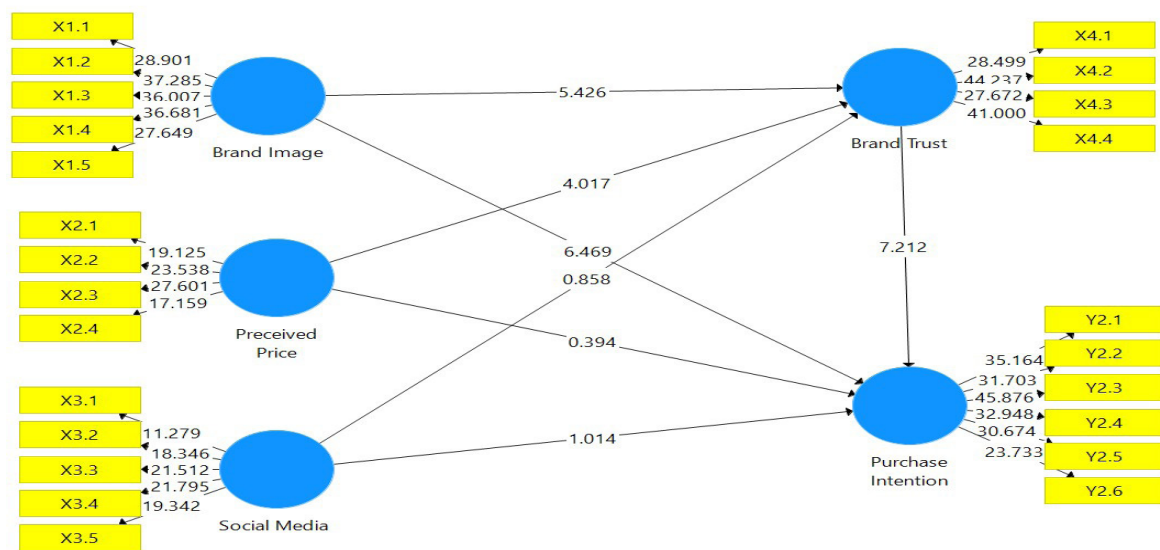
Figure 2. Final Research Model

trust as a mediator (McNeill et al., 2014). The Price has been perceived by potential buyers as a micro-enterprise that is guaranteed to offer cheap products and meet their expectations.

This concern for micro and small businesses originates the idea of researching the role of brand image in improving business (Ventre & Kolbe, 2020). The significance of brand image and brand trust is 0.481, and its impact on purchase intention is 0.403, marking the strength of this independent variable. After that, we continued with the results of the brand image through brand trust; it turned out that the result was 0.225. The magnitude is not as strong as the direct influence but is quite significant.

While social media only has a direct effect on both brand trust and purchase intention. This means that social media is very important for purchase intent without having to be supported by other variables. However, this finding does not diminish the role of social media, instead to suggest in boosting its frequency to increase the impact, since no negative effect.

The meaning that can be summed up here is that more intensive social media

efforts are needed to increase brand trust. Social media can also increase purchase intent. This is a very encouraging result that can be applied by micro and small entrepreneurs.

Therefore, these findings support H4: the perceived influence of Price on brand trust. Social media and Brand Trust and Purchase Intention: The results of the analysis showed that social media had no significant effect on Brand Trust (Beta coefficient: 0.052, t-statistic: 0.841, P-value: 0.401) nor Purchase Intention (Beta coefficient: 0.058, t-statistic: 1.032, P-value: 0.303). This goes against expectations that intense social media use can affect brand trust and purchase intention. These findings reject H5, H6 and H7, surprisingly showing inconsistent results regarding the direct influence of social media on brand trust (Tuten & Solomon, 2017). Finally, the outcomes confirmed that informativeness, directly and indirectly, affects consumer purchase decisions via brand trust. The previous study highlighted that a solution for any negative feedback must be taken quickly (Bigné et al., 2023). This means that building a brand image that supports brand trust needs to

be monitored from time to time so as not to have time to give a negative impression to potential buyers. A valuable finding is that the two variables, Brand Image and Perceived Price, directly affect Brand Trust and Purchase Intention. This finding has complied with the first research question and the first objective.

The results showed that Brand Image had a significant positive effect on Purchase Intention mediated by Brand Trust (Beta coefficient: 0.225, t-statistic: 4.171, P-value: 0.000). This finding is the answer to the second research question (Marques et al., 2020). Thus, this finding supports H8: Brand Image positively affects Purchase Intention through Brand Trust.

However, the insignificant effect of social media on Brand Trust and Purchase Intention makes it interesting to know the cause or placement of variables that support social media.

CONCLUSION AND RECOMMENDATION

The role of Brand Trust as mediating variable has contributed positive effect to direct and indirect effect on Purchase Intention. This finding pays a meaningfull part to be continously develop Brand Trust to their customers.

Pursuant to the research objective, which is that brand image, perceived Price, and social media can improve purchase intention, this study has achieved the goal of the study. Hence, this confirms that positive perceptions of brands and consumer trust play a big role in shaping the desire to buy.

However, the results show that price perception does not significantly influence purchase intention, highlighting the complexity of the factors influencing Purchase Intention. Interestingly, the influence of social media was also not shown to significantly affect brand trust or purchase intention. In a business context, these findings underscore the importance of building a strong brand image and strengthening consumer trust as key factors for increasing purchase intent. Nonetheless, attention to pricing and social media use remains relevant in the development of a holistic marketing strategy.

The present paper's primary aim was to examine the direct and indirect effect of social media marketing features on buying decisions and verify if brand trust support linkages between the variables. It was found that brand trust is a significant predictor and mediator of purchase intention.

Managerial implication of this research is to suggest image building of micro and small enterprises to increase the chances of success in marketing efforts. Small traditional restaurants should pay more attention to promoting their brand by imposing intensive social media to improve consumer trust. By doing so, the purchase intention can be maximized. Since this research is mainly on micro and small enterprises, it is recommended that further study of medium enterprises in culinary business with the relevant specific issues be conducted. It is necessary to Monitor and correct negative emotions to be positive feedback.

The development of information technology today has marked a battle of brand image and brand trust. Entrepreneurs must understand these factors deeply to develop effective marketing strategies and compete in an increasingly tight market.

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