

MARKETING | RESEARCH ARTICLE

Social Media Marketing and Purchase Intention of Jamu Iboe Among Millennial and Generation Z Consumers

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ABSTRACT

This study examines how Social Media Marketing influences Purchase Intention among Millennial and Gen Z consumers of Jamu Iboe, testing Brand Awareness, Brand Trust, and Perceived Value as parallel mediators. Traditional jamu remains unfamiliar to younger consumers despite growing interest in herbal products. Grounded in Stimulus-Organism-Response theory, Consumer-Based Brand Equity, and Perceived Value theory, the study employed a quantitative explanatory design using PLS-SEM methodology. Data were collected from 149 respondents aged 17 and above through an online questionnaire and analysed using SmartPLS. Results show that Social Media Marketing does not directly affect Purchase Intention; instead, its effect operates indirectly through Brand Awareness and Perceived Value, which significantly mediate the relationship. Brand Trust, though significantly strengthened by Social Media Marketing, does not mediate Purchase Intention. These findings indicate that digital marketing for traditional herbal products works through cognitive and evaluative pathways rather than direct persuasion or immediate purchase triggers. The study is limited to a single brand and cross-sectional design; future research should adopt longitudinal approaches and examine additional variables such as health consciousness and perceived risk. For practice, Jamu Iboe and other herbal brands should prioritise educational, value-oriented digital content and brand-recognition campaigns over hard-selling promotion when targeting younger consumers.

Keywords: Social Media Marketing, Brand Awareness, Brand Trust, Perceived Value, Purchase Intention.

JEL Code: M31, M37, D12, L66

I. Introduction

The jamu industry occupies an important position in Indonesia in both cultural and economic terms. As a traditional health heritage, jamu has been consumed for hundreds of years to maintain fitness and strengthen immunity. Interest in herbal products rose sharply after the COVID-19 pandemic, when many consumers looked for health alternatives that were considered more natural and safer (Harfiani et al., 2025). This condition creates a substantial opportunity for local jamu brands to expand their market as public health awareness increases. Jamu Iboe, one of the oldest jamu brands and established in 1910, has considerable potential to grow in the modern market. However, shifting consumer behaviour requires innovation in communication strategy, because Millennial and Gen Z consumers now dominate the market and tend to be more critical, more selective, and highly dependent on digital information when making purchase decisions. Estiasih et al. (2025) argue that the success of the jamu industry depends on the ability of brands to adapt to the digital preferences of younger consumers.

In this context, firms need to adapt through promotional strategies that are relevant to the digital lifestyle of young consumers. Social media has become the primary information source for Millennial and Gen

Z consumers to search for information, compare products, and form brand perceptions. Jamu Iboe therefore needs to optimise Social Media Marketing to build emotional closeness, strengthen the modern image of jamu, and improve the acceptance of herbal products among younger consumers. Platforms such as Instagram and TikTok provide a two-way interaction space that strengthens the relationship between the company and consumers. Singh et al. (2025) show that social media features such as informativeness, entertainment, interactivity, and relevance significantly shape positive consumer perceptions and increase purchase intention.

Purchase intention is an important indicator for understanding the behaviour of digital consumers, because intention is the strongest predictor of actual behaviour. In digital marketing, purchase intention is formed through psychological mechanisms such as brand awareness, brand trust, and perceived value that emerge after consumers are exposed to digital marketing stimuli. Brand awareness acts as an early cognitive stage that influences purchase consideration. Gutiérrez et al. (2024) explain that awareness is the foundation of brand equity because consumers tend to choose brands that are familiar to them, and Ahmed et al. (2024) show that awareness not only affects purchase intention directly but also strengthens perceived value. Beyond awareness, brand trust plays a crucial role for herbal and health products. Fong et al. (2024) note that trust in the quality, safety, and integrity of a product strongly influences the purchase decision, while the meta-analysis by Wang & Shahzad (2024) confirms that trust is a dominant factor in online purchase behaviour.

Perceived value is a further variable that determines purchase intention. It reflects the consumer's overall evaluation of the benefits of a product, whether functional, emotional, social, or related to sustainability. In the context of herbal products such as Jamu Iboe, perceived value can include health benefits, the convenience of consuming modernised jamu, the safety of the ingredients, and the value of a natural product. Xia et al. (2024) show that perceived value mediates the effect of Social Media Marketing on purchase intention, which makes this variable increasingly relevant for explaining the decisions of digital consumers. From a Stimulus-Organism-Response perspective, Social Media Marketing functions as the stimulus, while brand awareness, brand trust, and perceived value operate as parallel organism states that explain how the digital stimulus produces a response in the form of purchase intention.

Research on Social Media Marketing, brand awareness, brand trust, perceived value, and purchase intention has grown rapidly, yet most of it examines beauty, fast-food, tourism, or e-commerce settings (Hanaysha, 2022; Ling et al., 2023; Zhang et al., 2024). Evidence from Indonesia points in a similar direction. Fitriasari et al. (2025) find that influencer popularity does not push Gen Z consumers toward skincare purchases on its own; the effect runs through customer trust and social media engagement. Sauqy & Ariescy (2025) reach a comparable conclusion for digital services, where digital marketing improves brand image only when consumer trust carries the effect. Traditional jamu has received far less attention, even though Millennial and Gen Z consumers now form the primary target of the modern jamu market. Studies that test brand awareness, brand trust, and perceived value together as parallel mediators are also scarce in the local herbal industry. This study responds to that gap by examining how Social Media Marketing shapes purchase intention toward Jamu Iboe through these three mediators. Theoretically, the study brings S-O-R, CBBE, and Perceived Value theory into the herbal product context. Practically, it gives Jamu Iboe evidence for designing digital campaigns that fit how younger consumers actually decide.

II. Literature Review and Hypothesis Development

2.1. Theoretical Foundation

This study integrates three complementary theories. Stimulus-Organism-Response (S-O-R) theory serves as the main framework because it explains how Social Media Marketing influences the consumer's psychological process until it forms purchase intention. Consumer-Based Brand Equity (CBBE) theory is used to understand the role of brand awareness and brand trust, and Perceived Value theory explains how the value perceived by consumers contributes to mediating the effect of digital marketing on purchase intention. The

Stimulus-Organism-Response (S-O-R) framework explains how external stimuli influence the internal state of an individual before producing a particular behaviour, and it remains widely applied in consumer research (Kıymalıoğlu et al., 2024). In digital marketing, S-O-R has become an important framework for understanding how the online environment, including information design and virtual interaction, shapes the psychological process of consumers (Sohaib et al., 2022). In this study the stimulus is represented by Social Media Marketing, expressed through interactivity, relevant information, digital trends, and visual content that reflects brand identity. The organism is represented by brand awareness, brand trust, and perceived value, each of which reflects the consumer's interpretation after receiving the stimulus. Bui et al. (2025) show that visual content, information, and platform mechanisms encourage consumers to assess the usefulness of, and their trust in, a product before forming purchase intention. The response is purchase intention, that is, the tendency of consumers to buy after evaluating the stimulus they receive.

The concept of Consumer-Based Brand Equity was introduced by Keller (1993) and reaffirmed in his later reflection (Keller, 2016), which states that brand equity is formed by the way consumers feel, think, and respond to a brand based on the knowledge they hold. Within this theory, the strength of a brand is rooted in brand knowledge, which consists of brand awareness and brand image, and forms the foundation of consumer perceptions of the value and quality of the brand. Zheng et al. (2025) confirm that the main dimensions of CBBE, namely brand awareness, brand association, perceived quality, and brand loyalty, are important in forming value perceptions and consumer attitudes. In this framework, brand trust operates as an evaluative component of brand equity, because trust reflects the consumer's belief in the reliability and integrity of the brand (Chavadi et al., 2023), while perceived value describes the extent to which consumers feel that a product delivers benefits commensurate with the cost or effort expended.

Perceived Value theory explains that the value perceived by consumers is a comprehensive evaluation of the benefits and sacrifices associated with a product or service. The concept has developed from the classic view that treats value as a trade-off between benefit and cost into a multidimensional construct that includes utilitarian, hedonic, and social value (Zhang et al., 2024). Monfort et al. (2025) explain that perceived value is formed through information quality, content relevance, and emotional resonance that emerge during the consumer's interaction with a product and the digital environment in which it is promoted. Ngo et al. (2025) further show that perceived value not only strengthens trust but also directly drives behavioural intentions such as purchase intention, particularly in the context of digital services and online interaction. Perceived value therefore functions as an organism state that explains how a stimulus such as Social Media Marketing is processed psychologically before producing a positive attitude toward the brand.

2.2. Concept Definitions

Social Media Marketing uses platforms such as Instagram and TikTok to reach consumers in a broad, interactive, and personal way. The activity goes beyond delivering brand messages; it builds interaction and emotional engagement that feed brand awareness, brand trust, and eventually purchase intention. Phan et al. (2024) show that marketing activity on social media strengthens brand awareness and creates engagement that carries over into purchase intention. Dwivedi et al. (2021) add that consistent digital interaction deepens the long-term relationship between brands and consumers. In the Indonesian market, Fitriasisari et al. (2025) observe the same mechanism among Gen Z consumers: engagement built through social media mediates the path from digital marketing stimuli to purchase decisions, and the role of this mediation grows for health and beauty products where trust matters most.

Brand awareness refers to the consumer's ability to recognise and recall a brand under particular conditions. Gutiérrez et al. (2024) explain that awareness is the main foundation of brand equity, because without awareness of a brand, consumers will not include it in their purchase consideration. Ling et al. (2023) find that brand awareness serves as the basis for forming brand trust, which subsequently increases purchase intention, particularly among Gen Z consumers in digital commerce. Górska-Warsewicz (2022) show that

repeated exposure through social media strengthens brand recall and familiarity, which is important for a traditional brand such as jamu that is often perceived as old-fashioned by younger consumers.

Brand trust is defined as the consumer's belief in the reliability, honesty, and integrity of a brand, and is formed through positive experience, consistent product quality, and credible marketing communication. Fong et al. (2024) emphasise that brand trust is especially important for low-involvement products, because consumers tend to rely on perceived trust to reduce risk in decision making. For health or herbal products such as jamu, trust becomes even more important because it concerns product safety and benefit. Cheung et al. (2021) find that consumer interaction with a brand on social media contributes substantially to the formation of trust, and Holmqvist & Ponsignon (2025) add that consumer trust is built through a combination of product quality, information credibility, and the authenticity of promotion.

Perceived value is the consumer's overall evaluation of the benefits received relative to the sacrifices made when consuming a product. Beyond the functional dimension, Sae-tae & Wang (2024) emphasise that hedonic and social value strengthen positive consumer experience, particularly when consumers feel engaged during digital marketing interaction. Bilal et al. (2023) show that high perceived value strengthens trust and positive attitudes before purchase intention emerges. Purchase intention is the psychological tendency of consumers to buy a product based on their attitudes, beliefs, and perceptions. Following Azad et al. (2023), intention is the strongest predictor of actual behaviour. Ling et al. (2023), find that awareness and trust operate simultaneously in forming purchase intention among digital consumers, while Ngo et al. (2025) show that trust and perceived value jointly mediate the relationship between engagement and purchase intention in social commerce.

2.3. Hypothesis Development

Social Media Marketing is one of the main factors that shape brand awareness, particularly in the digital era. When consumers are exposed to informative, appealing, and relevant promotional content, they recognise and recall a brand more easily (Ahmed et al., 2024). Repeated exposure through posts, videos, advertisements, and digital interaction creates an internalisation process that strengthens consumer awareness. An & Ngo (2025) find that engaging Social Media Marketing content significantly increases brand awareness among Gen Z consumers through digital engagement.

Within the Stimulus-Organism-Response framework, Social Media Marketing functions as an external stimulus that activates the cognitive processing of the brand in the consumer's memory, which is the first component of the organism stage. For a traditional product such as Jamu Iboe, this mechanism is particularly relevant because younger consumers rarely encounter the brand through conventional channels and instead form their initial recognition through digital platforms such as Instagram and TikTok. Educational and visually engaging content about the ingredients, heritage, and health benefits of jamu helps the brand occupy a distinct position in the consumer's memory, so that repeated and consistent exposure gradually converts unfamiliarity into stable recognition and recall. This reasoning is consistent with the Consumer-Based Brand Equity perspective of Keller (1993), in which brand awareness is the foundation on which all subsequent brand associations are built.

H1: Social Media Marketing has a positive effect on Brand Awareness.

Social Media Marketing plays a large role in forming brand trust through the delivery of credible, transparent, and consistent information. When consumers receive marketing messages that are perceived as honest and convincing, they place greater trust in the quality and safety of the product (Hanaysha & Alhyasat, 2025). Social media also allows consumers to observe the experience of other users through comments, testimonials, and direct interaction with the brand, which broadens social proof and strengthens trust (Dwivedi et al., 2021).

Trust is an affective state within the organism stage of the Stimulus-Organism-Response model, and it develops when the digital stimulus repeatedly signals reliability and integrity. For health-related products such as jamu, trust carries greater weight than for ordinary consumer goods because consumers internalise a product that they will ingest, and any doubt about safety or authenticity directly suppresses their willingness to buy. Social media narrows the information gap by allowing Jamu Iboe to communicate certification, production hygiene, and the scientific basis of its herbal formulations, while user-generated testimonials provide independent verification that reinforces the brand's claims. Cheung et al. (2021) show that sustained interaction between a brand and its audience on social platforms cultivates relational trust, and Chavadi et al. (2023) confirm that brand communities built on social media strengthen both trust and brand equity in emerging markets.

H2: Social Media Marketing has a positive effect on Brand Trust.

Social Media Marketing can increase perceived value through the delivery of clear, detailed, and educational product information. When consumers obtain information about the benefits, quality, and advantages of a product from social media, they tend to judge the product as having higher functional and emotional value (Zhang et al., 2024). Visual content such as videos, infographics, and testimonials strengthens value perception by creating positive emotional experience, and Xia et al. (2024) show that perceived value increases when digital information is delivered in an appealing and easily understood way, particularly for health products.

From the standpoint of Perceived Value theory, value is a multidimensional judgement that consumers form by weighing the benefits they expect to receive against the sacrifices they must make. Social Media Marketing shapes each of these dimensions simultaneously: it communicates the functional value of jamu through information about efficacy and natural ingredients, the emotional value through content that evokes cultural pride and wellbeing, and the conditional value through promotions that make the product attractive in specific situations such as maintaining immunity. Because Millennial and Gen Z consumers are generally price-sensitive and evaluate products carefully before purchase, well-designed digital content that clarifies these value dimensions can meaningfully raise their overall value assessment. Bilal et al. (2023) demonstrate that perceived value rises when digital communication successfully conveys both utilitarian and hedonic benefits, and Sae-tae & Wang (2024) similarly find that value perception is strengthened when consumers feel engaged during the digital interaction.

H3: Social Media Marketing has a positive effect on Perceived Value.

Brand awareness acts as an early stage of the purchase decision process. The higher the consumer's ability to recognise and recall a brand, the greater the likelihood that they will consider it for purchase. For traditional jamu products, awareness is important for reducing perceived risk, particularly among younger consumers who tend to be sceptical of herbal products. Ling et al. (2023), show that awareness is a significant predictor of purchase intention among Gen Z consumers, and Ahmed et al. (2024) confirm that brand awareness has a direct effect on purchase intention across digital product categories.

Within the response stage of the Stimulus-Organism-Response model, awareness translates the cognitive processing of the brand into a behavioural tendency. A consumer who can readily recall Jamu Iboe when thinking about herbal drinks is more likely to place the brand in the consideration set, which is the decisive first filter in the purchase funnel. Górska-Warsewicz (2022) note that repeated digital exposure strengthens brand recall and familiarity, and that this familiarity lowers the cognitive effort required to evaluate the brand, making purchase more probable. For an established brand competing against numerous herbal substitutes, strong awareness therefore provides a competitive advantage by ensuring that the brand is retrieved from memory at the moment of decision.

H4: Brand Awareness has a positive effect on Purchase Intention.

Brand trust is one of the main determinants of purchase intention, particularly for health products such as traditional jamu that require a high level of confidence before consumption. When consumers believe that a brand offers good, safe, and consistent quality, they are more likely to include it in their purchase preferences (Monfort et al., 2025). Singh et al. (2025) show that brand trust has a significant direct effect on purchase intention, especially when the digital marketing stimulus is informative and convincing. Trust reduces the uncertainty that accompanies any purchase, and this function is amplified for ingestible products where the consequences of a poor choice concern personal health. When consumers trust that Jamu Iboe maintains consistent quality and honours its claims about ingredients and benefits, the perceived risk of trying the product declines and their intention to buy strengthens accordingly. Ngo et al. (2025) find that trust is a decisive antecedent of purchase intention in social commerce, where consumers cannot physically inspect the product before buying, and Holmqvist & Ponsignon (2025) show that trust rooted in perceived quality and authenticity translates directly into a stronger willingness to purchase. For a heritage brand such as Jamu Iboe, the reputation accumulated over decades reinforces this effect, as trust built on longevity provides an additional signal of reliability that younger consumers can draw on.

H5: Brand Trust has a positive effect on Purchase Intention.

Perceived value is a subjective assessment of the benefits obtained relative to the sacrifices made. When consumers perceive that a product offers high functional, emotional, or social value, they are more inclined to buy it (Zhang *et al.*, 2024). In the context of traditional jamu, perceived value is critical because consumers need assurance that a product delivers relevant health benefits, and information delivered through Social Media Marketing strongly shapes this value (Xia et al., 2024). The link between perceived value and purchase intention reflects the core logic of Perceived Value theory, in which consumers pursue the option that maximises net benefit. For price-sensitive Millennial and Gen Z consumers, the judgement that a jamu product is worth its price is often the final and most decisive consideration before purchase, outweighing mere familiarity with the brand. When the functional benefit of improved health, the emotional benefit of cultural connection, and the conditional benefit of situational relevance are perceived as commensurate with the cost, the intention to buy strengthens. Ngo et al. (2025) show that perceived value is a strong predictor of purchase intention for natural and bio-based products, and Monfort et al. (2025) find that value perception consistently drives intention across sustainable product categories, which supports the expectation that perceived value directly shapes the purchase intention of jamu consumers.

H6: Perceived Value has a positive effect on Purchase Intention.

Social Media Marketing may also influence purchase intention directly. When social media content attracts attention, triggers curiosity, and provides sufficient product information, purchase intention can form without a complex evaluation process (Ahmed et al., 2024). An & Ngo (2025) find that Social Media Marketing has a direct effect on purchase intention, particularly among digital-native consumers who are accustomed to making decisions based on online information. The proposition of a direct effect rests on the view that engaging digital content can act as an immediate trigger, especially for impulse-oriented categories where consumers move quickly from exposure to intention. Persuasive promotional messages, limited-time offers, and interactive formats may compress the decision process and generate intention before the consumer forms deeper cognitive or evaluative judgements about the brand. Phan et al. (2024) reports that social media marketing can directly stimulate purchase intention when content is designed to prompt an immediate response, and Sohaib *et al.* (2022), drawing on the Stimulus-Organism-Response perspective, note that in some settings the stimulus exerts a direct influence on the response alongside its indirect effects. This study

therefore tests whether such a direct path also holds for a traditional health product, where the decision process may be more deliberative.

H7: Social Media Marketing has a positive direct effect on Purchase Intention.

Beyond the direct paths, brand awareness, brand trust, and perceived value are proposed as mediators of the relationship between Social Media Marketing and purchase intention. Brand awareness is the early cognitive process that explains how digital exposure translates into purchase consideration (Ahmed et al., 2024). Brand trust is an affective mechanism through which credible digital communication reduces perceived risk before purchase (Dwivedi et al., 2021). Perceived value is an evaluative mechanism that connects the value communicated through digital content with the intention to buy (Ngo et al., 2025). Accordingly, the study proposes three mediation hypotheses.

The mediation logic follows directly from the Stimulus-Organism-Response framework, which holds that an external stimulus rarely produces a response on its own but instead operates through internal states. Social Media Marketing, as the stimulus, is expected to shape purchase intention, the response, by first altering the consumer's awareness, trust, and value perception, which together constitute the organism. Each mediator captures a distinct pathway: awareness represents the cognitive route through which the brand enters the consideration set, trust represents the affective route through which perceived risk is lowered, and perceived value represents the evaluative route through which the consumer judges the product worthwhile. This parallel mediation structure allows the study to identify which internal mechanism carries the influence of digital marketing most strongly for a traditional health product, and it reflects the growing evidence that the effect of social media marketing on behaviour is predominantly indirect rather than direct (Ngo et al., 2025)

H8: Brand Awareness mediates the effect of Social Media Marketing on Purchase Intention.

H9: Brand Trust mediates the effect of Social Media Marketing on Purchase Intention.

H10: Perceived Value mediates the effect of Social Media Marketing on Purchase Intention.

Based on the theoretical arguments and hypotheses above, the proposed research model consists of one exogenous variable, namely Social Media Marketing; three mediating variables, namely Brand Awareness, Brand Trust, and Perceived Value; and one endogenous variable, namely Purchase Intention. The relationships are summarised in Figure 1.

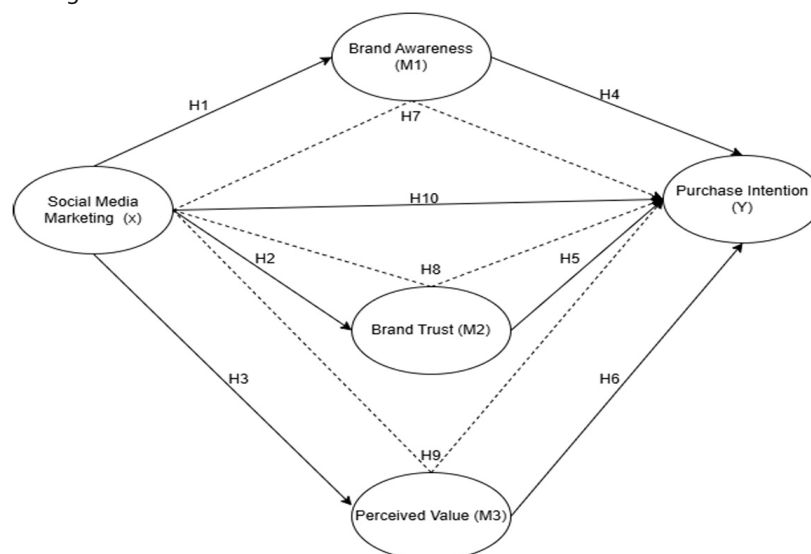


Figure 1. Conceptual Framework

III. Research Method

This study uses a quantitative approach because all variables in the model are tested using numerical data analysed statistically to examine the causal relationships among constructs. The type of research is explanatory research, which aims to explain the cause-and-effect relationships among the independent variable, the mediating variables, and the dependent variable (White, 2022). This design allows the researcher to identify how strongly Social Media Marketing, as the stimulus, affects the psychological states of consumers, namely brand awareness, brand trust, and perceived value, and how these in turn produce purchase intention as the response. The design is therefore consistent with the parallel mediation model tested among Millennial and Gen Z consumers who actively use social media.

A survey design with a structured questionnaire was used to collect data. Following White (2022), the survey method is appropriate for gathering perception and attitude data from large samples efficiently. The questionnaire was constructed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), based on indicators of Social Media Marketing, brand awareness, brand trust, perceived value, and purchase intention adapted from previous studies. The data were analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. Hair et al. (2017) state that PLS-SEM is suitable for predictive models that involve mediating constructs and do not require normally distributed data, which fits a model composed of several causal paths and parallel mediators. The study uses a cross-sectional survey rather than an experimental or qualitative design because the goal is to test theory-driven relationships among latent constructs across a fairly large sample, not to manipulate stimuli or explore meanings in depth. This choice fits the explanatory purpose and the PLS-SEM strategy. The analysis followed a fixed sequence that supports replication. Responses were exported from Google Forms and screened against the age and exposure criteria. Incomplete and straight-lining answers were removed. The remaining data were coded on the five-point Likert metric and imported into SmartPLS, where the outer model was evaluated first (loadings, AVE, reliability, discriminant validity) and the inner model second (R-square, effect size, and bootstrapped path significance with 5,000 resamples).

3.1. Population and Sampling

The population consisted of Millennial and Gen Z consumers who had seen Jamu Iboe promotion on social media, particularly Instagram and TikTok. Respondents were selected through non-probability purposive sampling with two criteria: age between 17 and 44 years, covering Gen Z (17-28) and Millennials (29-44), and familiarity with the Jamu Iboe brand through an active social media account. Hair et al. (2014) recommend a minimum sample of five to ten respondents per indicator. The instrument contains 20 indicators, so the study required at least 140 respondents. The questionnaire ran for four weeks and was distributed through Instagram direct messages, WhatsApp groups, and TikTok comment sections of communities interested in herbal and health products. Of the 168 responses collected, 149 passed the screening, a usable response rate of 88.7%. Screening removed respondents outside the age range, respondents with no prior exposure to Jamu Iboe content, and incomplete answers. Purposive sampling restricts how far the findings generalise, and the study acknowledges this. The technique remains appropriate here because the research question requires respondents with specific exposure to Jamu Iboe digital content, a condition random sampling cannot guarantee, and comparable social media marketing studies rely on the same approach (Singh et al., 2025; An & Ngo, 2025).

3.2. Instrument and Variable Measurement

Primary data were collected through a self-administered online questionnaire distributed via Google Forms, preceded by screening questions on age, active social media use, and prior exposure to Jamu Iboe content. Each construct was measured with reflective indicators. Social Media Marketing was measured

through informativeness, entertainment, interactivity, and relevance, adapted from Singh et al. (2025). Brand Awareness was measured through distinguishability, brand recall, social familiarity, and personal familiarity, adapted from Ling et al. (2023). Brand Trust was measured through product ability and quality, brand consistency, integrity and honesty, and care for consumers, adapted from Fong et al. (2024). Perceived Value was measured through functional value, emotional value, conditional value, and green value, adapted from the multidimensional value perspective (Zhang et al., 2024; Sae-tae & Wang, 2024). Purchase Intention was measured through purchase consideration, purchase enthusiasm, perceived worthiness, and intention to recommend, adapted from Ling et al. (2023). During measurement-model purification, indicators with outer loadings below the 0.70 threshold were removed, so that the final model retained fifteen valid indicators across the five constructs. Every measurement item was adapted from validated instruments in the social media marketing and consumer behaviour literature, translated into Indonesian, and adjusted to the jamu context. A small group of respondents outside the final sample pretested the instrument for clarity before full distribution. The outer model evaluation then confirmed its psychometric quality; indicators loading below 0.70 were dropped before hypothesis testing.

3.3. Data Analysis Technique

The analysis followed two stages. First, the outer model was evaluated to assess the quality of the measurement instrument through convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE), with loadings of at least 0.70 and AVE of at least 0.50 (Hair et al., 2014; Fornell & Larcker, 1981). Discriminant validity was evaluated through cross loadings, the Fornell-Larcker criterion, and the Heterotrait-Monotrait (HTMT) ratio, with a recommended HTMT threshold below 0.90 (Hair et al., 2017). Reliability was assessed using Cronbach's Alpha, rho_A, and Composite Reliability, with values above 0.70 (Sarstedt et al., 2022). Second, the inner model was evaluated through the coefficient of determination (R-square), effect size (f-square), and path coefficients, with the significance of direct and indirect effects tested through bootstrapping. A relationship was considered significant when the t-statistic exceeded 1.96 and the p-value was below 0.05. In line with the journal's policy on the responsible use of artificial intelligence, AI-assisted tools were used only in a supporting capacity, limited to language editing and formatting of the manuscript. The research design, data collection, statistical analysis, and interpretation of results represent the original work of the authors, who reviewed and take full responsibility for the content of the manuscript.

IV. Result and Discussion

4.1. Respondent Characteristics

From 168 distributed questionnaires, 149 respondents passed screening and entered the analysis, a response rate of 88.7%. Women made up 55.03% of the sample. Most respondents were 17 to 28 years old (69.13%), lived in East Java (93.29%), and held a bachelor's degree (67.79%). Private employees (32.21%) and entrepreneurs (22.15%) dominated the occupational profile. Just over half (53.02%) had purchased Jamu Iboe twice, so most respondents knew the product directly. Recommendations from family, friends, or relatives served as the largest information source (48.32%), ahead of Instagram (21.47%) and TikTok (20.13%). Table 1 summarises the full profile.

Table 1. Respondent Characteristics (N = 149)

Characteristic	Category	Frequency	Percentage (%)
Gender	Female	82	55.03
	Male	67	44.97
Age	17–28 years	103	69.13
	29–44 years	46	30.87
Domicile	East Java	139	93.29

	Outside East Java	10	6.71
Education	Senior high school	36	24.16
	Diploma	10	6.71
	Bachelor's (S1)	101	67.79
	Master's (S2)	2	1.34
Occupation	Private employee	48	32.21
	Entrepreneur	33	22.15
	Civil servant	20	13.42
	Student	18	12.08
	State-owned enterprise	17	11.41
	Homemaker	13	8.72
Purchase frequency	Twice	79	53.02
	Once	29	19.46
	Less than once	41	27.52
Information source	Family/friends	72	48.32
	Instagram	32	21.47
	TikTok	30	20.13
	Internet/website	15	10.06

4.2. Descriptive Analysis

The descriptive analysis of respondents' answers shows that all constructs fall within the good to very good category. Social Media Marketing recorded a composite mean of 3.88, indicating that respondents regarded the digital marketing activity of Jamu Iboe as effective in attracting attention and conveying product information. Brand Awareness recorded a composite mean of 3.96, reflecting a fairly strong level of brand recognition, although the awareness formed remained at the surface level of recognition. Brand Trust recorded the highest composite mean of 4.21, which indicates a high level of consumer confidence associated with the long-standing reputation of the brand. Perceived Value recorded a composite mean of 3.98, showing that respondents judged the benefits of the product to be commensurate with its price and quality, while Purchase Intention recorded a composite mean of 4.18, indicating a relatively high level of buying interest driven mainly by perceived benefit and trust.

4.3. Measurement Model (Outer Model)

Convergent validity was assessed through outer loadings and AVE. All retained indicators exceeded the 0.70 loading threshold, and all constructs exceeded the 0.50 AVE threshold, so convergent validity was satisfied. Brand Trust recorded the highest AVE (0.835), followed by Social Media Marketing (0.652), Brand Awareness (0.647), Perceived Value (0.545), and Purchase Intention (0.527). The structural relationships among the constructs, together with the path coefficients and R-square values, are visualised in Figure 2, while the complete loading factor values for each indicator are reported in Table 2.

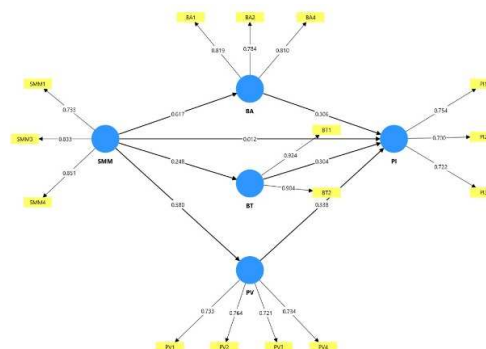


Figure 2. Path Model of Convergent Validity Test

The results of convergent validity test, presented in the form of loading factor values, are shown in the table below.

Table 2. Result of Convergent Validity

Construct	Indicator	Outer Loading	AVE	Description
BA	BA1	0.819	0.647	Valid
	BA2	0.784		Valid
	BA4	0.810		Valid
BT	BT1	0.924	0.835	Valid
	BT2	0.904		Valid
PI	PI1	0.754	0.527	Valid
	PI2	0.700		Valid
	PI3	0.722		Valid
PV	PV1	0.733	0.545	Valid
	PV2	0.764		Valid
	PV3	0.721		Valid
	PV4	0.734		Valid
SMM	SMM1	0.733	0.652	Valid
	SMM3	0.833		Valid
	SMM4	0.851		Valid

Discriminant validity was assessed with the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio, reported in Table 3. The Fornell-Larcker criterion compares the square root of each construct's AVE against its correlations with other constructs; a construct passes when the diagonal value exceeds every correlation in its column, meaning it shares more variance with its own indicators than with other constructs (Fornell & Larcker, 1981). All constructs pass this test (Panel A), and the cross-loadings confirm that each indicator loads most strongly on its own construct. HTMT offers a stricter check. It estimates the true correlation between two constructs after correcting for measurement error, with 0.90 as the common ceiling (Hair et al. (2017). Most construct pairs fall below that ceiling (Panel B). Two do not: Brand Awareness with Purchase Intention (0.966) and Purchase Intention with Perceived Value (0.957). Elevated HTMT values of this kind appear regularly in mediation models, because a mediator by design shares variance with both its antecedent and its outcome (Sarstedt et al., 2022). The Fornell-Larcker results and cross-loadings support discriminant validity, and the path estimates remain interpretable, but the two elevated pairs count as a limitation. Future studies can address them with more discriminating item sets.

Table 3. Discriminant Validity (Fornell-Larcker Criterion and HTMT Ratio)

Construct	BA	BT	PI	PV	SMM
Panel A. Fornell-Larcker Criterion (diagonal = square root of AVE)					
BA	0.805				
BT	0.361	0.914			
PI	0.638	0.528	0.726		
PV	0.638	0.327	0.64	0.738	
SMM	0.617	0.248	0.472	0.58	0.807
Panel B. Heterotrait-Monotrait (HTMT) Ratio					
BA	—				
BT	0.471	—			
PI	0.966	0.811	—		
PV	0.878	0.43	0.957	—	
SMM	0.842	0.324	0.707	0.794	—

Construct reliability was assessed using Cronbach's Alpha, rho_A, and Composite Reliability. As shown in Table 4, all constructs exceeded the 0.70 threshold on every measure, so the instrument was

considered reliable. Brand Trust recorded the highest Composite Reliability (0.903), and Purchase Intention, although lowest, still met the criterion with a Cronbach's Alpha of 0.701.

Table 4. Reliability Test

Construct	Cronbach's Alpha	rho_A	Composite Reliability	Result
BA	0.733	0.742	0.851	Reliable
BT	0.823	0.828	0.903	Reliable
PI	0.701	0.715	0.834	Reliable
PV	0.768	0.785	0.861	Reliable
SMM	0.781	0.794	0.876	Reliable

4.4. Structural Model (Inner Model)

The R-square values indicate that Social Media Marketing explains 38.0% of the variance in Brand Awareness, 6.2% in Brand Trust, and 33.6% in Perceived Value, while the four exogenous and mediating variables together explain 57.7% of the variance in Purchase Intention. The comparatively low R-square for Brand Trust suggests that trust is shaped largely by factors outside digital marketing, such as consumption experience and personal recommendation. The effect-size analysis reinforces this pattern: Social Media Marketing has a large effect on Brand Awareness (f-square = 0.613) and Perceived Value (f-square = 0.507), while its direct effect on Purchase Intention is effectively zero (f-square = 0.000). Among the predictors of Purchase Intention, Brand Trust records the largest effect size (f-square = 0.249). The R-square and f-square results are presented in Table 5.

Table 5. R-Square and Effect Size (f-square)

Endogenous / Path	R-Square	R ² Adjusted	f-square
Brand Awareness (BA)	0.38	0.376	—
Brand Trust (BT)	0.062	0.056	—
Perceived Value (PV)	0.336	0.331	—
Purchase Intention (PI)	0.577	0.569	—
Social Media Marketing (SMM) → Brand Awareness (BA)	—	—	0.613
Social Media Marketing (SMM) → Brand Trust (BT)	—	—	0.066
Social Media Marketing (SMM) → Perceived Value (PV)	—	—	0.507
Social Media Marketing (SMM) → Purchase Intention (PI)	—	—	0
Brand Awareness (BA) → Purchase Intention (PI)	—	—	0.01
Brand Trust (BT) → Purchase Intention (PI)	—	—	0.249
Perceived Value (PV) → Purchase Intention (PI)	—	—	0.059

4.5. Hypothesis Testing

Hypotheses were tested through bootstrapping. As shown in Table 6, six direct paths were positive and significant (H1 to H6). Social Media Marketing had a strong effect on Brand Awareness (0.617), Perceived Value (0.580), and a significant effect on Brand Trust (0.248), while Brand Awareness (0.306), Brand Trust (0.304), and Perceived Value (0.338) each significantly affected Purchase Intention. The direct path from Social Media Marketing to Purchase Intention was not significant (0.012; $p = 0.903$), so H7 was rejected. For the mediation paths, Brand Awareness (H8) and Perceived Value (H10) significantly mediated the relationship between Social Media Marketing and Purchase Intention, whereas Brand Trust (H9) did not.

Table 6. Hypothesis Testing Results

No.	Relationship	O	t-Stat	p	Conclusion
H1	Social Media Marketing (SMM) → Brand Awareness (BA)	0.617	9.686	0.000	Accepted
H2	Social Media Marketing (SMM) → Brand Trust (BT)	0.248	2.209	0.028	Accepted
H3	Social Media Marketing (SMM) → Perceived Value (PV)	0.580	8.393	0.000	Accepted
H4	Brand Awareness (BA) → Purchase Intention (PI)	0.306	3.871	0.000	Accepted
H5	Brand Trust (BT) → Purchase Intention (PI)	0.304	3.688	0.000	Accepted
H6	Perceived Value → Purchase Intention (PI)	0.338	4.102	0.000	Accepted
H7	Social Media Marketing (SMM) → Purchase Intention (PI)	0.012	0.123	0.903	Rejected
H8	Social Media Marketing (SMM) → Brand Awareness (BA) → Purchase Intention (PI)	0.188	3.779	0.000	Accepted
H9	Social Media Marketing (SMM) → Brand Trust (BT) → Purchase Intention (PI)	0.075	1.697	0.090	Rejected
H10	Social Media Marketing (SMM) → Perceived Value (PV) → Purchase Intention (PI)	0.196	3.707	0.000	Accepted

4.6. Discussion

The results of the hypothesis testing can be interpreted as follows. The findings show that Social Media Marketing shapes purchase intention among Millennial and Gen Z consumers of Jamu Iboe indirectly, through cognitive and evaluative mechanisms, rather than through a direct effect.

a. The Effect of Social Media Marketing on Brand Awareness, Brand Trust, and Perceived Value

The significant effect of Social Media Marketing on Brand Awareness (H1) matches Ling et al. (2023) and Ahmed et al. (2024), who show that informative and interactive content raises brand recognition. The sample composition amplifies this effect: younger consumers use social media intensively, so repeated exposure to educational and visual jamu content translates quickly into recognition and recall. Fitriasari et al. (2025) report the same pattern among Indonesian Gen Z consumers, where engagement built on social media precedes any downstream behavioural response. The significant effect on Brand Trust (H2) supports Singh et al. (2025), who find that information quality and message consistency build perceived reliability. The trust formed here stays at an initial level, since most respondents had limited consumption experience with the product. Sauqy & Ariescy (2025) describe a similar dynamic, digital marketing raises consumer trust, but that trust works mainly as a channel for other effects rather than as an independent driver, and it needs reinforcement from direct product experience. The effect on Perceived Value (H3) aligns with Zhang et al. (2024). Educational content about herbal ingredients and natural quality raises the functional, emotional, and symbolic value that price-sensitive young consumers perceive.

b. The Effect of Brand Awareness, Brand Trust, and Perceived Value on Purchase Intention

Brand Awareness, Brand Trust, and Perceived Value each significantly affect Purchase Intention (H4, H5, H6). The effect of Brand Awareness aligns with the CBBE perspective of Keller (2016), in which awareness is the foundation for forming positive brand perception. The effect of Brand Trust supports Monfort et al. (2025), given that trust in safety and quality is decisive for health products, and Jamu Iboe benefits from its long-standing historical reputation. The effect of Perceived Value is consistent with Zhang et al. (2024) and Ngo et al. (2025), for consumers with limited income, the perception that a product delivers benefits commensurate with its cost is a primary purchase consideration.

c. The Direct and Mediating Role of Social Media Marketing

The direct effect of Social Media Marketing on Purchase Intention is not significant (H7). Ahmed et al. (2024) find the opposite for impulsive product categories, and the contrast is informative. Jamu is a health product, and younger consumers approach it rationally: they evaluate value and form beliefs before any intention to buy appears. Fitriasari et al. (2025) document the same structure in Indonesian skincare, where influencer popularity shows no direct effect on Gen Z purchase decisions (coefficient = -0.006; $p = 0.962$) and

the entire effect flows through customer trust and engagement. Two different product categories, one shared conclusion, for products tied to health, digital marketing introduces and educates rather than triggers. Competition adds to this. The herbal market offers many substitutes, so consumers rarely rely on a single social media source when forming purchase intention.

The mediation results reinforce this interpretation. Brand Awareness mediates the relationship between Social Media Marketing and Purchase Intention (H8), in line with Ling et al. (2023), consumers must recognise a brand before they will consider buying it. Perceived Value emerges as the strongest mediator (H10), consistent with Zhang et al. (2024) and Ngo et al. (2025). Social Media Marketing moves purchase intention only after it convinces consumers that the product delivers value worth the cost. Brand Trust does not mediate (H9). Social media raises trust to a point, but initial trust of this kind cannot carry the effect through to intention, because trust in a health product grows from consumption experience, credible testimonials, and visible evidence of benefit. Digital content alone supplies none of these. Hanaysha (2022) finds the opposite in fast food, where brand trust does mediate the effect of social media marketing on purchase decisions. The difference lies in the product. Fast food carries little perceived health risk, so the trust threshold is low. Jamu is ingested, and consumers weigh safety and ingredient authenticity, which pushes the trust threshold beyond what social media content can reach on its own.

d. Comparative Analysis

The pattern of effect sizes offers further insight into how the model operates. Social Media Marketing exerts a large effect on Brand Awareness and Perceived Value but only a small effect on Brand Trust, which indicates that digital content is far more capable of building recognition and communicating value than of establishing the deep confidence required for a health product. The low coefficient of determination for Brand Trust reinforces this reading, since most of the variance in trust is explained by factors that lie outside digital marketing, such as prior consumption experience, family recommendation, and the accumulated reputation of the brand. In contrast, the model explains a substantial share of the variance in Purchase Intention, which confirms that awareness, trust, and perceived value together provide a strong account of why young consumers intend to buy Jamu Iboe.

Taken together, the results indicate that the purchase intention of digital-native consumers toward a traditional health product is formed through a deliberative rather than an impulsive route, which contrasts with studies of impulse categories where digital exposure triggers intention directly. The finding refines the application of the Stimulus-Organism-Response framework by demonstrating that the relative strength of each internal pathway depends on the product category: for jamu, the cognitive and evaluative routes dominate, while the affective route through trust is necessary but insufficient on its own. The result also qualifies the Consumer-Based Brand Equity perspective by showing that awareness contributes to intention both directly and as a mediator, whereas trust, although a core equity dimension, does not automatically convert digital exposure into behavioural intention when it remains at an early stage. By integrating S-O-R, CBBE, and Perceived Value theory within a single parallel mediation model, the study clarifies how a digital stimulus is processed through distinct psychological states before producing a behavioural response, and shows that Perceived Value is the dominant mediating mechanism for trust-sensitive health products.

e. Practical and Policy Implications

For Jamu Iboe and other players in the herbal industry, the results suggest that digital marketing strategy should prioritise the formation of perceived value, education, and brand recognition rather than direct promotion. Educational content that explains the benefits of herbal ingredients, product safety, and long-term health value is more effective in raising perceived value, which in turn drives purchase intention more strongly than direct selling. Consistent visual identity, brand storytelling, and regular publication help strengthen brand awareness, which also contributes significantly to intention. Because the trust formed through social media remains at an early stage, brands should reinforce it through greater transparency, such as scientific evidence, certification, hygienic production processes, and consumer testimonials, and through

segmented approaches such as student discounts or value bundles that increase relevance for price-sensitive young consumers.

The dominance of interpersonal recommendation as an information source among respondents suggests that social media works best when it amplifies and supports word-of-mouth rather than replacing it, and that content encouraging consumers to share their experiences can extend the reach of the brand. For policymakers supporting herbal small and medium enterprises, providing training on value-based digital communication can help local brands compete without large advertising budgets. These insights are consistent with the broader literature on digital marketing in emerging markets (Dwivedi et al., 2021; Chavadi et al. 2023), which emphasises that value communication and relationship building are more effective than direct selling for products that require consumer confidence.

V. Conclusion

This study examined the effect of Social Media Marketing on Purchase Intention among Millennial and Gen Z consumers of Jamu Iboe, and the mediating role of Brand Awareness, Brand Trust, and Perceived Value within a parallel mediation model grounded in S-O-R, CBBE, and Perceived Value theory. The results show that Social Media Marketing significantly strengthens Brand Awareness, Brand Trust, and Perceived Value, and that each of these variables significantly affects Purchase Intention. Social Media Marketing has no significant direct effect on Purchase Intention, and its influence operates indirectly through Brand Awareness and Perceived Value, which are significant mediators. Brand Trust, although positively affected by Social Media Marketing and a significant predictor of Purchase Intention, does not mediate the relationship, because the trust formed through digital content remains at the initial stage.

The study concludes that for a traditional health product such as jamu, digital marketing shapes the purchase intention of young consumers mainly through the formation of brand recognition and perceived value rather than through direct promotion. Perceived Value emerges as the strongest mediating mechanism, which indicates that Millennial and Gen Z consumers form purchase intention primarily through an evaluation of product worth. These findings suggest that herbal brands should focus their digital communication on education, value, and brand recognition to convert digital exposure into purchase intention. This study has several limitations. The sample is dominated by younger respondents, so the findings reflect the perceptions of Gen Z more than those of older jamu consumers. The model includes only five constructs and does not incorporate other relevant factors such as health consciousness, perceived risk, or actual purchase behaviour, and it relies on self-report data that may introduce perception bias. The study also focuses on a single brand with a long historical reputation. Future research could therefore use a more age-diverse sample, add variables such as health consciousness and perceived risk, employ longitudinal or mixed-method designs, and compare established and newer herbal brands to test the generalisability of the results

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