



## INCREASING CONSUMER PURCHASE INTEREST: THE ROLE OF SOCIAL MEDIA MARKETING AND TRUST IN MSMEs IN BENGKULU CITY

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Article info	ABSTRACT (Time new roman 10 PT)
<p><b>Corresponding Author:</b></p> <p>Dapa Nugraha  <a href="mailto:dapanugraha@gmail.com">dapanugraha@gmail.com</a>            Department of Management,            University of Muhammadiyah            Bengkulu</p>	<p>This study aims to analyze the effect of social media marketing and consumer confidence on buying interest in MSME products in Bengkulu City. A quantitative approach was used in this study with a survey method to collect data from respondents selected by purposive sampling. The research instrument is a questionnaire which is compiled based on the indicators of the research variables and measured using a Likert scale. The collected data were analyzed using statistical tests, including descriptive analysis and linear regression, to test the relationship between variables. The results showed that social media marketing has a positive and significant influence on consumer buying interest. In addition, consumer trust also plays an important role in increasing buying interest in MSME products. This research provides practical implications for MSME players to optimize marketing strategies through social media and build trust to increase product attractiveness in the local market.</p> <p><b>Keywords:</b> <i>Social Media Marketing, Trust, Consumer Purchase Interest</i></p>
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### INTRODUCTION

In the era of globalization and advances in information technology, the role of social media as a marketing tool has become crucial, especially for Micro, Small and Medium Enterprises (MSMEs) in various regions, including Bengkulu. Social media is not only a place to interact, but also an effective platform to promote products and services, which can have a significant impact on consumer buying interest. A deep desire to do something favored is called interest. When someone learns about a website, they can become interested in doing something related to that website. The intention to buy something online is the result of this interest. The sense of interest experienced by a consumer in a good or service is known as “purchase interest”, which is influenced by the attitudes of people outside the consumer and people inside (Rosdiana & Haris, 2018).

Digital marketing has become an integral part of the development of the business world, especially in the context of Micro, Small and Medium Enterprises (MSMEs). MSMEs have a very significant role in the Indonesian economy, especially in creating jobs, reducing poverty, and increasing the competitiveness of local products. However, along with changes in market and consumption trends, many MSMEs find it difficult to optimally utilize digital

technology, especially social media as a marketing tool. This condition also applies in Bengkulu city, a province that has many MSMEs that need an increased understanding of the benefits and potential of social media in boosting sales.

Social media marketing has become one of the dominant strategies in the digital era, where almost every individual is connected to social platforms such as Facebook, Instagram, TikTok, and others. These platforms not only serve as a means of communication but also as an effective tool to promote products and build relationships with consumers. Social media offers various features that MSMEs can utilize to increase their visibility, interact directly with customers, and introduce products in a more engaging and personalized way. However, not all MSMEs can utilize social media to its full potential, especially in areas with limited technological infrastructure, such as Bengkulu. Marketing through social media is done by displaying the brand identity or brand being marketed and assisting in the dissemination of messages effectively and communicatively through sites such as Instagram, Facebook, Twitter, YouTube, and TikTok. (Themba & Romadhoni, 2023). Information about products is shared with the public through applications that are part of social media. These applications use an internet connection to share user-generated posts, photos, videos, and reviews to spread product information to others. Social media is considered the cheapest and most effective tool for interacting widely in a social context. (Febrisa et al., 2023).

Along with the development of social media, consumer trust is also an important factor in purchasing decisions. Today's consumers tend to be more selective in choosing which products or services to buy. They require stronger evidence of transaction security, product quality and brand credibility. Consumer trust in products and companies can grow through effective promotions, reviews and marketing strategies. Trust itself is when one party is willing to accept the risk of another party's actions in the expectation that the party will do important things even without direct supervision or control. When someone believes in the party they trust, that trust develops (Rosdiana & Haris, 2018). This trust is strongly influenced by previous customer experiences, interactions that occur through social media, and brand reputation built online. If MSMEs in Bengkulu city are unable to build strong trust through social media, then consumer buying interest in their products will tend to be low.

The gap between the utilization of social media and the level of consumer trust in MSMEs in Bengkulu city indicates a major challenge faced by businesses. Many MSMEs have yet to optimize the use of social media to increase consumer engagement and create a pleasant and safe shopping experience. In addition, the level of consumer trust in MSMEs in Bengkulu city is also affected by factors such as difficulties in online transactions, limited information about products, and lack of security guarantees in making online purchases.

According to surveys conducted by a number of research institutions, the majority of consumers prefer to shop through widely recognized and reputable online platforms. This suggests that consumer trust is strongly related to brand recognition and transaction security guaranteed by major platforms. However, MSMEs in Bengkulu city that are new to social media marketing often struggle to build this trust. Not only must they strive to attract consumers' attention, but they must also ensure that they can provide a sense of security to consumers in every transaction made.

The limitations of MSMEs in Bengkulu city in utilizing social media marketing can also be seen in their inability to produce interesting and relevant content. Content that does not match the needs or preferences of the market can lead to a lack of engagement from

consumers. In addition, the inability to communicate effectively with customers through social media makes consumers feel less connected and tend to look for other alternatives. This adds to the difficulty for MSMEs in increasing consumer buying interest.

Another major challenge is the lack of training and knowledge regarding the use of social media as a marketing tool. Many MSMEs players in Bengkulu city are not familiar with the use of various features on social media platforms, such as paid advertising, analytics, or how to increase interaction with followers. Without adequate understanding, they are likely to be unable to devise effective marketing strategies and unable to increase their brand credibility in the eyes of consumers.

Consumer trust in MSMEs is also hampered by the lack of evidence or testimonials from customers who have purchased products. Without positive reviews or recommendations from other users, consumers tend to feel hesitant to make purchases, especially for MSMEs that are just emerging or do not yet have a good reputation. Therefore, building and maintaining consumer trust is a big challenge that must be faced by MSMEs in Bengkulu city. One important aspect that MSMEs must pay attention to is the importance of building strong relationships with customers through open and responsive communication. Consumers tend to have more trust in brands that are able to provide clear information, respond quickly to questions, and provide adequate service. Without positive and prompt interactions, consumers may feel unappreciated and seek products or services from other brands that are more responsive.

In addition, transaction security is also an important issue in building consumer trust. Many consumers feel apprehensive about making purchases online for fear of experiencing fraud or losing money. Therefore, MSMEs in Bengkulu city need to ensure that they offer safe and secure payment methods, and keep all transactions made through social media platforms well protected.

In this context, this research is important to dig deeper into how the influence of social media marketing and trust factors on consumer buying interest in MSMEs in Bengkulu city. This research aims to identify factors that influence consumer purchasing decisions and provide recommendations that can help MSMEs to maximize the potential of social media as a marketing tool.

Through this research, it is hoped that solutions can be found for MSMEs in Bengkulu city in dealing with the challenges they face related to marketing through social media and building consumer trust. With a better understanding of the factors that influence consumer buying interest, MSMEs can design more effective marketing strategies, improve the quality of content shared, and strengthen relationships with consumers.

This research is also expected to contribute to the understanding of how social media dynamics and consumer trust play a role in shaping purchasing decisions, particularly in local markets such as Bengkulu. By doing so, MSMEs in the area can improve their competitiveness, expand their market, and increase their profits. Furthermore, this research can serve as a reference for policy makers to design more targeted training programs for MSMEs in Bengkulu city in utilizing social media for marketing. These programs could include training on the use of digital platforms, online brand reputation management, and online consumer trust building techniques.

While social media has great potential in increasing the visibility and interaction of MSMEs, building consumer trust is the key to influencing purchase intention and increasing

the competitiveness of MSMEs in Bengkulu city. Therefore, marketing strategies that focus on increasing consumer trust should be a major concern for MSMEs in Bengkulu city, so that they can thrive and survive in the increasingly fierce competition in this digital era.

## METHOD

This research uses a quantitative approach with a survey method to collect data from respondents selected using purposive sampling technique. The research instrument is a questionnaire which is compiled based on the indicators of the research variables and measured using a Likert scale. The collected data were analyzed using statistical tests, such as descriptive analysis and linear regression, to test the effect of the independent variable on the dependent variable. This research aims to understand the relationship between social media marketing, trust, and consumer buying interest in MSME products in Bengkulu City.

## RESULT AND DISCUSSION

### Finding

#### Multiple Linear Regression Analysis

Multiple linear regression analysis which will be discussed in this study aims to describe respondents' responses to Social Media Marketing and Consumer Trust in the context of Purchase Interest in MSMEs in Bengkulu city using the SPSS Version 24.0 program for Windows, the results are shown in the following table:

**Tabel 1 Multiple Linear Regression Analysis Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,236	4,171		1,016	,014
	Sosial Media Marketing	,774	,205	,532	3,767	,000
	Trust	,490	,190	,237	2,575	,012

a. Dependent Variable: Purchase Intention

Source: Output SPSS 24

From the calculation of the above results, the regression equation is obtained as follows:  $Y = 4.236 + 0.774 (X_1) + 0.490 (X_2)$

Based on the regression equation above, it can be explained as follows:

1. The constant value of 4.236 means that if the Social Media Marketing ( $X_1$ ) and Trust ( $X_2$ ) variables are equal to zero, the Purchase Interest variable will remain at 4.236.
2. Regression coefficient ( $X_1$ ), amounting to 0.774, means that if the value of the Social Media Marketing variable ( $X_1$ ) increases by one unit, the value of Purchase Interest (Y) will increase by 0.774, assuming the Trust variable ( $X_2$ ) is considered constant.
3. The Regression Coefficient  $X_2$ , amounting to 0.490, means that if the value of the Trust Variable ( $X_2$ ) increases by one unit, the value of Purchase Interest (Y) will increase by 0.490, assuming the Social Media Marketing variable ( $X_1$ ) is considered constant.

The results of the research that most dominantly affect the Purchase Interest variable (Y) is the social media marketing variable ( $X_1$ ) which is 0.774.

### T Test Hypothesis

To test the effect of the independent variables partially on the dependent variable, the t test can be seen in the table as follows:

**Table 2 Hypothesis with T Test**

Coefficients <sup>a</sup>			
Model		T	Sig.
1	(Constant)	1,016	,014
	Sosial Media Marketing	3,767	,000
	Trust	2,575	,012
a. Dependent Variable: Purchase Intention			

Source: Output SPSS 24

Through calculations carried out using the SPSS program, each variable is as follows:

1. Social Media Marketing ( $X_1$ ), namely  $t_{hit} > t_{tabel}$  ( $3.767 > 1.66940$ ) and  $Sig < \alpha$   $0.050 = (0.000 < 0.050)$ , this states that there is an influence of Social Media Marketing ( $X_1$ ) on Buying Interest (Y) in MSMEs in Bengkulu City.
2. Trust ( $X_2$ ), namely  $t_{hit} > t_{tabel}$  ( $2.575 > 1.66940$ ) and  $Sig < \alpha$   $0.050 = (0.012 < 0.050)$ , this states that there is an influence of Trust ( $X_2$ ) on Buying Interest (Y) in MSMEs in Bengkulu City.

### F Test Hypothesis

In this study, hypothesis testing is intended to measure the magnitude of the influence of the Social Media Marketing ( $X_2$ ) and Trust ( $X_2$ ) variables on the Y Purchase Interest variable in MSMEs in Bengkulu City, the f test is used. To test the effect of the independent variables partially on the dependent variable, the F test is used as follows:

Table 3.Hypothesis with F Test

ANOVA <sup>a</sup>			
Model		F	Sig.
1	Regression	76,859	,000 <sup>b</sup>
a. Dependent Variable: Minat Beli			
b. Predictors: (Constant), Sosial Media Marketing, Trust			

Sumber: Output SPSS 24

Based on the hypothesis test table with the F test above, it is obtained that the  $F_{count}$  is 8,333 with an  $F_{table}$  value of 3.14, namely ( $76,859 > 3.14$ ) and ( $sig \alpha = 0.000 < 0.050$ ), so it can be concluded that  $H_3$  is accepted, meaning that simultaneously the Social Media Marketing ( $X_1$ ) and Trust ( $X_2$ ) variables have a significant effect on Buying Interest in MSMEs in Bengkulu City.

### Discussion

Based on the results of research and data processing carried out, it can be seen that the influence of Social Media Marketing ( $X_1$ ) and Trust ( $X_2$ ) has a significant effect on Buying Interest in MSMEs in Bengkulu City.

1. From the test results on the Social Media Marketing variable, it shows  $t_{count} > t_{table}$  ( $3.767 > 1.66940$ ) and ( $sig \alpha = 0.012 < 0.050$ ), this states that there is a positive and

significant influence of the Social Media Marketing variable (X1) on Buying Interest in MSMEs in Bengkulu City.

2. From the test results on the Trust variable, it shows  $t_{count} > t_{table}$  ( $2.575 > 1.66940$ ) and ( $\text{sig } \alpha = 0.001 < 0.005$ ), this states that there is a positive and significant influence of the Trust variable (X2) on Buying Interest in MSMEs in Bengkulu City.
3. Social Media Marketing and Consumer Trust both have a positive and significant influence on Purchase Intention. Based on the hypothesis test table with the F test, it can be concluded that H3 is accepted, meaning that simultaneously or together the variables of Social Media Marketing (X1) and Trust (X2) have a significant effect on Buying Interest in MSMEs in Bengkulu City.

## CONCLUSION

Based on the results of the research conducted, it can be concluded that:

1. The influence of Social Media Marketing on Buying Interest: Social Media Marketing is proven to have a positive and significant influence on Buying Interest in MSMEs in Bengkulu City. Marketing activities through social media can increase consumer interest in buying MSME products.
2. The Effect of Trust on Purchase Intention: Consumer trust is also proven to play an important role in influencing Purchase Intention. The higher the level of consumer trust in MSMEs, the more likely they are to make a purchase.
3. Simultaneous Effect of Social Media Marketing and Trust on Purchase Intention: Together, both Social Media Marketing and consumer trust have a significant influence on Purchase Intention. This shows that both work synergistically to encourage consumers to be more interested in buying products from MSMEs in Bengkulu City.

Overall, this research confirms that the Social Media Marketing and Consumer Trust factors play a very important role in increasing Buying Interest in MSMEs in Bengkulu City.

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