

## The Influence of Social Media Marketing on Consumer Purchase Intention in Fashion Stores on the Shopee Platform: The Mediating Role of Consumer Trust

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### ABSTRACT

This quantitative cross-sectional study investigates the influence of social media marketing on consumer purchase intention in fashion stores on the Shopee platform, with consumer trust as a mediating variable. Data were collected through an online questionnaire from respondents from Blitar city who had recent experience purchasing fashion products on Shopee. Social media marketing was measured through indicators such as attractive content, two-way interaction, trend updates, personalization, and electronic word-of-mouth. Consumer trust was assessed using competence, benevolence, and integrity dimensions, while purchase intention was evaluated based on intention to buy soon, serious consideration after viewing posts, and preference over other platforms. The data were analyzed using SPSS for validity, reliability, and classical assumption tests, and Hayes' PROCESS macro for mediation analysis. The results revealed that all hypotheses were supported. Social media marketing had a positive and significant effect on consumer trust and on purchase intention. Consumer trust significantly influenced purchase intention and partially mediated the relationship between social media marketing and purchase intention. Theoretically, the study advances the Stimulus-Organism-Response framework and trust-transfer theory in the context of Indonesian social commerce. Practically, the findings recommend that fashion store owners prioritize high-quality visual content, responsive engagement, authentic testimonials, and personalized recommendations to build trust and enhance purchase intention on Shopee.

**Keywords:** *Social Media Marketing, Consumer Trust, Purchase Intention, Shopee Platform, Fashion Stores, Mediation Analysis*

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## INTRODUCTION

The rapid growth of e-commerce in Indonesia has transformed consumer shopping behavior, particularly in the fashion sector. Shopee has emerged as the dominant platform, capturing approximately 53.22% of the national e-commerce market share in recent years (Pradana et al., 2026). With over 103 million users in Indonesia alone by 2023, Shopee serves as a primary marketplace for fashion products, which constitute one of the leading categories alongside electronics and beauty items (Ahmadi, 2026). This surge is driven by increasing internet penetration and smartphone adoption, with Indonesia's e-commerce

market projected to reach USD 94.5 billion by 2025 and nearly USD 194.2 billion by 2030 (Tirtayani, 2025). Social media platforms such as Instagram and TikTok have become integral to this ecosystem, enabling fashion stores to engage directly with consumers through targeted marketing campaigns. The integration of social commerce features on Shopee further amplifies these interactions, blurring the lines between social networking and online purchasing (Hu & Zhu, 2022). However, despite the platform's popularity, fashion retailers face challenges in converting engagement into actual purchases due to intense competition and consumer skepticism toward online transactions. Statistical data indicate that fashion accounts for a significant portion of Shopee's gross merchandise volume, yet conversion rates remain inconsistent across stores (Mauliza & Fadhillah, 2025). This highlights the need for effective marketing strategies that build long-term consumer relationships. Understanding these dynamics is crucial for fashion businesses aiming to thrive in Indonesia's competitive digital marketplace.

Social media marketing (SMM) has revolutionized how fashion brands promote their products on platforms like Shopee. SMM activities, including content creation, influencer collaborations, and interactive posts, allow brands to reach millions of potential customers instantly (Salhab et al., 2023). In Indonesia, where social media users exceed 190 million, fashion stores leverage these channels to showcase trends, user-generated content, and live demonstrations, directly influencing consumer perceptions (Ismael, 2025). Previous studies consistently show that SMM enhances brand visibility and fosters emotional connections with audiences (Wang et al., 2025). Nevertheless, the effectiveness of SMM depends on its ability to address consumer concerns such as product authenticity and delivery reliability in the fashion category (Prahasta, 2025). Recent research emphasizes that SMM not only drives awareness but also shapes behavioral intentions when executed strategically on e-commerce platforms (Pradana et al., 2026). The rise of visual-centric platforms has made SMM particularly potent for fashion, where aesthetics play a pivotal role in decision-making (Mauliza & Fadhillah, 2025). Yet, many fashion stores on Shopee struggle to translate SMM efforts into sustained loyalty amid information overload. This underscores the urgency of examining SMM's role in a platform-specific context like Shopee. International studies further support the global relevance of SMM in e-retail, with similar patterns observed across emerging markets (Hu & Zhu, 2022). Overall, SMM represents a critical tool for fashion retailers seeking competitive advantage in digital environments.

Consumer trust emerges as a fundamental factor in online purchasing decisions, especially within the fashion segment on Shopee. Trust reduces perceived risks associated with intangible product evaluations, such as fit, quality, and material authenticity (Ahmadi, 2026). In social commerce settings, trust mediates the relationship between marketing stimuli and behavioral outcomes by alleviating uncertainties (Tirtayani, 2025). Empirical evidence reveals that higher levels of trust lead to greater willingness to share personal information and complete transactions (Salhab et al., 2023). Fashion consumers on Shopee often rely on reviews, ratings, and social proof to build confidence before purchasing (Wang et al., 2025). Without adequate trust, even compelling SMM campaigns may fail to convert

interest into sales (Pradana et al., 2026). Studies in Indonesia highlight that platform-specific trust in Shopee influences repeat purchases in fashion categories (Mauliza & Fadhillah, 2025). Trust also fosters emotional bonds, encouraging consumers to view brands as reliable partners rather than mere sellers (Hu & Zhu, 2022). The mediating potential of trust becomes even more pronounced in high-involvement purchases like fashion items. Therefore, integrating trust-building mechanisms into SMM strategies is essential for fashion stores operating on Shopee.

State-of-the-art research demonstrates a growing body of evidence on the interplay between SMM, consumer trust, and purchase intention. Numerous studies confirm that SMM positively affects purchase intention, often through indirect pathways involving trust and brand-related constructs (Salhab et al., 2023). In the Indonesian context, investigations on Shopee reveal that SMM significantly enhances brand image and trust, which subsequently drive purchase decisions in various product categories (Pradana et al., 2026). Meta-analytic approaches further validate trust as a robust predictor of purchase intention across social commerce platforms (Hu & Zhu, 2022). Recent works on fashion-specific contexts emphasize partial or full mediation effects, yet inconsistencies persist regarding direct versus indirect influences (Mauliza & Fadhillah, 2025). For instance, some researchers report full mediation by trust in beauty and apparel segments, while others identify partial effects in broader e-commerce settings (Ahmadi, 2026). Bibliometric analyses highlight increasing publications on SMM in Southeast Asia, particularly post-pandemic, underscoring the timeliness of platform-focused inquiries (Wang et al., 2025). However, the majority of existing literature concentrates on general e-commerce or non-fashion categories, leaving fashion stores on Shopee relatively underexplored (Tirtayani, 2025). This body of knowledge establishes a strong foundation yet reveals opportunities for deeper platform-specific examination.

A critical gap in the current literature lies in the limited focus on fashion stores exclusively within the Shopee ecosystem, particularly concerning the mediating role of consumer trust in Indonesia. While several studies examine SMM and purchase intention in beauty or general products, few isolate fashion apparel and accessories on this dominant platform (Pradana et al., 2026). Moreover, most prior research employs brand image or eWOM as mediators, with insufficient attention to direct trust mediation in Shopee's unique social commerce features (Mauliza & Fadhillah, 2025). The novelty of the present study stems from its targeted investigation of partial versus full mediation by consumer trust, using recent data reflective of post-2024 market dynamics (Salhab et al., 2023). Urgency arises from Shopee's market leadership and the fashion sector's contribution to national e-commerce revenue, where trust deficits could hinder sustainable growth (Ahmadi, 2026). Existing works often overlook platform-specific variables such as Shopee's live-streaming or review systems that uniquely shape trust (Tirtayani, 2025). This research addresses these shortcomings by providing empirical insights tailored to Indonesian fashion consumers. The justification for novelty is further strengthened by the evolving regulatory landscape around social commerce in Indonesia (Wang et al., 2025). Consequently, this study fills a timely and contextually relevant void in the literature.

The primary research question guiding this study is: To what extent does social media marketing influence consumer purchase intention in fashion stores on the Shopee platform, with consumer trust serving as a mediator? Specific objectives include examining the direct effects of SMM on consumer trust and purchase intention, assessing the impact of trust on purchase intention, and evaluating the mediating role of trust in the overall relationship (Hu & Zhu, 2022). Additional objectives encompass identifying practical implications for fashion retailers and contributing to theoretical frameworks in social commerce (Pradana et al., 2026). The study aims to provide actionable insights for optimizing SMM strategies on Shopee. By addressing these objectives, the research seeks to advance understanding of consumer behavior in Indonesia's leading e-commerce environment (Mauliza & Fadhilla, 2025). This focused inquiry ensures alignment with contemporary market realities.

The study proposes the following hypotheses:

**H1:** Social media marketing has a positive and significant effect on consumer trust towards fashion stores on the Shopee platform.

**H2:** Consumer trust has a positive and significant effect on consumer purchase intention towards fashion stores on the Shopee platform.

**H3:** Social media marketing has a positive and significant direct effect on consumer purchase intention towards fashion stores on the Shopee platform.

**H4:** Consumer trust mediates the relationship between social media marketing and consumer purchase intention (partial or full mediation).

These hypotheses are firmly grounded in the Stimulus-Organism-Response (S-O-R) framework and trust-transfer theory, which have been widely applied in social commerce research. Previous studies provide strong empirical support for each hypothesis. For **H1**, multiple investigations confirm that social media marketing activities (such as interactive content, influencer collaborations, and user-generated posts) significantly enhance consumer trust by reducing perceived risk and building credibility in online fashion retail (Hu & Zhu, 2022; Salhab et al., 2023; Ananda Putri Mulyadi & Zulganef, 2025). For **H2**, extensive evidence shows that consumer trust is one of the strongest predictors of purchase intention in e-commerce settings, as it mitigates uncertainties related to product quality, delivery, and seller reliability in fashion categories (Hajli, 2015; Faisal, 2024; Wang et al., 2025).

For **H3**, direct positive effects of social media marketing on purchase intention have been consistently documented, particularly in platform-specific contexts like Shopee, where targeted campaigns and visual content drive immediate buying interest (Abdullah, 2023; Mauliza & Fadhilla, 2025; Deepika, 2025). Finally, for **H4**, several studies demonstrate that consumer trust (or brand trust) acts as a key mediator often partial mediation in the relationship between social media marketing and purchase intention, with trust channeling the influence of marketing stimuli into behavioral outcomes (Hanaysha, 2022; Manzoor et al., 2020; Prasetyo et al., 2025; Tirtayani, 2025). These prior findings validate the proposed model while highlighting the novelty of testing it specifically for fashion stores on the dominant Indonesian platform Shopee.

The benefits of this research are multifaceted, offering both theoretical and practical contributions. Theoretically, it enriches the literature on mediation mechanisms in social commerce by validating trust's role in the Shopee fashion context (Pradana et al., 2026). Practically, findings will equip fashion store owners with evidence-based strategies to enhance SMM effectiveness and build consumer trust, potentially increasing conversion rates (Ahmadi, 2026). Policymakers and platform operators may utilize results to refine features that foster safer online transactions (Tirtayani, 2025). Academically, the study provides a replicable framework for future investigations in other emerging markets or product categories (Mauliza & Fadhillah, 2025). Overall, it supports sustainable growth of Indonesia's digital fashion economy.

Despite its contributions, the study acknowledges certain limitations. The research is confined to fashion stores on the Shopee platform within Indonesia, limiting generalizability to other marketplaces or countries (Hu & Zhu, 2022). Data collection relies on cross-sectional surveys, which may not capture long-term behavioral changes (Salhab et al., 2023). Self-reported measures could introduce response bias, although validated scales mitigate this concern (Pradana et al., 2026). Future studies may expand to longitudinal designs or comparative analyses across platforms (Mauliza & Fadhillah, 2025). These limitations are duly noted to guide subsequent research endeavors.

## **METHOD**

This study adopts a quantitative research design with a cross-sectional approach to examine the hypothesized relationships among social media marketing, consumer trust, and purchase intention in fashion stores on the Shopee platform. Quantitative methods are particularly effective for testing theoretical models through numerical data and statistical inference, allowing researchers to generalize findings from a sample to a broader population (Hair et al., 2019; Sekaran & Bougie, 2016). The cross-sectional design was selected because it enables efficient data collection at a single point in time, capturing current consumer perceptions without the logistical demands of longitudinal tracking (Cao et al., 2025; Ilyas, 2025). This approach is widely applied in social commerce and e-commerce research due to its practicality in rapidly evolving digital marketplaces (Wang et al., 2025). By focusing on measurable constructs and statistical relationships, the design aligns with the study's objectives of hypothesis testing and mediation analysis. The quantitative paradigm also facilitates the use of established scales for variable measurement, ensuring reliability and comparability with prior international studies.

The data utilized in this research are quantitative in nature and primarily derived from the tabulation of responses to a structured questionnaire. All items were measured on a 4-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree) to quantify respondents' levels of agreement with the statements. The operational definitions and measurement items for each variable are presented in Table 1. These indicators were carefully adapted to the Indonesian fashion store context on Shopee while preserving the conceptual integrity of the original scales (Godey et al., 2016; Kim & Ko, 2012; Mayer et al., 1995; McKnight et al., 2002; Dodds et al., 1991; Zeithaml et al., 1996). Questionnaire

tabulation produced clean numerical datasets suitable for advanced statistical procedures. In addition to questionnaire data, the researcher conducted supplementary observations of selected fashion stores' social media activities (e.g., content posting patterns and consumer interactions) on the Shopee platform and linked Instagram/TikTok accounts to contextualize the marketing environment (Pradana et al., 2026). This combination ensured both primary quantitative depth and qualitative contextual support.

**Table 1 Operational Definition of Research Variables**

<b>Variable</b>	<b>Indicators / Main Dimensions (Example Statement Items)</b>	<b>Main Measurement Sources</b>
<b>Social Media Marketing (X)</b>	1. Attractive and engaging content (e.g., outfit videos, try-on haul) 2. Two-way interaction (comment replies, polls, trends) 3. Novelty and fashion trends (latest model updates) 4. Personalization (style-based recommendations) 5. Electronic word-of-mouth (shares and customer testimonials)	Godey et al. (2016); Kim & Ko (2012)
<b>Consumer Trust (Z)</b>	1. Store ability/competence (product quality matches photos) 2. Benevolence (fast and responsive service) 3. Integrity (accurate product descriptions, no excessive editing)	Mayer et al. (1995); McKnight et al. (2002)
<b>Purchase Intention (Y)</b>	1. I intend to purchase fashion products from this store in the near future. 2. I seriously consider buying after viewing the store's posts. 3. There is a high probability that I will make a purchase from this store. 4. I prefer this fashion store over other stores on Shopee.	Dodds et al. (1991); Zeithaml et al. (1996)

Source: Author data processed 2026

The primary source of data is the tabulated responses collected from the structured questionnaire distributed to Shopee users in Blitar city (collected 97 sample) who had recent experience purchasing fashion products. Questionnaire tabulation formed the core dataset for all subsequent analyses. Supplementary observational data gathered by the researcher provided additional insight into real-time social media marketing practices on the platform (Salhab et al., 2023). All data were stored securely and processed anonymously to maintain respondent confidentiality. This primary data approach ensures direct relevance to the research context and minimizes reliance on secondary sources.

Data collection was conducted through a self-administered online questionnaire. The instrument was developed by adapting validated scales from prior international studies and customizing statements to the Shopee fashion store setting. This method is efficient for reaching a geographically dispersed sample of Indonesian online shoppers and yields high response rates when distributed via targeted digital channels (Luo et al., 2025; Ilyas, 2025).

The questionnaire was pre-tested for clarity before full deployment. Respondents were informed of the voluntary nature of participation and the academic purpose of the study.

The collected data were analyzed using IBM SPSS software. Initial steps included validity and reliability tests (e.g., factor analysis and Cronbach’s alpha) to confirm the psychometric quality of the measurement scales. Classical assumption tests normality, multicollinearity, heteroscedasticity, and linearity were performed to satisfy regression analysis requirements (Hair et al., 2019). Hypothesis testing, including direct effects (H1–H3) and the mediating role of consumer trust (H4), employed Hayes’ PROCESS macro (Model 4) for mediation analysis in SPSS. This macro provides robust bootstrapping procedures for estimating indirect effects and is widely recommended for mediation models in consumer behavior research (Hayes, 2018, 2022; Cao et al., 2025; Manzoor et al., 2020). All analyses were conducted at a 5% significance level.

## FINDING AND DISCUSSION

### RESULT

This study collected 97 valid responses from Indonesian Shopee users who had recent experience interacting with fashion stores on the platform. The sample was predominantly female (approximately 78%) and consisted mainly of young adults aged 18–24 years (around 75%), which is consistent with the dominant demographic of fashion shoppers on Indonesian e-commerce platforms. Most respondents had completed high school or a bachelor’s degree and reported frequent exposure to social media content from fashion stores, with a large proportion viewing such content almost every day. More than 80% of participants had previously purchased fashion products on Shopee after seeing social media posts. This profile makes the sample highly relevant for examining the influence of social media marketing in the fashion category.

Descriptive statistics for the key research variables are presented in Table 1. All constructs were measured with multiple items on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The composite scores were computed by summing the respective items (Social Media Marketing = 5 items; Consumer Trust = 4 items; Purchase Intention = 5 items). The mean scores indicate moderately positive perceptions across all constructs.

**Table 1 Descriptive Statistics of Research Variables (N = 97)**

Variable	Mean	Std. Deviation	Minimum	Maximum	Possible Score Range
Social Media Marketing (X)	14.39	3.28	5	20	5 – 25
Consumer Trust (Z)	11.05	2.22	4	16	4 – 20
Purchase Intention (Y)	13.12	3.10	5	20	5 – 25

Source: Author data processed 2026

The measurement scales demonstrated strong internal consistency. Cronbach's alpha coefficients were 0.85 for Social Media Marketing, 0.82 for Consumer Trust, and 0.88 for Purchase Intention, all exceeding the recommended 0.70 threshold (Hair et al., 2019; Sekaran & Bougie, 2016). Classical assumption tests confirmed that the data satisfied the requirements for multiple regression and mediation analysis. Residuals were approximately normally distributed (Kolmogorov-Smirnov test  $p > .05$ ), supported by histograms, Normal P-P plots, and Q-Q plots. No serious multicollinearity (VIF < 5), heteroscedasticity, or autocorrelation (Durbin-Watson statistic  $\approx 2.0$ ) was detected. These diagnostic results validate the appropriateness of the subsequent parametric tests (Hair et al., 2019; Hayes, 2022)

Hypothesis testing was conducted using ordinary least squares regression and Hayes' PROCESS macro (Model 4) with 5,000 bootstrap resamples for bias-corrected confidence intervals. The results are summarized in Table 2.

**Table 2 Results of Hypothesis Testing (PROCESS Model 4, N = 97)**

Hypothesis	Path / Effect	$\beta$	SE	t-value	p-value	Boot 95% CI	Decision
H1	Social Media Marketing → Consumer Trust	0.3249	0.0609	5.331	< .001	–	Supported
H2	Consumer Trust → Purchase Intention	0.6895	0.1294	5.328	< .001	–	Supported
H3	Social Media Marketing → Purchase Intention (Direct)	0.1923	0.0876	2.195	.031	–	Supported
H4	Indirect effect via Consumer Trust	0.2240	0.0627	–	–	[0.0934, 0.3392]	Supported (Partial Mediation)

Source: Author data processed 2026

The model explained 23.03% of the variance in consumer trust ( $R^2 = 0.2303$ ,  $F = 28.42$ ,  $p < .001$ ) and 38.04% of the variance in purchase intention ( $R^2 = 0.3804$ ,  $F = 28.86$ ,  $p < .001$ ). All four hypotheses were empirically supported. Social media marketing exerts both a significant direct effect on purchase intention and a significant indirect effect through consumer trust, confirming partial mediation in the context of fashion stores on the Shopee platform. These findings provide robust evidence that engaging social media marketing

activities enhance consumer trust and, in turn, drive stronger purchase intentions among fashion shoppers on Shopee.

## DISCUSSION

The present study confirms that social media marketing (SMM) exerts both direct and indirect effects on consumer purchase intention toward fashion stores on the Shopee platform, with consumer trust serving as a partial mediator. This finding directly answers the primary research question by demonstrating that SMM significantly influences purchase intention through enhanced trust, consistent with the Stimulus-Organism-Response (S-O-R) framework applied in recent social commerce research (Pradana et al., 2026; Wijayanti, 2025). The partial mediation pattern aligns with empirical evidence from Indonesian e-commerce contexts, where trust channels but does not fully explain the SMM-purchase intention relationship (Rachman, 2025; Prasetyo et al., 2025). By focusing exclusively on fashion stores on Shopee, the results extend prior studies that examined broader product categories or other platforms, thereby addressing the identified literature gap.

Social media marketing positively and significantly affects consumer trust (H1), primarily through its core indicators of attractive and engaging content (e.g., try-on haul videos and outfit visuals), two-way interaction (comment replies and polls), up-to-date fashion trends, personalization, and electronic word-of-mouth via testimonials. These dimensions reduce perceived risk and build credibility, as consumers perceive fashion stores as competent and responsive when content matches real-world expectations (Salhab et al., 2023; Evrianti et al., 2025). Recent Indonesian studies on Shopee similarly highlight that interactive and trend-relevant SMM activities foster trust by signaling seller reliability and authenticity (Conny, 2026; Rachman, 2025). The strong path coefficient ( $\beta = 0.3249$ ,  $p < .001$ ) underscores the practical relevance of these specific indicators in the visually driven fashion category.

Consumer trust, in turn, significantly drives purchase intention (H2), with its indicators—perceived product quality matching photos/videos (competence), fast and friendly responses (benevolence), honest and non-misleading descriptions (integrity), and overall store trustworthiness—playing pivotal roles. These trust facets directly alleviate uncertainties inherent in online fashion purchases, such as fit and material quality, leading to stronger buying intentions (Purwianti et al., 2025; Gökerik, 2024). Empirical support from Shopee-specific research confirms that benevolence and integrity dimensions are especially critical for fashion consumers, who rely heavily on visual and testimonial cues before committing to high-involvement purchases (Prasetyo et al., 2025; Conny, 2026).

The direct positive effect of SMM on purchase intention (H3) remains significant even after accounting for the mediator, indicating that engaging content, interactions, and trends not only build trust but also stimulate immediate behavioral responses. This direct pathway reflects the instantaneous nature of social commerce on Shopee, where visual and interactive posts can trigger impulse or planned purchases independently of full trust formation (Pradana et al., 2026; Rachman, 2025). Fashion-specific indicators such as trend

updates and personalization appear particularly potent in driving this direct effect among young Indonesian consumers (Evrianti et al., 2025).

Consumer trust partially mediates the SMM–purchase intention relationship (H4), as evidenced by the significant indirect effect (0.2240, 95% BootCI [0.0934, 0.3392]). This partial mediation suggests that while trust is a crucial mechanism, SMM retains unique explanatory power through its experiential and hedonic elements (e.g., entertaining try-on content and eWOM), consistent with recent mediation analyses in Indonesian fashion e-commerce (Wijayanti, 2025; Salhab et al., 2023). The model's  $R^2$  values (0.2303 for trust and 0.3804 for purchase intention) demonstrate substantial explanatory power, reinforcing the robustness of the proposed framework in the Shopee context (Prasetyo et al., 2025).

Theoretically, this research advances the S-O-R and trust-transfer theories by empirically validating the mediating role of consumer trust within a platform-specific, fashion-focused setting in Indonesia—an underexplored context amid the rapid growth of social commerce. Unlike previous studies that treated trust as a generic construct or focused on brand image as the primary mediator, the current study decomposes SMM into its specific indicators (content attractiveness, interactivity, trend novelty, personalization, and eWOM) and links them directly to multidimensional trust facets (competence, benevolence, integrity), thereby providing a more granular extension of the S-O-R model (Pradana et al., 2026; Wang et al., 2025; Evrianti et al., 2025). By demonstrating partial mediation in the Shopee fashion ecosystem, the findings contribute novel insights into how platform-specific features (live-streaming visuals and review systems) strengthen the organism (trust) and response (purchase intention) pathways, filling a notable gap in SINTA-indexed and international open-access literature (Conny, 2026; Rachman, 2025; Zed, 2025). This nuanced operationalization enhances theoretical precision and offers a replicable framework for future investigations in emerging-market social commerce.

Practically, the findings deliver actionable implications for fashion store owners, Shopee platform operators, and digital marketers operating in Indonesia's competitive e-commerce landscape. Store managers should prioritize the creation of high-quality, interactive visual content (try-on hauls and outfit videos) and responsive two-way engagement strategies to simultaneously cultivate competence, benevolence, and integrity dimensions of trust while driving direct purchase intentions (Pradana et al., 2026; Wijayanti, 2025; Conny, 2026). Personalization features, such as style-based recommendations and authentic testimonials, should be integrated into SMM campaigns to reduce perceived risk and enhance conversion rates among young fashion consumers (Evrianti et al., 2025; Zed, 2025). Platform operators can leverage these insights to refine social commerce tools—such as improved review verification and live interaction features—that further bolster trust-building mechanisms, ultimately supporting sustainable growth of the fashion category on Shopee (Rachman, 2025; Purwianti et al., 2025). Policymakers and small-medium fashion enterprises may use the results to design training programs on effective SMM practices that emphasize authenticity and consumer-centric interaction, thereby contributing to the broader digital economy.

Overall, the study underscores the urgency of integrating trust-building mechanisms into SMM strategies for sustainable competitive advantage in Indonesia's dominant e-commerce platform. Future research could extend these findings longitudinally or across other marketplaces to validate the model's generalizability (Prasetyo et al., 2025; Evrianti et al., 2025).

## CONCLUSION

This study has successfully addressed the primary research question by demonstrating that social media marketing significantly influences consumer purchase intention in fashion stores on the Shopee platform, with consumer trust serving as a partial mediator. All four hypotheses were empirically supported using data from 97 Indonesian respondents. Social media marketing, through its indicators of attractive content, two-way interaction, fashion trend updates, personalization, and electronic word-of-mouth, positively affects consumer trust dimensions such as competence, benevolence, and integrity. In turn, consumer trust drives stronger purchase intention indicators, including intention to buy soon, serious consideration after viewing posts, and preference over other platforms. The direct effect of social media marketing on purchase intention also remains significant, confirming both immediate and mediated pathways. Theoretically, the research advances the understanding of consumer behavior in social commerce by providing a more granular application of the Stimulus-Organism-Response framework and trust-transfer theory specifically within the Indonesian Shopee fashion context.

Practically, the findings offer clear recommendations for fashion store owners on Shopee to prioritize high-quality visual content such as try-on hauls and outfit videos, responsive customer interactions through comments and polls, authentic testimonials, and personalized style recommendations to simultaneously build consumer trust and stimulate direct purchases. Platform operators are encouraged to enhance features that support real-time engagement and content authenticity to foster safer and more effective social commerce. Although the cross-sectional design and focus on a single platform limit generalizability, future research could adopt longitudinal approaches or comparative analyses across multiple marketplaces. Overall, this study underscores the strategic importance of integrating trust-building mechanisms into social media marketing strategies, equipping fashion retailers with evidence-based approaches to thrive in Indonesia's competitive digital fashion market.

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