



# The Influence of Consumer Trust in Offline Stores and Perceived Confidence in Online Stores on Information Search Intention and Purchase Intention of Alfamart Consumers

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## ABSTRACT

The rapid evolution of retail business models in Indonesia has driven retailers to integrate offline and online shopping channels in order to adapt to shifting consumer behaviors. Alfamart has responded to this transformation by combining its extensive physical store network with the Alfagift digital platform, thereby enhancing consumer access, convenience, and the availability of product information. This study aims to examine the influence of consumer trust in offline stores and perceived confidence in online stores on consumers' information-seeking intention and purchase intention. A quantitative approach was applied by distributing structured questionnaires to 170 respondents who had prior experience shopping at both Alfamart and Alfagift. The data collected were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to assess the structural relationships among the proposed variables. The findings indicate that consumer trust in offline stores and perceived confidence in online stores have significant effects on both information-seeking intention and purchase intention. Moreover, information-seeking intention is found to significantly mediate the relationship between trust, perceived confidence, and consumers' eventual purchase intention.

## 1. Introduction

The retail industry has experienced substantial growth in recent years, driven by consumers' increasing expectations for services that are fast, convenient, flexible, and seamlessly accessible across multiple channels [1], [2]. Advances in digital technology have fundamentally reshaped consumer decision-making processes, particularly in how information is searched, alternatives are evaluated, and purchase decisions are formed. Within this context, retail companies are no longer required merely to provide efficient transactions, but also to design integrated shopping experiences that foster trust, perceived security, and confidence across both offline and online environments [3]–[5]. Consequently, omnichannel retailing has emerged not only as a managerial strategy but also as an important domain for advancing consumer behavior theory.

Alfamart represents a theoretically relevant context for examining omnichannel consumer behavior because it combines an extensive physical store network with a proprietary digital platform, Alfagift, that supports information

search, promotion access, and transaction facilitation. This hybrid structure allows consumers to interact with the brand across channels within a single purchase journey. From a theoretical perspective, Alfamart provides a natural setting to investigate how offline trust developed through direct interpersonal and service encounters interacts with online confidence, which is shaped by perceptions of system reliability, information transparency, and digital security. Such interaction reflects the core assumptions of trust theory and the consumer decision-making model, where trust and perceived risk play central roles in reducing uncertainty and enabling purchase intention.

Trust in offline retail environments is primarily formed through experiential cues such as service consistency, employee behavior, store cleanliness, pricing accuracy, and product availability [6]. These elements contribute to affective and cognitive trust toward the physical store. In contrast, perceived confidence in online platforms reflects beliefs about the functionality, usability, and integrity of digital systems,

including data protection, clarity of information, transaction security, and responsiveness to user needs. While prior studies have examined offline trust and online trust separately, limited empirical attention has been given to how trust formed in physical stores may coexist with or complement confidence in digital platforms within an integrated retail ecosystem.

Moreover, contemporary consumers increasingly engage in information search intention as an active coping strategy to reduce perceived risk before making purchase decisions, particularly in omnichannel settings where information asymmetry and choice complexity are high [7], [8]. In the case of Alfamart, consumers frequently use the Alfagift application to compare prices, verify promotions, and confirm product availability before completing purchases in physical stores. However, existing empirical studies rarely position information search intention as a mediating mechanism that links offline trust and online confidence to purchase intention, despite its central role in the consumer decision-making process.

Although prior research has addressed multichannel and omnichannel retailing, a clear empirical gap remains. Specifically, (1) offline trust and online confidence are often examined independently rather than within a unified model, (2) the cross-channel influence between physical-store trust and digital-platform confidence is underexplored, and (3) information search intention is seldom empirically tested as a mediating construct that explains how trust-related perceptions translate into purchase intention [9]–[11]. Furthermore, many studies focus on e-commerce or pure online platforms, leaving integrated convenience-store settings such as Alfamart relatively underexamined from a theoretical standpoint.

Therefore, this study contributes to consumer behavior and omnichannel retailing literature by developing and testing an integrated framework grounded in trust theory and the consumer decision-making model, which links offline trust, online confidence, information search intention, and purchase intention within a single empirical model. By using Alfamart as the research context, this study not only offers practical insights but also advances theoretical understanding of how trust and confidence function across channels to shape consumer decision-making in omnichannel retail environments.

## 2. Litelatur Review

### 2.1 Consumer Trust in the Luring Seller

Consumer trust is defined as a belief that the seller will provide services that are reliable, honest, and in line with consumer expectations. Trust is a fundamental foundation in business relationships between sellers and consumers. [1], [2], [3] state that trust in physical stores can enhance consumers' perceived security and comfort, which in turn affects their intention to revisit and continue shopping. In the offline retail context, consumer trust may arise from several factors, including:

- Seller honesty: consumers believe that prices are not manipulated and that products are genuine;
- Service reliability : services are delivered in a fast, friendly, and consistent manner; and
- Integrity : the store is perceived as operating according to ethical business practices.

The higher the level of trust in the offline store, the more likely consumers are to seek further information and proceed to purchase. Based on this reasoning, the following hypotheses are proposed:

**H1:** Consumer trust in offline stores has a positive effect on information search intention.

**H2:** Consumer trust in offline stores has a positive effect on purchase intention

### 2.2 Perceived Confidence in Online Stores

Perceived confidence refers to consumers' belief in the ability of a digital platform to provide a transaction experience that is safe, informative, and reliable. According to [4]perceived confidence is shaped by the clarity of product information, the security of user data, and the ease of using the application. Perceived confidence is particularly critical in the context of the Alfagift platform, where consumers do not interact directly with products or store employees. The clarity of information regarding prices, product descriptions, user reviews, and promotional offers influences consumers' confidence in the application. A higher level of perceived confidence encourages consumers to actively search for information and increases their willingness to buy through the platform. Accordingly, the following hypotheses are formulated:

**H3:** Perceived confidence in online stores has a positive effect on information search intention.

**H4:** Perceived confidence in online stores has a positive effect on purchase intention.

### 2.3 Information Search Intention

Information search intention is defined as the consumer's tendency to gather and evaluate information prior to making a purchase decision. [5]explains that information search is an essential component of the customer journey, as it helps consumers reduce perceived risk and increase confidence in their choices. In this study, information search intention is reflected in behaviors such as: identifying needs, defining the scope of the search, planning how and where to search, collecting and evaluating data, and processing and using the information obtained. Consumers who are more active in searching for information such as comparing prices, promotions, product reviews, and availability via Alfagift tend to form stronger and more confident purchase intentions. Therefore, the following hypothesis is proposed:

**H5:** Information search intention has a positive effect on purchase intention.

### 2.4 Purchase Intention

According to [6], purchase intention reflects the consumer's willingness to buy a product after evaluating various factors, including trust, the quality and completeness of information, and perceived risk. In an integrated offline–online retail

environment, purchase intention is influenced by several key dimensions, such as trust in the retailer, the availability and clarity of information, perceived convenience, and confidence in transaction security. In this research model, purchase intention is positioned as the final outcome variable that is shaped directly by consumer trust in offline stores and perceived confidence in online stores, as well as indirectly through information search intention. Figure 1 shown Conceptual Model.

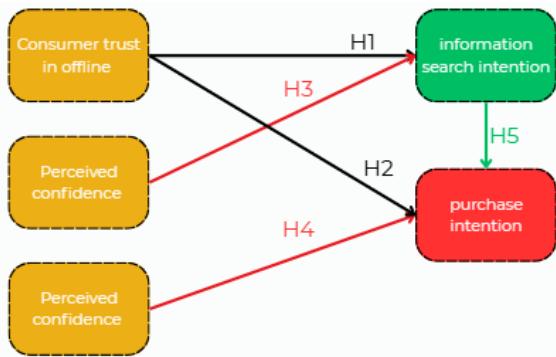


Figure 1 Conceptual Model

### 3. Method

This study is categorized as explanatory research because its primary purpose is to describe and clarify the causal relationships among the variables examined. The research seeks to explain how one variable influences another within a structured conceptual framework. To achieve this objective, a quantitative approach is employed, as numerical data and statistical procedures are essential for evaluating the strength and significance of the proposed relationships. The use of quantitative analysis also allows the study to test the structural model rigorously and to draw objective conclusions based on empirical evidence.

#### 3.1 The Population and Sample Research

The population in this study comprises individuals who have made purchases both at Alfamart stores and through the Alfagift mobile application. To ensure the relevance of the respondents to the research objectives, a purposive sampling technique was applied, allowing the selection of participants based on specific and predetermined criteria. The criteria required respondents to (1) have experience shopping directly at Alfamart outlets, (2) have previously used the Alfagift application for transactions or product browsing, and (3) be at least 20 years of age to ensure adequate maturity in decision-making and consumer behavior assessment. Using these criteria, a total of 170 respondents were successfully obtained and included in the final dataset.

Data collection was carried out using a structured questionnaire designed to capture perceptions and behavioral intentions related to trust, confidence, information-seeking, and purchasing activities. The instrument employed a five-point Likert scale ranging from 1 to 5, allowing respondents to indicate their level of agreement with each statement. Each construct in the questionnaire was measured using multiple

indicators that had undergone prior validity and reliability testing to ensure accuracy, consistency, and suitability for further analysis. Through this approach, the study ensured that the data collected were representative, robust, and aligned with the aims of examining consumer behavior within the Alfamart and Alfagift ecosystem.

### 3.2 Data Analysis

Data analysis in this study was carried out using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach, which is well-suited for examining complex relationships among latent variables and for models involving multiple constructs and indicators. The analytical procedure included several key stages. First, the measurement model (outer model) was evaluated to assess indicator validity and reliability, ensuring that each item accurately represented the construct it was intended to measure. This stage involved examining convergent validity, discriminant validity, as well as composite reliability and Cronbach's alpha to confirm the internal consistency of the measurement items.

Following this, the structural model (inner model) was assessed to determine the strength and significance of the relationships between constructs. Indicators such as  $R^2$  were used to evaluate the model's explanatory power, while  $Q^2$  values were examined to assess predictive relevance. Additionally, overall model suitability was reviewed through the Goodness of Fit (GoF) index. The final step involved hypothesis testing, which was conducted using p-values and t-statistics generated through bootstrapping procedures to determine whether the proposed relationships between variables were supported statistically. Through this comprehensive analytical process, the study ensured that both measurement precision and structural validity were rigorously established.

## 4. Results and Discussion

### 4.1 Result

#### 4.1.1 Respondent Data Description

The study involved 170 respondents who met the criteria of having shopped at Alfamart and used the Alfagift application. The majority of respondents were male, totaling 93 individuals (55%), while female respondents numbered 77 individuals (45%). In terms of age, 88 respondents (51.8%) were between 20–25 years old, 16 respondents (10%) were 26–30 years old, and 65 respondents (38.2%) were older than 30 years. The dominance of respondents aged 20–25 years reflects the fact that Alfagift adoption is particularly high among young adults, who tend to be more familiar with mobile applications and digital shopping features. This age group represents an important segment of omnichannel retail users, as they frequently engage in information search and channel switching before making purchase decisions.

Regarding occupation, 59 respondents (34.5%) were students, 6 respondents (3.5%) were civil servants or employees of state-owned enterprises, 18 respondents (10.5%) were entrepreneurs, and 87 respondents (51.5%) were classified under the "others" category. The "others" category

includes private-sector employees, freelance workers, gig-economy participants, and informal workers whose occupations do not fall into predefined categories. This distribution reflects the diverse employment structure of Alfamart consumers, particularly in urban and semi-urban areas, where non-formal and flexible employment is common. While the respondent profile indicates a concentration of young adults and individuals in non-formal or varied occupations, these characteristics are consistent with the primary user base of digital retail applications. Nevertheless, this composition may limit the generalization of the findings to older age groups or consumers with more stable formal employment. Therefore, the results should be interpreted as most representative of digitally active Alfamart consumers, and future studies are encouraged to include a broader age range and more balanced occupational categories to enhance generalizability.

#### 4.1.2 Measurement Model Evaluation (Outer Model)

The outer model evaluation indicates that all indicators for Consumer Trust, Perceived Confidence, Information Search Intention, and Purchase Intention exhibit satisfactory loading factor values, exceeding the recommended threshold for convergent validity ( $\geq 0.70$ ). In addition, the Average Variance Extracted (AVE) values for all constructs are greater than 0.50, confirming that each construct explains more than half of the variance of its indicators. These results demonstrate that the measurement model fulfills the criteria for convergent validity, indicating that each indicator adequately represents its respective latent construct and can therefore be retained in the model.

#### A. Instrument Reliability

Construct reliability was assessed using composite reliability (CR). As presented in Table 1, all variables meet the minimum reliability criterion ( $CR \geq 0.70$ ), with values of 0.829 for Consumer Trust, 0.829 for Perceived Confidence, 0.930 for Information Search Intention, and 0.884 for Purchase Intention. These results indicate that all constructs demonstrate high internal consistency and are reliable for further structural analysis.

Table 1.  
Result Instrument Reliability

Variabel	CR
Consumer Trust	0.829
Perceived Confidence	0.829
Information Search Intention	0.930
Purchase Intention	0.884

In addition to reliability assessment, discriminant validity was evaluated to ensure that conceptually related constructs, particularly Consumer Trust and Perceived Confidence, are empirically distinct. Discriminant validity was examined using both the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT). The Fornell–Larcker results show that the square root of the AVE for each construct exceeds its correlations with other constructs, indicating adequate discriminant validity. Furthermore, all HTMT values are below the recommended threshold of 0.90, confirming that the constructs do not exhibit problematic overlap despite their

conceptual proximity. Therefore, the measurement model demonstrates satisfactory reliability and discriminant validity and is appropriate for subsequent structural model analysis.

#### B. Structural Model $R^2$ , $Q^2$ , and Goodness of Fit

The inner model evaluation is summarized in Table 2. The  $R^2$  value for Information Search Intention is 0.240, indicating that Consumer Trust and Perceived Confidence jointly explain 24.0% of the variance in Information Search Intention. The  $R^2$  value for Purchase Intention is 0.442, meaning that Consumer Trust, Perceived Confidence, and Information Search Intention together explain 44.2% of the variance in Purchase Intention. The  $Q^2$  values of 0.242 for Information Search Intention and 0.457 for Purchase Intention indicate that the model has acceptable predictive relevance for both endogenous variables. The Goodness of Fit (GoF) value of 0.470 is categorized as large, suggesting that the overall model fit is strong and that the structural model is adequate for explaining the relationships among the constructs.

Table 2.  
Result Inner Models

Criteria	Values
$R^2$ Information Search Intention	0.240
$R^2$ Purchase Intention	0.442
$Q^2$ NPI	0.242
$Q^2$ NB	0.457
GoF	0.470 (besar)

#### C. Hypothesis Result

The results of hypothesis testing using path coefficients, t-statistics, and p-values are presented in Table 3. All hypothesized relationships are statistically significant ( $p\text{-value} < 0.05$ ), which supports the proposed conceptual model.

##### 1. Consumer Trust → Information Search Intention

The path from Consumer Trust to Information Search Intention is positive and significant ( $\beta = 0.229$ ;  $t = 2.308$ ;  $p = 0.021$ ). This finding indicates that consumers who have higher trust in Alfamart are more motivated to search for information before making a purchase, both through the Alfagift application and directly in the store. Trust in the offline store environment appears to encourage consumers to invest more effort in gathering information to optimize their shopping decisions.

##### 2. Consumer Trust → Purchase Intention

The effect of Consumer Trust on Purchase Intention is also positive and significant ( $\beta = 0.203$ ;  $t = 2.091$ ;  $p = 0.037$ ). This suggests that the higher the level of trust in the physical store, the stronger the consumer's intention to purchase. Trust built through consistent service, product authenticity, and a safe shopping environment strengthens consumers' willingness to continue buying at Alfamart.

##### 3. Perceived Confidence → Information Search Intention

Perceived Confidence in the Alfagift platform has a positive and significant effect on Information Search Intention ( $\beta = 0.288$ ;  $t = 2.873$ ;  $p = 0.004$ ). This result shows that when consumers feel confident in the reliability, clarity of

information, and security of the Alfagift application, they are more likely to use the platform actively to search for product information, compare prices, and explore promotions.

#### 4. Perceived Confidence → Purchase Intention

The relationship between Perceived Confidence and Purchase Intention is significant, although relatively weaker compared to other paths ( $\beta = 0.171$ ;  $t = 1.982$ ;  $p = 0.048$ ). This suggests that confidence in the digital platform is still developing but already contributes positively to consumers' intentions to purchase. As consumers become more familiar

with the application's features and security, this influence is likely to strengthen over time.

#### 5. Information Search Intention → Purchase Intention

Information Search Intention has the strongest effect on Purchase Intention ( $\beta = 0.392$ ;  $t = 5.004$ ;  $p = 0.000$ ). This highlights that the more intensively consumers search for information, such as checking product availability, prices, promotions, and reviews via Alfagift, the higher their intention to purchase, whether through the application or at physical stores.

Table 3  
Result Hypothesis

Relationship Variable	Original Sample	T-Statistik	P-Value	Conclusion
Consumer Trust → Information Search Intention	0.229	2.308	0.021	significant
Consumer Trust → Purchase Intention	0.203	2.091	0.037	significant
Perceived Confidence → Information Search Intention	0.288	2.873	0.004	significant
Perceived Confidence → Purchase Intention	0.171	1.982	0.048	significant
Information Search Intention → Purchase Intention	0.392	5.004	0.000	significant

#### 4.2 Discussion

The findings confirm that information search intention plays a central and empirically supported mediating role in consumer decision-making within a hybrid retail ecosystem. The results demonstrate that consumers frequently utilize the Alfagift application as a decision-support mechanism to reduce uncertainty prior to visiting physical stores, particularly for verifying product availability, comparing prices, and identifying active promotions. Importantly, the structural model indicates that information search intention functions as a partial mediator between offline trust and purchase intention, as well as between perceived confidence in the digital platform and purchase intention. This mediating role is strongly supported by the data, indicating that trust-related perceptions do not influence purchase intention directly alone, but also indirectly through consumers' deliberate information-seeking behavior.

From a theoretical perspective, this study contributes novel insight to the omnichannel and hybrid retail literature by empirically demonstrating how offline trust and online confidence jointly influence purchase intention through information search intention within a single integrated model. While prior studies often examine online and offline channels independently, or focus solely on direct effects, this research advances theory by clarifying the mechanism through which cross-channel trust perceptions are translated into purchase decisions. Specifically, the findings extend consumer decision-making theory by positioning information search intention as an active cognitive process that links trust formation to behavioral outcomes in omnichannel environments.

Trust in the physical store, developed through tangible service encounters such as store layout, cashier friendliness, cleanliness, pricing accuracy, and product availability, significantly enhances consumers' willingness to engage in information search activities. When consumers perceive the offline store as reliable and consistent, they are more motivated to seek additional information both online and offline because they expect that such effort will lead to satisfactory purchase outcomes. This mechanism aligns with trust theory, which

posits that trust reduces perceived risk and increases engagement in goal-directed behavior, including information acquisition and repeated transactions.

Similarly, perceived confidence in the Alfagift application reflected in system reliability, information transparency, transaction security, and ease of navigation significantly strengthens information search intention. Consumers who perceive the digital platform as credible and user-friendly are more inclined to rely on it as a primary reference point during the pre-purchase stage. This confidence not only supports online purchase intention but also reinforces offline purchase decisions, indicating that the digital channel acts as an information gateway rather than merely an alternative sales channel. The data therefore support the argument that online confidence enhances the effectiveness of offline retail by guiding consumers' information-processing behavior.

The combined effects of offline trust and online confidence explain why hybrid retail formats such as Alfamart-Alfagift remain competitive in dynamic retail environments. Rather than substituting one channel for another, consumers integrate both channels strategically: digital platforms are used to optimize information efficiency, while physical stores provide immediacy, tangibility, and reassurance. By explicitly modeling information search intention as a partial mediator, this study clarifies how hybrid retailers can align channel roles within a unified consumer journey.

From a managerial perspective, these findings suggest that investments in physical service quality and digital platform capability should be viewed as interdependent strategic assets. Enhancing store-level trust without ensuring digital information reliability may weaken consumers' information search process, while improving digital features without reinforcing offline service quality may reduce confidence transfer across channels. Retailers should therefore design omnichannel strategies that deliberately encourage information search behavior such as promoting "check via app before visiting the store" to strengthen purchase intention and customer loyalty in hybrid retail settings.

#### 4. Conclusion

The results of this study indicate that consumer trust and perceived confidence significantly influence both information-seeking intention and purchase intention. Higher levels of trust and confidence in the platform increase consumers' likelihood of searching for product information and making a purchase. Information-seeking intention also shows a strong effect on purchase intention, highlighting its role as a key stage in shaping purchasing decisions. Furthermore, this study confirms that information-seeking intention functions as a mediating variable in the relationship between consumer trust, perceived confidence, and purchase intention, meaning that trust and confidence affect purchase intention both directly and indirectly through enhanced information-seeking behavior. Overall, the proposed model demonstrates strong predictive power, making it suitable for explaining consumer behavior in the context of Alfamart and the Alfagift application. From a managerial perspective, Alfamart is encouraged to enhance cashier service quality, ensure consistent product availability through improved stock management, and provide in-store product consultation or digital recommendation support to strengthen customer trust and stimulate purchase behavior. Meanwhile, Alfagift needs to optimize the speed and accuracy of its product search features, improve the accuracy of stock and promotional information, and strengthen transaction security and data protection to increase user confidence and trust. Future research is recommended to incorporate additional variables such as perceived value, customer experience, or store satisfaction to enrich the model, expand the study to other major cities to improve generalizability, and apply alternative analytical methods such as covariance-based SEM or mixed-method approaches to validate and deepen the understanding of the findings.

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