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The Impact of Social Media Marketing (SMM) Dimensions on Instagram toward Xiaomi Brand Purchase Decisions with Brand Trust as a Mediating Variable in Surabaya

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Abstract: "The primary objective of this research is to examine the influence of informativeness, entertainment, and perceived relevance on brand trust and purchase decisions, while evaluating the role of brand trust as a mediating variable. This study aims to demonstrate how these three content dimensions are bolstered by brand trust to drive consumer purchase decisions on Xiaomi's Instagram platform. Considering the rapid evolution of social media as a dominant societal trend, businesses are increasingly leveraging Instagram to facilitate seamless online transactions for consumers. Consequently, this study analyzes the impact of informativeness, entertainment, and perceived relevance through the lens of brand trust as a mediator, while further investigating how brand trust itself reinforces the intent to purchase. This study employs a quantitative methodology involving a sample of 125 respondents, selected via non-probability sampling. Data analysis was conducted using multiple and simple linear regression models, processed through SPSS statistical software. The empirical findings reveal that informativeness and perceived relevance exert a positive influence on brand trust, whereas informativeness and entertainment significantly impact purchase decisions. Conversely, the hypothesis regarding the effect of entertainment on brand trust was rejected, as entertainment showed no significant influence. Similarly, perceived relevance demonstrated a negligible impact on purchase decisions, failing to serve as a direct driver for consumer buying behavior in this context."

Keywords: informativeness, entertainment, perceived *Relevance*, *Brand* trust, purchase, SMM, Xiaomi, and Instagram.

I. INTRODUCTION

Indonesia's Digital Proliferation As a developing economy, Indonesia has demonstrated significant technological advancement throughout 2025, particularly regarding the widespread adoption of internet-enabled mobile devices. According to longitudinal survey data from the Indonesian Internet Service Provider Association (APJII), the nation's digital landscape is characterized by 229 million active users, representing a substantial market penetration rate of 80.6% (Arif et al., 2025).

Social Media Dynamics and Consumer Insights Technological progress remains a primary catalyst for shifts in societal trends and lifestyles. For contemporary entrepreneurs, these shifts facilitate innovative marketing solutions. Instagram has emerged as a dominant multi-functional social media platform, integrating features such as Stories, Reels, and e-commerce capabilities. Empirical data indicates a notable growth trajectory: user numbers surged from 108.5 million in April 2025 (indonesia_id, 2025) to 109 million by July 2025 (Maheswara & Social and Meltwater, 2025). Currently, Indonesia maintains a prominent global standing, ranking fourth in Instagram usage density. This rapid adoption positions the platform as a critical tool for lifestyle integration and social media marketing (SMM) analytics.

Brand Ecosystems and Consumer Psychology the Xiaomi brand maintains a strong market reputation by offering high-quality hardware at competitive price points, specifically targeting the mid-to-lower socioeconomic segments. Beyond mobile telephony, Xiaomi's competitive advantage lies in its Internet of Things (IoT) ecosystem, which creates a seamless, integrated environment for consumers.

Furthermore, the efficacy of social media marketing is intrinsically linked to information transparency. While high levels of transparency via digital advertising can empower consumers, an excessive influx of data may lead to cognitive overload. This complexity often overwhelms the consumer's ability to reconcile product attributes with their personal criteria, directly impacting brand trust and subsequent purchase decisions (Walean et al., 2025).

II. LITERATURE REVIEW

2.1. Foundation Theory

1. Stimulus-Organism-Response (S-O-R) framework

The Stimulus-Organism-Response (S-O-R) model was first introduced by Mehrabian and Russell (1974) in their seminal work on environmental psychology. Originally, this framework was developed to explain how the physical environment—incorporating elements such as store lighting, layout, and background music—influences an individual's internal emotional state, which in turn triggers either "approach" or "avoidance" behaviors.

With society's transition into the digital and e-commerce eras, the application of the S-O-R model has undergone a significant shift. The environment perceived to influence emotional states can no longer be defined strictly in physical terms, as social media platforms like Instagram provide a visual experience fundamentally distinct from physical surroundings. Research conducted by (Walean et al., 2025) demonstrates that social media marketing (SMM) elements now serve as the primary stimuli in constructing these virtual environments.

2. Uses and Gratifications Theory (U&G)

Uses and Gratifications Theory (U&G) is employed to address the fundamental question of why consumers actively engage with Xiaomi's Instagram content. This framework provides the theoretical rationale for the specific independent variables selected for this study. Within the scope of this thesis, three primary motivations—or "gratifications sought"—are identified as the core drivers of consumer platform usage: Informativeness, Entertainment, and Perceived Relevance.

3. Affect Transfer Theory

While the S-O-R model provides the structural framework and Uses and Gratifications (U&G) offers the motivational context, Affect Transfer Theory elucidates the micro-level psychological mechanisms that occur when consumers engage with emotionally resonant content. This theory is particularly instrumental in explaining the specific dynamics of the Entertainment variable.

Rooted in the principles of Classical Conditioning and further developed within the advertising context by Mitchell and Olson (1981) and Shimp (1981), this theory postulates that the affect (feelings) elicited by an advertisement stimulus is transferred to the focal object—in this case, the brand. Within the scope of this thesis, this mechanism is examined to determine whether positive emotional responses, such as amusement and engagement, can facilitate the diffusion of Brand Trust through interpersonal consumer interactions.

1. Informativeness

Informativeness refers to an advertisement's capacity to deliver substantive content that effectively communicates a message to consumers, thereby strengthening their brand perception (Walean et al., 2025). According to (Rukuni et al., 2020), informativeness represents the qualitative value of information that consumers extract from social media platforms. Furthermore, Neger & Aorna (2025) define it as the ability to convey accurate messages to consumers, which serves to elevate and refine their overall perception of the brand.

2. Entertainment

The concept of Entertainment is derived from the active verb "to entertain," which entails engaging individuals through various digital social media platforms (Rukuni et al., 2020). Technological advancements have provided the public with diverse ways to utilize mobile devices, the majority of which are used for entertainment, specifically through media such as videos, games, and music. Consequently, entertainment has become a creative strategic tool for entrepreneurs to advertise products; this application continues to evolve alongside technological shifts, helping businesses successfully capture consumer attention (Anas et al., 2023).

3. Perceived Relevance

Perceived Relevance is a consumer's personal assessment of an advertisement or promotion, reflecting the extent to which the content aligns with their specific needs or goals (Hanaysha, 2022). Hanaysha (2022) further elaborates that perceived relevance can be defined virtually as a tailored message crafted by entrepreneurs to specifically target a particular consumer demographic.

4. Brand Trust

Brand Trust is a pivotal consumer behavior that shapes the internal viewpoint a consumer holds regarding a brand, which ultimately dictates their purchase decisions (Wu & Liu, 2022). When a consumer develops trust in a product, it fosters a belief that the brand is reliable and dependable (Wu & Liu, 2022). Establishing brand trust is typically achieved through consistent brand recognition and familiarity.

5. Purchase Decision

The Purchase Decision is the cognitive process through which a consumer concludes the choice to buy a product, while simultaneously evaluating the potential risks involved at the time of the transaction (Walean et al., 2025).

III. RESEARCH METHODOLOGY

3.1 Population and Sample

The target population for this research comprises individuals who have both visited the Xiaomi Instagram page and have a purchase history with the brand. To ensure the validity of the statistical testing, a sample size of 125 respondents was recruited.

3.2 Data and Source of Data

Data collection was conducted online utilizing Google Forms as the primary research instrument. This platform was selected to facilitate the efficient gathering of data from a diverse range of consumers who have purchased Xiaomi products via Instagram. Regarding the respondent profiles, no specific demographic constraints were imposed beyond the core requirements of owning a Xiaomi product and having visited the Xiaomi Instagram page.

3.3 Measurment Scale

All variables with five indicators were measured using a 5-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree"

3.4. Instrumental testing

Validity test

Validity Test is an essential initial stage in data processing, conducted prior to further analysis to ascertain the accuracy of the data. This test is crucial as it serves as a benchmark to ensure that the selected variables and indicators are theoretically sound and accurately measure the constructs they are intended to represent.

Reliability test

Reliability Test is a mandatory data processing procedure used to determine the consistency and stability of the research instrument. Reliability refers to the internal consistency of the gathered data; if the responses are excessively fragmented or lack any degree of uniformity, the data is considered unreliable. In other words, this test ensures that the instrument provides dependable results that remain consistent over time.

3.5. Classic assumptions test

Normality Test

The normality test is employed to determine whether the sampled data follows a normal distribution. In this study, the Kolmogorov-Smirnov test is utilized to evaluate the data's distribution, specifically by analyzing the Asymptotic Significance (2-tailed) value.

Linearity Test

The linearity test examines the functional relationship between the independent and dependent variables. For the model to be considered valid for further testing, a linear relationship must exist, indicating that the independent variable exerts a proportional influence on the dependent variable.

Multicollinearity Test

The multicollinearity test is conducted to identify whether significant correlations exist among the independent variables. This procedure is essential for multiple regression analysis, as it ensures that each independent variable provides unique, non-redundant information to the model. It typically involves assessing the Variance Inflation Factor (VIF) and Tolerance values.

Heteroscedasticity Test

The heteroscedasticity test assesses the stability of the data by determining whether the variance of the error terms (residuals) remains constant across observations. In other words, this test examines the error distribution to identify potential inconsistencies, ensuring that the model's predictive power is stable and not biased by outliers or uneven variances.

IV. RESULT AND DISCUSSION

4.1 Respondent Profile

Gender: 53% Male (66 respondents) and 47% Female (59 respondents).

Age: Predominantly 18-23 years old (37.6%), followed by those aged 24-29, 35-46, and 47-60 (all 16.8%).

4.2 Validity and Reliability Tests

Validity: All indicators for all variables showed an R-calculate value greater than the R-table value of 0.1757, with a significance level below 0.05, confirming all items are valid.

Reliability: All variables achieved a Cronbach's Alpha > 0.6. Specifically: Informativeness (0.804), Entertainment (0.871), Perceived Relevance (0.834), Brand Trust (0.829), and Purchase Decision (0.785).

4.3 Classical Assumption Tests

Normality: The Kolmogorov-Smirnov test confirmed that residuals are normally distributed across all three regression models.

Multikolinierity: All variables showed a VIF < 10 and Tolerance > 0.1, indicating no multicollinearity issues.

Heteroskedastisity: Significance values for all variables were > 0.05, confirming the absence of heteroscedasticity.

4.4 Hypothesis testing (T-Test)

Hypothesis	Path	T-value	Sig.	Result
H1	INF → BT	7.086	0.000	**Accepted**
H2	ENT → BT	-1.895	0.060	**Rejected**
H3	PR → BT	3.919	0.000	**Accepted**
H4	INF → PD	2.806	0.006	**Accepted**
H5	ENT → PD	3.086	0.003	**Accepted**
H6	PR → PD	1.816	0.072	**Rejected**
H7	BT → PD	9.400	0.000	**Accepted**

V. DISCUSSION

5.1 The Power of Informativeness

Informativeness emerged as the most consistent driver for both trust and purchasing. With a mean score of 3.967, consumers highly value Xiaomi's clear and detailed product specs on Instagram. Transparent information builds a fundamental layer of trust, making consumers feel "brave" enough to purchase without external verification.

5.2 The Paradox of Entertainment

While entertainment (mean: 3.569) helps trigger immediate purchase decisions (H5 accepted), it fails to build brand trust (H2 rejected). This suggests that "funny" or "trendy" content captures attention and drives impulse buys, but does not necessarily convince a consumer of the brand's long-term reliability or quality.

5.3 The Role of Relevance

Perceived relevance successfully builds trust (H3 accepted) because it aligns with consumer needs. However, it does not directly lead to a purchase decision (H6 rejected). This indicates that even if a product feels "right" for the consumer, they still require a secondary trigger—like trust or a specific call-to-action—before clicking "buy".

5.4 Brand Trust as the Ultimate Catalyst

With a T-value of 9.400, Brand Trust is the strongest predictor of Purchase Decision. In the uncertain digital world, trust acts as a risk-reduction mechanism. Consumers who trust Xiaomi process their decisions more analytically and experience less "post-purchase regret".

VI. CONCLUSION AND RECOMMENCDATIONS

7.1 Theoretical Contributions

This study validates the S-O-R framework in the context of emerging markets and non-market-leader brands. It confirms that while different SMM dimensions play distinct roles, Brand Trust remains the central "Organism" that turns marketing stimuli into actual economic behavior.

7.2 Managerial Implications

- Prioritize Education: Xiaomi should maintain its "visual standard" and focus on easy-to-understand technical specifications, as informativeness is the primary trust-builder.
- Evolve Content: Content creators must move beyond "just being funny" and integrate product credibility into their entertainment strategies to maximize conversion.
- Strategic Targeting: Utilize Instagram's targeting ads to ensure relevance, allowing consumers more time to compare and learn about products that fit their specific needs.
- CTA Implementation: Since many consumers are in the "consideration" phase (mean 3.968 for PD1), management should use strong Call-to-Actions (CTAs) like flash sales or Instagram-exclusive promos to trigger actual transactions.

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