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The Effects of Social Media Optimization and Brand Image on Purchase Intention: The Mediating Role of Trust Among Consumers of Silver Jewelry MSMEs in Celuk Bali

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Abstract
The development of social media has created new opportunities for Micro, Small, and Medium Enterprises (MSMEs) to promote their products, communicate with consumers, and expand their market reach. In Celuk Village, Bali, silver jewelry MSMEs face the challenge of maintaining their competitiveness while preserving traditional craftsmanship and cultural identity. This study aims to examine the effects of Social Media Optimization and Brand Image on Purchase Intention, with Trust serving as a mediating variable. Social Media Optimization is viewed from the consumer's perspective as the perceived quality of an MSME's social media presence, namely its visual appeal, up-to-date content, informativeness, interactivity, and discoverability. The study applies the Stimulus–Organism–Response (S-O-R) framework, positioning Social Media Optimization and Brand Image as stimuli, Trust as the organism, and Purchase Intention as the response. This research will employ a quantitative explanatory approach using a cross-sectional survey. The study will target 200 domestic and international respondents aged 18 years and above, not limited to Bali residents, who use social media and have been exposed to the social media account of at least one silver jewelry MSME in Celuk Village. Data will be collected through an online questionnaire using Google Forms and measured using a five-point Likert scale. The data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The analysis will include descriptive statistics, measurement model evaluation, structural model assessment, hypothesis testing, and mediation analysis through bootstrapping.
Keywords: Social Media Optimization, Brand Image, Trust, Purchase Intention, Silver Jewelry MSMEs

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) support local economic development, employment, and traditional industries. In Bali, silver jewelry production is an important form of cultural entrepreneurship, particularly in Celuk Village, Gianyar Regency, known for its silver craftsmanship. Local artisans combine aesthetic value, technical skills, and cultural identity, distinguishing their products from mass-produced jewelry. However, craftsmanship alone may not ensure competitiveness as consumers increasingly discover and evaluate products digitally. Digital marketing initiatives in Celuk have emphasized improving business owners' social media knowledge and skills (Krismajayanti et al., 2025; Yanti et al., 2024). The sector faces significant challenges. Suardana and Sumantra (2023) reported that declining tourism reduced silver handicraft production in Gianyar and weakened craft centers such as Celuk. Pratiwi and Kusmawan (2022), studying 235 silver handicraft enterprises, likewise described the sector as stagnant and declining, particularly after the Covid-19 pandemic. MSMEs therefore need channels beyond physical showrooms to reach consumers directly.

Social media enables businesses to display products, share information, communicate with buyers, and receive feedback, potentially extending MSMEs' market reach. Sohaib et al. (2022) found that social media marketing activities, including interactivity, informativeness,

electronic word of mouth, personalization, and trendiness, strengthen relationship quality, including trust and satisfaction, and contribute to online repurchase intentions. Yet adoption among Celuk silver-craft businesses is uneven: some actively promote products, while others use social media occasionally or lack the skills to do so (Krismajayanti et al., 2025). Yanti et al. (2024) also discussed digital marketing assistance for local tourism-related MSMEs. These studies address business capabilities, but do not explain how consumers' perceptions of social media presence and brand image influence purchase intention through trust. This study addresses that consumer-side question.

A preliminary observation in October 2026 examined three Instagram accounts associated with Celuk silver jewelry MSMEs: Utami Silver (@utami.silver_jewelry), Dewi Souvenir Silver (@dewisouvenir), and Sunaka Jewelry (@sunaka_jewelry). The accounts differed in posting activity: Sunaka Jewelry posted regularly, Dewi Souvenir Silver remained active, while Utami Silver had not posted since January 2024. None consistently provided product price, weight, and size. Their captions ranged from product names and #silver925 hashtags to references to sterling silver, shipping services, collections, and gemstones. All three used professional photographs and consistent branding; Dewi Souvenir Silver also showed the crafting process, while Sunaka Jewelry used lifestyle-oriented editorial images. Visible engagement was generally low, and customer comments were not visibly answered, although inquiries were directed to WhatsApp, direct messages, or Linktree. Testimonials, reviews, and photographs of returning customers were used as social proof. Overall, the accounts presented products attractively but differed in activity, information completeness, and visible responsiveness. These differences may shape consumers' perceptions and trust.

Social Media Optimization (SMO) is examined from the consumer's perspective as the perceived quality of an MSME's social media presence: visual appeal, current content, informativeness, interactivity, and discoverability. Bhargava (2006) introduced SMO to describe efforts to make online content easier to find, link to, and share. Rather than measuring internal strategies that consumers cannot observe, this study assesses photographs and videos, account updates, product information, responses to inquiries, and ease of finding the account. Its five dimensions are visual appeal, up-to-date and consistent content, informativeness, interactivity, and discoverability. Brand Image refers to the associations consumers hold in memory about a brand (Keller, 1993), formed through product experiences, information, social media, reviews, and reputation (Saktiawan et al., 2023). For Celuk silver jewelry, associations may involve craftsmanship, design originality, quality, authenticity, and Balinese cultural heritage. These functional and symbolic attributes can distinguish an MSME from competitors (Waworuntu et al., 2022). However, Celuk's reputation should not automatically represent every business; consumers may assess each MSME's own products, reputation, and reliability.

Trust is important because consumers cannot fully assess silver jewelry through photographs or videos. They may be unable to verify whether an item is 925 sterling silver or plated alloy, or inspect its weight, finishing, and durability before purchase. Jewelry may also be valuable or carry personal and cultural meaning. Because handcrafted products vary, buyers depend on sellers' descriptions and honesty. This information asymmetry arises because sellers know more about product quality than buyers (Akerlof, 1970); online consumers must rely on sellers they cannot directly observe (Gefen et al., 2003). Trust refers to consumers' confidence that an MSME is credible, honest, dependable, responsive, and able to fulfill its promises. Unlike Brand Image, which concerns brand associations, Trust concerns confidence in the seller's credibility and reliability. Transparent information, consistent communication, credible reviews, and responsive service may reduce uncertainty (Oesterreich et al., 2025). Trust has been linked to consumer responses to social media marketing (Sohaib et al., 2022), product

reviews (Huang et al., 2022), and purchase intention in social commerce (Wang et al., 2022). The Stimulus–Organism–Response (S-O-R) framework explains how environmental stimuli influence internal psychological states and subsequent behavioral responses (Mehrabian & Russell, 1974). In digital marketing, social media content and brand information act as stimuli, trust represents an internal evaluation, and purchase intention is a behavioral response (Sohaib et al., 2022). Accordingly, this study positions SMO and Brand Image as stimuli (S), Trust as the organism (O), and Purchase Intention as the response (R). Both stimuli may influence intention directly and indirectly through Trust.

The research gap has three aspects. First, Celuk studies have focused on businesses' social media use and digital marketing assistance (Krismajayanti et al., 2025; Yanti et al., 2024), rather than consumer perceptions and Trust as a mediator. Second, findings on social media and purchase intention are inconsistent. Ramadhani and Prasasti (2023) found that brand trust mediated this relationship for a local clothing brand, whereas Sukma et al. (2024) reported no direct social media effect when Brand Image and Brand Trust were considered. Third, this evidence largely concerns mass-market products, not handcrafted silver jewelry, whose authenticity and craftsmanship are difficult to verify online. Whether Trust explains the relationships between SMO, Brand Image, and Purchase Intention in this context therefore requires examination.

Therefore, this study examines the effects of Social Media Optimization and Brand Image on Purchase Intention among consumers of silver jewelry MSMEs in Celuk, Bali, and analyzes Trust as a mediator. It tests the effects of SMO and Brand Image on Trust, Trust on Purchase Intention, the direct effects of SMO and Brand Image on Purchase Intention, and their indirect effects through Trust. Using a quantitative explanatory approach and cross-sectional survey, the study targets domestic and international social media users aged 18 years and above who have been exposed to the social media account of at least one silver jewelry MSME in Celuk. Data are collected through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings are expected to extend the S-O-R framework to traditional craft-based MSMEs and provide practical insights for improving social media presentation, strengthening brand image, building consumer trust, and expanding the market reach of Celuk's silver jewelry businesses. The analysis evaluates measurement and structural models, tests proposed direct relationships, and estimates indirect effects through bootstrapping. Results may help business owners identify which consumer-facing digital and brand-related factors deserve attention when communicating product authenticity, craftsmanship, and service reliability to prospective buyers.

Relevant Prior Research

Table 1. Summary of Prior Research

No.	Researcher (Year)	Variables and Research Context	Method and Sample	Main Findings
1	Sohaib et al. (2022)	Social Media Marketing Activities, Trust, Satisfaction, and Online Repurchase Intention in China's e-commerce industry.	Quantitative empirical study; sample details are not specified in the proposal.	Social media marketing activities positively strengthen relationship quality, including consumer trust and satisfaction, which contribute to online repurchase intention.
2	Ramadhani and Prasasti (2023)	Social Media Marketing Activities, Brand Trust, and Purchase Intention in an Indonesian local clothing brand.	Quantitative study; sample details are not specified in the proposal.	Social media marketing activities influence brand trust and purchase intention. Brand trust mediates the relationship between social media marketing activities and purchase intention.

3	Saktiawan et al. (2023)	Brand Image, Trust, and Purchase Intention among Indonesian TikTok Shop users.	Quantitative empirical study; sample details are not specified in the proposal.	Brand Image has a significant relationship with Trust and Purchase Intention. Trust also positively influences Purchase Intention.
4	Wang et al. (2022)	Trust and Purchase Intention in the context of social commerce.	Meta-analysis involving 20 effect sizes and 8,235 participants.	Trust has a positive and statistically significant relationship with Purchase Intention in social commerce.
5	Sukma et al. (2024)	Brand Image, Perceived Price, Social Media, Brand Trust, and Purchase Intention in an online purchasing context.	Quantitative empirical study; sample details are not specified in the proposal.	Brand Image and Brand Trust are relevant to Purchase Intention, while Social Media does not have a significant direct effect when other variables are considered.
6	Liang et al. (2024)	Social Influence, Brand Image, and Purchase Intention in a consumer purchasing context.	Empirical study; specific research method and sample size are not specified in the proposal.	Brand Image is significantly associated with Purchase Intention, indicating the importance of favorable brand perceptions in consumer decision-making.
7	Mahmud (2022)	Branding, Trust, and Purchase Intention among e-commerce consumers.	Empirical e-commerce study; specific method and sample size are not specified in the proposal.	Branding and Trust are associated with Purchase Intention, supporting the importance of brand-related perceptions and consumer confidence in online purchasing.
8	Jabeen et al. (2024)	Social Media Advertising, Trust, and Online Buying Behavior in digital commerce.	Empirical study; specific method and sample size are not specified in the proposal.	Trust plays a mediating role between social media advertising and online buying behavior.
9	Ngo et al. (2025)	Social Media Marketing Activities and Purchase Intention in the bio-cosmetics market.	Empirical study; specific method and sample size are not specified in the proposal.	Social media marketing activities are relevant to consumer Purchase Intention in the bio-cosmetics market.
10	Huang et al. (2022)	Product Review Cues, Information-Related Processes, and Consumer Responses in the Indonesian YouTube context.	Empirical study applying the Stimulus–Organism–Response (S-O-R) framework; sample details are not specified in the proposal.	Product-review cues and information-related processes help explain consumer responses in digital environments.

RESEARCH METHODS

This study uses a quantitative, explanatory, cross-sectional survey design to examine the effects of Social Media Optimization (SMO) and Brand Image on Purchase Intention and the mediating role of Trust among consumers of silver jewelry MSMEs in Celuk Village, Sukawati District, Gianyar Regency, Bali. The framework draws on Stimulus–Organism–Response (S-O-R) theory, positioning SMO and Brand Image as stimuli, Trust as an internal psychological state, and Purchase Intention as the behavioral response (Mehrabian & Russell, 1974). The population comprises consumers and potential consumers aged 18 or older who actively use social media and have viewed, followed, or interacted with the social media account of one silver jewelry MSME in Celuk. Respondents may live anywhere and need not have previously purchased its products. A sample of 200 respondents is selected through purposive sampling. The sample size is based on 20 indicators, using a ten-respondents-per-indicator ratio, and is assessed through the inverse square root method and statistical power analysis (Kock & Hadaya, 2018; Faul et al., 2009). Primary data are collected through a Google Forms questionnaire in Indonesian and English; secondary data are drawn from scholarly articles, books, and publications. The instrument covers respondent characteristics, social media use, and 20 indicators for four variables: SMO, Brand Image, Trust, and Purchase Intention. Indicators use a five-point Likert scale. The questionnaire is reviewed and pilot-tested with approximately 30 respondents. Data are analyzed using PLS-SEM with SmartPLS 4.0. Analysis

includes descriptive statistics; outer model tests of convergent validity, discriminant validity, and reliability; and inner model assessment using VIF, path coefficients, R^2, f^2, and PLSpredict (Hair et al., 2022; Henseler et al., 2015; Shmueli et al., 2019). Hypotheses and Trust mediation are tested through bootstrapping with 5,000 subsamples at a 5% significance level. The study ensures voluntary participation, informed consent, confidentiality, and academic use of the data.

RESULTS AND DISCUSSION

Results

The results are presented through respondent characteristics, the distribution of variable scores, measurement model evaluation, structural model evaluation, and hypothesis testing.

Respondent Characteristics

The respondent profile comprises 220 individuals with varied demographic and consumer characteristics. The largest age group is 18–25 years, representing 101 respondents (45.9%), followed by those aged 26–35 years (84; 38.2%). Respondents aged 36–45 account for 21 (9.5%), while 14 (6.4%) are above 45. Thus, most participants are adults aged 18–35. Female respondents predominate, with 128 participants (58.2%), compared with 92 males (41.8%). Regarding domicile, respondents are mainly from Bali. Denpasar contributes the largest share (44; 20.0%), followed by Gianyar (39; 17.7%) and Badung (35; 15.9%). Other participants reside in Buleleng, Jembrana, Klungkung, Bangli, Tabanan, and Karangasem. The sample also includes respondents from Surabaya and Jakarta, as well as the Netherlands and Australia, indicating geographic representation beyond Bali and Indonesia. In terms of occupation, students form the largest group (70; 31.8%), followed by entrepreneurs (57; 25.9%) and freelancers (50; 22.7%). The remaining respondents work as employees, homemakers, university lecturers, teachers, and civil servants. Monthly income is most commonly IDR 2–5 million (100; 45.5%), followed by IDR 5–8 million (38; 17.3%). Other income categories range from below IDR 2 million to above IDR 15 million.

For brand familiarity, Utami Silver is identified most frequently (83; 37.7%), followed by Dewi Souvenir Silver (65; 29.5%). Together, these brands account for 67.2% of respondents; the remainder identify eight other silver jewelry brands. All respondents (220; 100%) report having previously purchased silver jewelry, confirming their experience as consumers in this product category. Exposure to silver jewelry content is also frequent: 98 respondents (44.5%) see it often and 68 (30.9%) always, while 33 (15.0%) sometimes and 21 (9.5%) rarely view such content. Instagram is the most-used platform for jewelry searches (94; 42.7%), followed by TikTok (66; 30.0%); together, they represent 72.7% of platform choices. Pinterest, Facebook, and WhatsApp account for the remainder. Regarding engagement with MSME accounts, 104 respondents (47.3%) send inquiries through direct messages or WhatsApp, 65 (29.5%) share content, 31 (14.1%) like posts, and 20 (9.1%) comment. Overall, the profile indicates an experienced consumer sample with substantial social media exposure and interaction with silver jewelry MSMEs. This profile contextualizes analysis of the study variables.

Description of The Research Variables

Within the Celuk silver jewelry MSME context, the descriptive analysis evaluates Social Media Optimization (SMO), Brand Image, Trust, and Purchase Intention using five indicators for each variable and a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Mean scores are interpreted as strongly disagree (1.00–1.80), disagree (above 1.80–

2.60), neutral (above 2.60–3.40), agree (above 3.40–4.20), and strongly agree (above 4.20–5.00). Social Media Optimization (SMO) obtains an overall mean of 3.534, indicating agreement. All five indicators are within the agree category. The highest score relates to the clarity and transparency of product information (3.664), while the lowest concerns the use of hashtags and keywords to improve product discoverability (3.441). These results suggest that respondents generally perceive the businesses' social media content and communication practices positively, although product discoverability through keywords and hashtags has room for improvement.

Brand Image records an overall mean of 3.471, also reflecting agreement. Respondents agree that the businesses convey elegant and exclusive brand impressions and consistently present Balinese cultural values (both reported at 3.509). Perceived product quality and authenticity (3.432), and distinctive culturally inspired jewelry designs (3.505), are also positively assessed. Business reputation receives the lowest mean (3.400), classified as neutral. This indicates that reputation is less firmly established in consumers' perceptions than other aspects of brand image. Trust achieves an overall mean of 3.485, placing it in the agree category. The highest-rated indicator is the credibility of customer reviews and testimonials (3.564), followed by the accuracy of social media information (3.532). Respondents also express agreement regarding business trustworthiness and comfort in purchasing from businesses that respond through social media. Confidence that products will be delivered as promised receives a neutral score (3.368), suggesting an area requiring greater assurance. Purchase Intention has an overall mean of 3.507, indicating agreement across the variable. The strongest indicator is choosing the business when making a purchase decision (3.600), whereas considering it a first choice for silver jewelry receives the lowest mean (3.464). Overall, the descriptive findings show favorable consumer perceptions of all four variables, while highlighting opportunities to strengthen reputation, delivery assurance, product discoverability, and top-of-mind preference.

Measurement Model Evaluation (Outer Model)

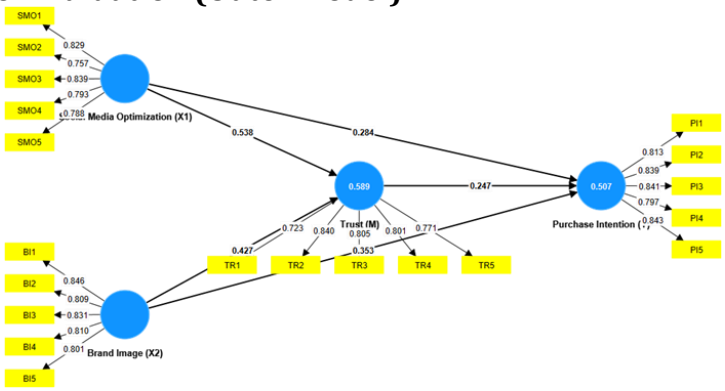

Figure 1. Outer Model

Validity Assessment

Convergent Validity

Outer Loadings

Table 2 Outer Loadings

Item	Social Media Optimization (X_1)	Brand Image (X_2)	Trust (M)	Purchase Intention (Y)
SMO1	0.829			
SMO2	0.757			

SMO3	0.839			
SMO4	0.793			
SMO5	0.788			
BI1		0.846		
BI2		0.809		
BI3		0.831		
BI4		0.810		
BI5		0.801		
TR1			0.723	
TR2			0.840	
TR3			0.805	
TR4			0.801	
TR5			0.771	
PI1				0.813
PI2				0.839
PI3				0.841
PI4				0.797
PI5				0.843

Source: Data analysis (2026)

All 20 indicators have outer loadings above 0.70. The lowest value is TR1 at 0.723, while the highest is BI1 at 0.846. The loading criterion is therefore met, and no item is removed on this basis.

Average Variance Extracted (AVE)

Table 3. Average Variance Extracted (AVE)

Variable	AVE
Social Media Optimization (X_1)	0.643
Brand Image (X_2)	0.672
Trust (M)	0.623
Purchase Intention (Y)	0.684

Source: Data analysis (2026)

AVE is 0.643 for Social Media Optimization (X_1), 0.672 for Brand Image (X_2), 0.623 for Trust (M), and 0.684 for Purchase Intention (Y). All values exceed 0.50, indicating that each variable explains more than half of the variance in its indicators on average. Convergent validity is therefore supported.

Discriminant Validity
Fornell Larcker

Table 4. Fornell Larcker

Variable	Social Media Optimization (X_1)	Brand Image (X_2)	Trust (M)	Purchase Intention (Y)
Social Media Optimization (X_1)	0.802			
Brand Image (X_2)	0.256	0.819		
Trust (M)	0.647	0.564	0.789	
Purchase Intention (Y)	0.534	0.565	0.630	0.827

Source: Data analysis (2026)

The diagonal values are the square roots of AVE: 0.802 for Social Media Optimization (X_1), 0.819 for Brand Imge (X_2), 0.789 for Trust (M), and 0.827 for Purchase Intention (Y). Each value

is greater than the corresponding correlations with other variables. Therefore, the Fornell–Larcker criterion is met.

Heterotrait Monotrait Ratios (HTMT)

Table 5. Heterotrait Monotrait Ratios (HTMT)

Variable	Social Media Optimization (X_1)	Brand Image (X_2)	Trust (M)	Purchase Intention (Y)
Social Media Optimization (X_1)				
Brand Image (X_2)	0.293			
Trust (M)	0.751	0.654		
Purchase Intention (Y)	0.604	0.637	0.723	

Source: Data analysis (2026)

HTMT values range from 0.293 to 0.751. All are below 0.90 and the more conservative reference of 0.85. These point estimates support discriminant validity.

Internal consistency reliability

Table 6. Internal Consistency Reliability

Variable	Cronbach's alpha	rho_A	Composite reliability
Social Media Optimization (X_1)	0.861	0.867	0.900
Brand Image (X_2)	0.878	0.879	0.911
Trust (M)	0.848	0.852	0.892
Purchase Intention (Y)	0.884	0.888	0.915

Source: Data analysis (2026)

Cronbach's alpha ranges from 0.848 to 0.884, rho_A ranges from 0.852 to 0.888, and composite reliability ranges from 0.892 to 0.915. All values are within 0.70–0.95. The four variables therefore meet the internal consistency criteria, without reliability values exceeding the upper reference for possible redundancy.

Structural Model Evaluation (Inner Model)

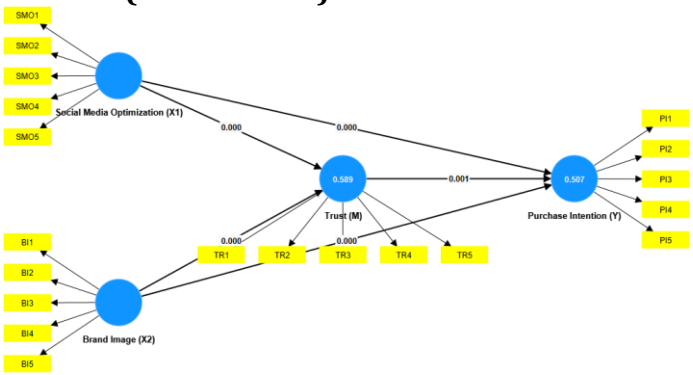

Figure 2. Inner Model

Collinearity Assessment
Indicator variance inflation factors (VIF)

Table 7. Indicator Variance Inflation Factors (VIF)

Indicator	VIF
SMO1	2.006

SMO2	1.717
SMO3	2.137
SMO4	1.798
SMO5	1.862
BI1	2.246
BI2	1.936
BI3	2.137
BI4	1.941
BI5	1.961
TR1	1.570
TR2	2.176
TR3	1.857
TR4	1.891
TR5	1.724
PI1	2.004
PI2	2.237
PI3	2.117
PI4	1.923
PI5	2.250

Source: Data analysis (2026)

Indicator VIF values range from 1.570 to 2.250. These values are reported as supplementary indicator diagnostics because the measurement models are reflective.

Variance Inflation Factors Among Variables

Table 8. Inner Model Variance Inflation Factors (VIF)

Path	VIF
Social Media Optimization (X_1) -> Purchase Intention (Y)	1.773
Brand Image (X_2) -> Purchase Intention (Y)	1.512
Social Media Optimization (X_1) -> Trust (M)	1.070
Brand Image (X_2) -> Trust (M)	1.070
Trust (M) -> Purchase Intention (Y)	2.430

Source: Data analysis (2026)

The VIF values are 1.773 for Social Media Optimization -> Purchase Intention, 1.512 for Brand Image -> Purchase Intention, 1.070 for Social Media Optimization -> Trust, 1.070 for Brand Image -> Trust, and 2.430 for Trust -> Purchase Intention. All are below 5, so problematic collinearity is not identified among the predictors under the stated criterion.

Coefficient of Determination (R Square)

Table 9. Coefficient of Determination (R Square)

Variable	R square	Adjusted R square
Trust (M)	0.589	0.585
Purchase Intention (Y)	0.507	0.500

Source: Data analysis (2026)

1. Trust (M) has R^2 = 0.589 and adjusted R^2 = 0.585. Social Media Optimization and Brand Image explain 58.9% of the variance in Trust. The remaining 41.1% is not explained by these predictors in the model.
2. Purchase Intention (Y) has R^2 = 0.507 and adjusted R^2 = 0.500. Social Media Optimization, Brand Image, and Trust explain 50.7% of the variance in Purchase Intention. The remaining 49.3% is not explained by the included variables.

Effect Size (F Square)

Table 10. Effect Sizes (F Square)

Variable	Social Media Optimization (X_1)	Brand Image (X_2)	Trust (M)	Purchase Intention (Y)
Social Media Optimization (X_1)			0.657	0.092
Brand Image (X_2)			0.413	0.167
Trust (M)				0.051
Purchase Intention (Y)				

Source: Data analysis (2026)

Based on Table, the effect sizes of Social Media Optimization (X_1), Brand Image (X_2), and Trust (M) on Purchase Intention (Y) are 0.092, 0.167, and 0.051, respectively. Brand Image makes the largest contribution to the explained variance in Purchase Intention, followed by Social Media Optimization and Trust. For Trust (M), the effect sizes of Social Media Optimization (X_1) and Brand Image (X_2) are 0.657 and 0.413, respectively. Social Media Optimization therefore makes the largest contribution to Trust. These values describe how much each predictor contributes to explained variance beyond the other predictors in the same equation.

Predictive Assesment

Table 11. Predictive Relevance (Q Square)

Variable	Q square
Trust (M)	0.358
Purchase Intention (Y)	0.339

Source: Data analysis (2026)

Based on Table, the Q-square value is 0.358 for Trust (M) and 0.339 for Purchase Intention (Y). Both values are greater than zero, indicating that the model has predictive relevance for the two endogenous variables under the blindfolding procedure.

Hypothesis Testing
Path Coefficients Analysis

Table 12. Path Coefficients

Path	Original sample
Social Media Optimization (X_1) -> Trust (M)	0.538
Brand Image (X_2) -> Trust (M)	0.427
Trust (M) -> Purchase Intention (Y)	0.247
Social Media Optimization (X_1) -> Purchase Intention (Y)	0.284
Brand Image (X_2) -> Purchase Intention (Y)	0.353

Source: Data analysis (2026)

1. Social Media Optimization (X_1) -> Trust (M) has a coefficient of 0.538. The positive coefficient indicates that better Social Media Optimization increases consumer Trust in the business.
2. Brand Image (X_2) -> Trust (M) has a coefficient of 0.427. The positive coefficient indicates that a more favourable Brand Image can increase consumer Trust in the business.
3. Trust (M) -> Purchase Intention (Y) has a coefficient of 0.247. The positive coefficient indicates that greater consumer Trust increases Purchase Intention for silver jewelry.
4. Social Media Optimization (X_1) -> Purchase Intention (Y) has a coefficient of 0.284. The positive coefficient indicates that better Social Media Optimization can increase consumers' Purchase Intention for silver jewelry.

5. Brand Image (X_2) -> Purchase Intention (Y) has a coefficient of 0.353. The positive coefficient indicates that a more favourable Brand Image can increase consumers' Purchase Intention for silver jewelry.

1) Direct Effects

Table 13. Direct Effect Hypothesis Tests

H	Path	t statistic	p value	Decision
H1	Social Media Optimization (X_1) -> Trust (M)	13.594	0.000	Supported
H2	Brand Image (X_2) -> Trust (M)	9.774	0.000	Supported
H3	Trust (M) -> Purchase Intention (Y)	3.181	0.001	Supported
H4	Social Media Optimization (X_1) -> Purchase Intention (Y)	4.388	0.000	Supported
H5	Brand Image (X_2) -> Purchase Intention (Y)	5.711	0.000	Supported

Source: Data analysis (2026)

H1: Social Media Optimization has a positive and significant effect on Trust

The direct effect test gives a coefficient of 0.538, a t statistic of 13.594, and a p value of 0.000. The p value is below 0.05 and the t statistic exceeds 1.96. Therefore, the null hypothesis is rejected and H1 is accepted. Social Media Optimization has a positive and significant effect on Trust.

H2: Brand Image has a positive and significant effect on Trust

The direct effect test gives a coefficient of 0.427, a t statistic of 9.774, and a p value of 0.000. The p value is below 0.05 and the t statistic exceeds 1.96. Therefore, the null hypothesis is rejected and H2 is accepted. Brand Image has a positive and significant effect on Trust.

H3: Trust has a positive and significant effect on Purchase Intention

The direct effect test gives a coefficient of 0.247, a t statistic of 3.181, and a p value of 0.001. The p value is below 0.05 and the t statistic exceeds 1.96. Therefore, the null hypothesis is rejected and H3 is accepted. Trust has a positive and significant effect on Purchase Intention.

H4: Social Media Optimization has a positive and significant effect on Purchase Intention

The direct effect test gives a coefficient of 0.284, a t statistic of 4.388, and a p value of 0.000. The p value is below 0.05 and the t statistic exceeds 1.96. Therefore, the null hypothesis is rejected and H4 is accepted. Social Media Optimization has a positive and significant effect on Purchase Intention.

H5: Brand Image has a positive and significant effect on Purchase Intention

The direct effect test gives a coefficient of 0.353, a t statistic of 5.711, and a p value of 0.000. The p value is below 0.05 and the t statistic exceeds 1.96. Therefore, the null hypothesis is rejected and H5 is accepted. Brand Image has a positive and significant effect on Purchase Intention.

Mediation Analysis (Indirect effect)

Table 14. Indirect Effect Hypothesis Tests

H	Path	t statistic	p value	Decision
H6	Social Media Optimization (X_1) -> Trust (M) -> Purchase Intention (Y)	2.958	0.003	Supported
H7	Brand Image (X_2) -> Trust (M) -> Purchase Intention (Y)	3.053	0.002	Supported

Source: Data analysis (2026)

H6: Trust mediates the relationship between Social Media Optimization and Purchase Intention.

The indirect effect test gives a coefficient of 0.133, a t statistic of 2.958, and a p value of 0.003. The p value is below 0.05 and the t statistic exceeds 1.96. Therefore, the null hypothesis is rejected and H6 is accepted. Trust is able to mediate the effect of Social Media Optimization on Purchase Intention.

H7: Trust mediates the relationship between Brand Image and Purchase Intention.

The indirect effect test gives a coefficient of 0.105, a t statistic of 3.053, and a p value of 0.002. The p value is below 0.05 and the t statistic exceeds 1.96. Therefore, the null hypothesis is rejected and H7 is accepted. Trust is able to mediate the effect of Brand Image on Purchase Intention.

Discussion

The effect of Social Media Optimization on Trust

Social Media Optimization has a positive and significant effect on Trust, with $\beta = 0.538$, $t = 13.594$, and $p = 0.000$. This supports H1: Social Media Optimization has a positive and significant effect on Trust. This result means that more favourable evaluations of the account's content, information, interaction, regular updates, and discoverability are associated with greater trust in the business. The effect is estimated for Social Media Optimization as a whole. It does not establish that any single feature, such as the use of hashtags, independently increases trust. An attractive social media account and a dependable business represent different consumer evaluations. Silver jewelry can look appealing in photographs even when its material content, size, or finishing is unclear. Under the S-O-R explanation, consumers interpret the information presented before forming confidence in the seller. Clear descriptions and opportunities to ask questions therefore provide a plausible explanation for the positive effect of SMO on Trust, rather than treating visual appeal alone as sufficient evidence of reliability (Sohaib et al., 2022). Ramadhani and Prasasti (2023) provide a particularly relevant comparison because their study concerns an Indonesian local brand. They found that social media marketing activities were associated with brand trust and that trust helped explain purchase intention. This agrees with the direction of H1 and shows why account communication should be considered together with credibility.

The effect of Brand Image on Trust

Brand Image has a positive coefficient of 0.427, with $t = 9.774$ and $p = 0.000$. This supports H2: Brand Image has a positive and significant effect on Trust. This means that a more favourable image of the business is associated with greater confidence in it. Reputation, product impressions, and cultural identity can provide information that helps a consumer judge an unfamiliar seller. A positive impression is still conceptually different from confidence that a business is reliable or fulfils its promises. Brand Image includes reputation, uniqueness, perceived quality, authenticity, and Balinese cultural identity. These associations can help consumers form expectations before a transaction takes place. In the S-O-R model, the brand-related stimulus is interpreted internally as confidence in the business. The positive coefficient therefore fits the proposed explanation that a clear and favourable identity can reduce uncertainty about what a seller represents (Sohaib et al., 2022; Saktiawan et al., 2023). Saktiawan et al. (2023) studied Indonesian TikTok Shop users and reported a significant relationship between Brand Image and Trust. Their finding is relevant because consumers in social commerce also evaluate sellers through online presentation and limited direct

inspection. Mahmud (2022) similarly linked branding and trust in e-commerce. Together, these studies support the expectation that favourable brand associations are related to confidence in the seller. For Celuk jewelry, cultural identity may provide a distinctive association, but its individual contribution is not separately estimated by the overall Brand Image coefficient.

The effect of Trust on Purchase Intention

Trust has a positive and significant effect on Purchase Intention, with $\beta = 0.247$, $t = 3.181$, and $p = 0.001$. This supports H3: Trust has a positive and significant effect on Purchase Intention. The positive effect means that greater consumer trust increases the intention to purchase silver jewelry within the estimated model. This effect can be explained by uncertainty in evaluating silver content, craftsmanship, and the reliability of an online transaction. Trust represents the consumer's internal assessment that the business will provide what it promises. When that assessment is favourable, considering a purchase becomes more acceptable. This is the organism-to-response stage of S-O-R, where an internal evaluation is associated with an intended action (Sohaib et al., 2022). The coefficient of 0.247 shows that this effect remains after Brand Image and SMO are considered. Wang et al. (2022) synthesised social commerce studies and found a positive relationship between trust and purchase intention. This provides broader support than a comparison with one product category alone. Saktiawan et al. (2023) also found a positive trust–intention relationship in TikTok Shop. The present model follows the same direction, although its smaller f^2 of 0.051 shows that Trust adds relatively less explained variance than the other two predictors of intention.

The effect of Social Media Optimization on Purchase Intention

The direct coefficient for SMO -> Purchase Intention is 0.284, with $t = 4.388$ and $p = 0.000$. This supports H4: Social Media Optimization has a positive and significant effect on Purchase Intention. Social media content can create awareness and interest by helping consumers evaluate jewelry designs and product details. A consumer may become interested in a product because its appearance and information match a current need, while also evaluating whether the seller is trustworthy. This explains why the direct effect can remain alongside the indirect route through Trust. It extends the S-O-R interpretation by recognising that the measured internal state accounts for only part of the association between the stimulus and the response (Sohaib et al., 2022; Ramadhani & Prasasti, 2023). The contrasting findings deserve attention. Sohaib et al. (2022) did not find a significant direct relationship between social media marketing activities and online repurchase intention, whereas Ramadhani and Prasasti (2023) found a significant relationship with purchase intention for a local clothing brand. Sukma et al. (2024) also reported a non-significant direct social media effect. These results suggest that a direct effect depends on the outcome and research setting. Repurchase involves prior experience, while initial purchase intention may depend more on the information available before buying.

The effect of Brand Image on Purchase Intention

Brand Image has a positive direct coefficient of 0.353, with $t = 5.711$ and $p = 0.000$. This supports H5: Brand Image has a positive and significant effect on Purchase Intention. The result means that a more favourable brand evaluation is associated with stronger purchase intention. Consumers use brand associations when comparing alternatives. A distinctive cultural identity, a favourable reputation, and a clear quality impression may make one silver jewelry business easier to recognise and consider. In the S-O-R framework, Brand Image functions as external information that is associated with the intended response. The significant direct path indicates

that its effect on intention remains even after the internal evaluation represented by Trust is included (Liang et al., 2024; Sukma et al., 2024). Liang et al. (2024) found that Brand Image was significantly associated with Purchase Intention when examined alongside social influence. Sukma et al. (2024) also found a significant Brand Image relationship in a model including perceived price, social media, and Brand Trust. Their results are consistent with H5 because they show that brand evaluation remains relevant when other influences are considered.

The mediating effect of Trust on the effect of Social Media Optimization on Purchase Intention

The specific indirect effect of SMO through Trust is 0.133, with t = 2.958, p = 0.003. This supports H6, which proposes that Trust mediates Social Media Optimization and Purchase Intention. This means that Trust is able to mediate the effect of Social Media Optimization on Purchase Intention. Better social media communication can strengthen consumer Trust, which in turn supports Purchase Intention. The result does not mean that all consumers follow an identical sequence or that a single survey establishes when trust is formed. The indirect effect also links the separate effects examined in H1 and H3. SMO has a positive effect on Trust, and Trust has a positive effect on Purchase Intention. Their estimated product is approximately 0.538 × 0.247 = 0.133, matching the reported indirect coefficient. This sequence expresses the mechanism proposed in the S-O-R model, consumers evaluate social media information, form confidence in the seller, and become more willing to consider a purchase. Trust therefore provides a mechanism through which Social Media Optimization influences Purchase Intention (Sohaib et al., 2022; Ramadhani & Prasasti, 2023). Ramadhani and Prasasti (2023) found that Brand Trust mediated the relationship between social media marketing activities and purchase intention. This is closely aligned with the proposed mechanism, even though their measure of social media activities differs from SMO. Jabeen et al. (2024) also identified a mediating role for trust between social media advertising and online buying behaviour. Both studies support interpreting trust as a mechanism through which online communication can become relevant to purchase-related responses.

The mediating effect of Trust on the effect of Brand Image on Purchase Intention

The indirect effect of Brand Image through Trust is 0.105, with t = 3.053 and p = 0.002. This supports H7, which proposes that Trust mediates Brand Image and Purchase Intention. This means that Trust is able to mediate the effect of Brand Image on Purchase Intention. A more favourable Brand Image can strengthen consumer Trust, which in turn supports Purchase Intention. A favourable impression and confidence in the seller should therefore remain distinct when interpreting the model. The estimated mediation illustrates how brand associations relate to purchase intention through Trust. Favourable brand associations provide information about the business, but consumers also evaluate whether the seller can deliver the expected product and service. Trust represents that internal judgement. The product of the Brand Image–Trust coefficient and the Trust–Purchase Intention coefficient is approximately 0.427 × 0.247 = 0.105, consistent with the reported indirect effect. Trust therefore provides a mechanism through which Brand Image influences Purchase Intention (Saktiawan et al., 2023; Mahmud, 2022). Saktiawan et al. (2023) provide a comparable social commerce setting in which favourable Brand Image is related to customer Trust and Purchase Intention. Mahmud (2022) also supports the role of trust in connecting branding with purchase intention in e-commerce. These findings agree with the direction of H7 and support the role of Trust as an internal evaluation. For silver jewelry, this means that a strong cultural and quality impression should be accompanied by credible information and reliable service. The cultural appeal of a brand and confidence in the seller remain related but distinct considerations.

CONCLUSION

Respondent characteristics

1. The largest age group is 18–25 years, with 101 respondents (45.9%), followed by 26–35 years with 84 (38.2%). There are 21 respondents aged 36–45 (9.5%) and 14 above 45 (6.4%). The profile is therefore concentrated among adults aged 18–35.
2. Women account for 128 respondents (58.2%), while men account for 92 (41.8%). Women form the larger group in the respondent profile.
3. Denpasar is the most common domicile, with 44 respondents (20.0%), followed by Gianyar with 39 (17.7%) and Badung with 35 (15.9%). The profile also includes respondents outside Bali and outside Indonesia.
4. Students form the largest occupation group, with 70 respondents (31.8%), followed by entrepreneurs with 57 (25.9%) and freelancers with 50 (22.7%). The remaining respondents are employees, homemakers, university lecturers, teachers, and civil servants.
5. The most frequently reported monthly income is IDR 2–5 million, covering 100 respondents (45.5%). This is followed by IDR 5–8 million, with 38 respondents (17.3%).

Descriptive results

1. Social Media Optimization (X_1) has an overall mean of 3.534, which falls in the agree category.
2. Brand Image (X_2) has an overall mean of 3.471, which falls in the agree category.
3. Trust (M) has an overall mean of 3.485, which falls in the agree category.
4. Purchase Intention (Y) has an overall mean of 3.507, which falls in the agree category.

Hypothesis testing results

1. Social Media Optimization (X_1) has a positive and significant effect on Trust (M). This means that better Social Media Optimization increases consumer trust in the business. Therefore, H1 is accepted.
2. Brand Image (X_2) has a positive and significant effect on Trust (M). This means that a more favourable Brand Image increases consumer trust in the business. Therefore, H2 is accepted.
3. Trust (M) has a positive and significant effect on Purchase Intention (Y). This means that greater consumer trust increases the intention to purchase silver jewelry. Therefore, H3 is accepted.
4. Social Media Optimization (X_1) has a positive and significant effect on Purchase Intention (Y). This means that better Social Media Optimization increases consumers' intention to purchase silver jewelry. Therefore, H4 is accepted.
5. Brand Image (X_2) has a positive and significant effect on Purchase Intention (Y). This means that a more favourable Brand Image increases consumers' intention to purchase silver jewelry. Therefore, H5 is accepted.
6. Trust (M) mediates the effect of Social Media Optimization (X_1) on Purchase Intention (Y). This means that better Social Media Optimization supports Purchase Intention by increasing consumer Trust. Therefore, H6 is accepted.
7. Trust (M) mediates the effect of Brand Image (X_2) on Purchase Intention (Y). This means that a more favourable Brand Image supports Purchase Intention by increasing consumer Trust. Therefore, H7 is accepted.

The novelty of this study lies in the development of an integrated conceptual framework that explains how Social Media Optimization and Brand Image influence consumers' Purchase Intention through Trust in the context of silver jewelry micro, small, and medium enterprises

(MSMEs) in Celuk, Bali. Unlike previous studies that predominantly examine social media marketing activities and brand image as independent determinants of consumer purchase intention, this study integrates both dimensions within the Stimulus–Organism–Response (S-O-R) framework to investigate the psychological mechanism through which digital communication and brand-related perceptions generate consumer trust and subsequently shape purchasing decisions. Specifically, the study conceptualizes Social Media Optimization from the consumer's perspective, encompassing visual appeal, content timeliness, informativeness, interactivity, and discoverability, thereby extending its interpretation beyond conventional digital marketing performance indicators. Furthermore, the inclusion of Trust as a mediating construct provides a deeper understanding of how consumers translate their evaluations of social media presence and brand image into purchase-related intentions. The empirical context of Celuk's silver jewelry MSMEs offers an additional contribution by examining digital consumer behavior within a traditional craft industry where product authenticity, cultural identity, and brand credibility may play important roles in shaping purchasing perceptions. By integrating digital communication attributes, brand perceptions, and consumer trust into a unified framework, this study is expected to contribute to the advancement of consumer behavior and digital marketing literature while providing practical insights for strengthening the competitiveness and market reach of traditional silver jewelry MSMEs in the digital marketplace.

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