

The Influence of Social Media Marketing Features on Purchase Decisions Riverside Forest Football Club Football Club's Jersey: Brand Trust As A Mediator

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ABSTRACT

In analyzing the factors of consumer purchasing decisions through social media marketing, companies need to pay attention to the features in social media marketing that influence consumer purchasing decisions. This study aims to analyze the effect of features in social media marketing, namely: interactivity, informativeness, entertainment, and perceived relevance on purchasing decisions for Riverside Forest Football Club Jersey through brand trust as a mediator variable. This research uses quantitative methods. Data collection techniques are conducted through questionnaires distributed to supporters who have bought Riverside Forest Football Club Jerseys and follow their social media. This study uses a non-probability sampling method of purposive sampling with the Cochran formula for sample selection. Hypothesis testing is then conducted using the PLS-SEM (Partial Least Squares Structural Equation Modeling) approach. The data analysis techniques used are descriptive analysis and Partial Least Square (PLS) analysis. Theoretically, this study advances the current literature by exploring the mediating effect of brand trust among the four features of social media marketing and purchase decisions.

KEYWORDS

Social Media, Football Club, brands



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INTRODUCTION

The development of information and communication technology is making very rapid progress, which, of course, affects communication and computer networks, such as changes in daily communication and the emergence of internet networks. The emergence of the Internet has had a positive influence on society and can be used to exchange information flows (Alalwan, 2018; Alma, 2013; Arikunto, 2014; Ariyanto et al., 2023). The rapid development of technology has brought various changes in all fields of communication, society, life, and industry. In this modern era, people's lives are very closely related to the internet. In fact, humans cannot escape the Internet (Atulkar, 2020; Bafadhal, 2020; Bancin, 2021). The internet allows information to be collected and disseminated easily, quickly, and without restrictions. The advantages of the Internet not only facilitate access to information and communication, but also create favorable conditions for jobs in the fields of business, education, society, security, and entertainment.

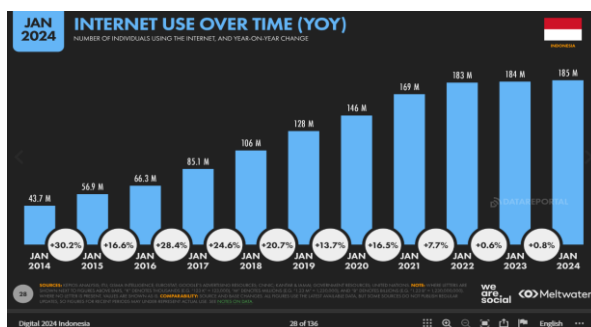


Figure 1. Number of Internet Users in Indonesia

Source : We Are Social (2024)

Referring to the *We Are Social* report in January 2024, the number of individuals using the *internet* in Indonesia reached 185.3 million people, which illustrates an increase of 1.5 million users, or 0.8%, from January 2023. The data also shows that *internet* usage in Indonesia continues to rise year after year. As many as 66.5% of the Indonesian population use the *internet* out of a total population of 278.7 million people (Bigné, Ruiz-Mafé, & Badenes-Rocha, 2023; Bushara et al., 2023; Ebrahim, 2020). The presence of the *internet* has transformed the market from the previous traditional market to an online market, allowing entrepreneurs to leverage it to reach customers and change the way they market their products and services to be more effective and efficient. Today, almost all companies apply information technology to run their businesses (Simamora et al., 2016).

Information technology can help companies obtain accurate and relevant information and ensure efficiency and effectiveness in the workplace. This is especially true for businesspeople who want to market their products or services through the *internet*, particularly via social media (Ilham, 2023; Iman, 2022; Jadil, Rana, & Dwivedi, 2022). Social media has completely changed the *internet* and society, becoming an important and influential tool for companies that have developed their business in marketing. It allows companies to approach customers and market their brands from different angles. Large companies focus on creating and executing the best competitive strategies to survive in this cross-border business competition (Alamsyah, Bastikarana, Ramadhanti, & Widiyanesti, 2020).

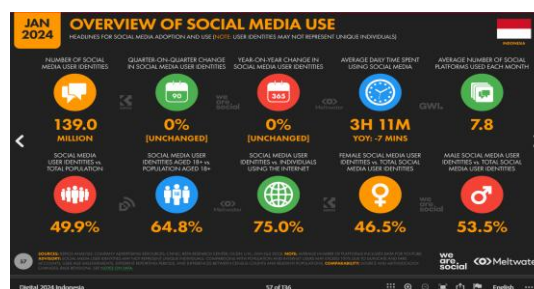


Figure 2. Number of Internet Users Using Social Media in Indonesia
Source : We Are Social (2024)

Based on data from *We Are Social* above, it provides an overview of *internet* users in Indonesia and Indonesians who actively use social media in early 2024. The number of people who use the *internet* for social media is 139 million. This shows that the number of social media users in Indonesia at the beginning of 2024 is equivalent to 49.9% of the total population. The increasing use of the *internet* has made social media a digital communication tool for Indonesians. Social media offers ease of communication, such as sharing information, because ease of interaction is the nature of social media as an online medium. In today's era, social media is not only used by individuals but also by companies to carry out marketing activities (Muslim et al., 2019). The role of social media has evolved into a business objective, allowing companies to market products as well as interact with consumers (Hatammimi & Sharif, 2015).

Social media platforms like *Instagram*, *Facebook*, and *TikTok* have changed the way companies communicate with their customers. *Instagram*, for example, allows brands to showcase their products through engaging photos and videos, as well as interact with followers through comments and direct message features. This creates a more personal relationship between brands and consumers (Ramadhani et al., 2021). Amid the development of information technology, social media has become a crucial platform for promoting and selling fashion products, including football jerseys. One of the emerging fashion trends is *blockcore*, a style of dress that highlights the use of football jerseys combined with casual clothes such as jeans or cargo pants.

The *blockcore* trend has not only attracted the attention of sports fans but has also become a phenomenon among the public, especially young people. This trend was started by *TikToker* Brandon Huntley in 2021 and soon spread widely through social media platforms such as *TikTok* and *Instagram* (Nurfazrina, 2024). This style emphasizes a masculine and relaxed impression and provides freedom for individuals to express themselves without being tied to traditional fashion norms. The *blockcore* trend is becoming increasingly popular as people's interest in football grows, especially ahead of major events such as the *World Cup*. Many influencers and celebrities have also popularized this style, increasing its visibility on social media. This demonstrates how social media functions as an effective marketing tool and allows brands to reach a wider audience (Iskandar, 2023).

In Indonesia, football itself has a strong emotional appeal; football matches are often significant moments in people's lives due to the strong bond between the football team and its fans. Traditions surrounding football matches, such as chants, fan celebrations, victory festivities, and the wearing of clothing that displays club identity—commonly referred to as *merchandise*, especially jerseys—form a rich and deep culture in the football world and are profitable for businesspeople in the football industry.

On the other hand, the transformation of football into a highly profitable industry not only brings positive influences on the sport's progress but also creates a complex and often causal phenomenon of capitalism between clubs and fans, as club management has shifted to being oriented solely towards financial value. As these clubs become more focused on financial gain, they often overlook the culture and traditions that existed long before football became highly profitable, tending to ignore the aspirations of their fans, who are an integral part of the football ecosystem.

Amid the rise in the use of football jerseys, or what is called the *blockcore* trend—which is inversely proportional to the chaotic development of football in Indonesia dominated by capitalism—*Riverside Forest Football Club* emerges as an antithesis, offering a different concept in football club management in Indonesia. *Riverside Forest Football Club* upholds the egalitarian principle, where managers, players, and fans have equal rights in every aspect of football. This is different from many other clubs in Indonesia, whose ownership is held by investors.

Almost 70% of *Riverside Forest Football Club*'s funding comes from supporters through the sale of *merchandise*, especially jerseys, and direct donations during matches. The club's finances are managed transparently, with publicly accessible income and expense reports showing details such as jersey sales and operational costs. This demonstrates that fans are not only spectators but also an integral part of the club. Amid financial challenges, *Riverside Forest Football Club* continues to focus on *merchandise* sales for club sustainability, leveraging *Instagram* to promote products with engaging and relevant content. With more than 53,800 followers, the club has shown significant popularity, especially as a new club that implements a collective financing model from supporters, in contrast to other clubs that rely on sponsorships. Research shows that an effective social media marketing strategy should include interactivity, entertainment, information, and relevance, which *Riverside Forest Football Club* implements to support merchandise sales and club operations.

The concept of interactivity in social media marketing includes the ability of brands to communicate two-way with the audience, allowing for active participation in the communication process. *Riverside Forest Football Club*, through *Instagram*, involves supporters in decision-making, such as voting to join the official league. Additionally, the informative content provided adds value for the audience, such as collaboration information and jersey launches, increasing their interest. Entertainment also plays an important role, as engaging content boosts positive interactions with the brand. The perception of relevance reflects how the audience evaluates the content presented, and *Riverside Forest Football Club*

successfully presents content that matches the characteristics of its supporters, as seen in the growth of its followers. Brand trust is key in purchasing decisions, where the club maintains operational transparency to build supporter trust. This study distinguishes itself from previous research by focusing on *Riverside Forest Football Club* jersey consumers and the effectiveness of mediating brand trust. While many studies have examined the influence of social media marketing, this research fills the gap by evaluating the impact of social media marketing features on jersey purchase decisions, aiming to provide insights for better marketing strategies and support the club's financial sustainability. The results are expected to enrich the literature and provide practical benefits for *Riverside Forest Football Club* in increasing sales and supporter trust, ensuring the continuity of the club's operations.

RESEARCH METHOD

This study uses a quantitative approach with a survey method to collect data from respondents through questionnaires. A deductive approach is applied to test hypotheses related to the influence of interactivity, informativeness, entertainment, and perception of relevance on purchasing decisions, mediated by brand trust. The research setting is a non-contrived setting, and the design is cross-sectional. This study involves independent and dependent variables, as well as mediation variables, with ordinal measurement scales using the *Likert scale*. Data collection was carried out through online questionnaires and literature studies. A validity test using *Corrected Item Total Correlation* shows that all items are valid, while a reliability test with *Cronbach's alpha* yields values above 0.70, indicating a reliable instrument. Data analysis uses *SEM-PLS* to predict relationships between variables. The measurement model is evaluated through convergent validity and discriminant validity, as well as reliability. The hypothesis test was carried out by considering the significance value and the path coefficient to determine the influence between variables. This research aims to provide an understanding of the factors that influence purchasing decisions among consumers.

RESULT AND DISCUSSION

Discrimination Validity Test

In the diskrtiminant validity test, the test is performed on the square root of the Average Variance Extracted (AVE) and the correlation relationship between latent variables based on the Fornell-Larcker criteria and on the cross loadings of the model. The following is a breakdown of the results of the discriminant validity test for the model being studied.

a. AVE root and latent variable correlation (fornell-lacker)

Assessing the discriminant validity test, the researcher conducted a comparison between the square root value of the Average Variance Extracted (AVE) and the correlation between constructs. According to Abdillah & Hartono, (2015) evaluation based on the criteria of Fornell-Larcker, a variable will be considered valid if the square root of the Average Variance Extracted (AVE) has more value than the correlation value between latent variables. The following are the results of the Fornell-Larcker criteria.

Table 1. Results of the Fornell- Larcker Criterion

	Interactivity	Informative	entertainment	Perception of relevance	Brand trust	Purchase decision
Interactivity	0,862	0,539	0,524			
Informative		0,862	0,517			
Entertainment			0,861			
Perception of relevance	0,535	0,547	0,504	0,859	0,516	0,566
Brand Trust	0,499	0,474	0,489		0,857	
Purchase Decision	0,524	0,527	0,540		0,506	0,858

Based on the information from table 1, it can be seen that every variable in this model can be said to be valid. This is because the output value for each variable shows a larger number than the value for other variables in the model.

b. Cross Loadings

After evaluating based on the criteria from Fornell-Larcker, this study then switched to an assessment based on the results of cross loading. According to Hair et al., (2021) an indicator will be considered to have met the validity criteria if the cross loading value for each indicator in a given variable has a value higher than 0.7. The results of cross loading will be displayed in the table below.

Table 2. Results of Cross Loading

Indicator	Interactivity	Informative	Entertainment	Perception of relevance	Brand Trust	Purchase Decision
INT1	0,853	0,449	0,451	0,440	0,422	0,450
INT2	0,872	0,452	0,436	0,473	0,450	0,430
INT3	0,865	0,471	0,461	0,471	0,435	0,59
INT4	0,853	0,477	0,453	0,461	0,431	0,449
INT5	0,865	0,472	0,455	0,462	0,413	0,468
INF1	0,475	0,866	0,435	0,470	0,424	0,479
INF2	0,474	0,876	0,496	0,481	0,436	0,484
INF3	0,439	0,853	0,411	0,451	0,373	0,403
INF4	0,494	0,866	0,454	0,496	0,415	0,464
INF5	0,434	0,848	0,425	0,456	0,388	0,432
H1	0,409	0,425	0,486	0,423	0,353	0,446
H2	0,471	0,480	0,865	0,435	0,416	0,442
H3	0,467	0,421	0,872	0,453	0,462	0,488
H4	0,454	0,455	0,861	0,423	0,444	0,481
PR1	0,450	0,490	0,405	0,871	0,428	0,483
PR2	0,462	0,490	0,479	0,859	0,463	0,474
PR3	0,482	0,454	0,431	0,855	0,391	0,468
PR4	0,454	0,471	0,426	0,870	0,458	0,496
PR5	0,419	0,420	0,393	0,839	0,421	0,414
PR6	0,488	0,486	0,456	0,859	0,486	0,520
KM1	0,417	0,396	0,375	0,418	0,835	0,835
KM2	0,389	0,389	0,413	0,407	0,857	0,857
KM3	0,469	0,412	0,466	0,465	0,863	0,863
KM4	0,431	0,424	0,416	0,471	0,871	0,871
KP1	0,427	0,470	0,420	0,485	0,431	0,859
KP2	0,459	0,477	0,451	0,498	0,444	0,859
KP3	0,482	0,435	0,491	0,493	0,453	0,862
KP4	0,445	0,450	0,482	0,477	0,430	0,863
KP5	0,480	0,509	0,502	0,493	0,489	0,868
KP6	0,412	0,431	0,430	0,450	0,394	0,856
KP7	0,435	0,386	0,463	0,439	0,391	0,841

Based on table 2 above, the results show that each indicator in all variables has met the criteria. This is because the test results have a value higher than 0.7. Thus, the discriminatory validity test has been declared valid so that the research can be continued to the next stage, namely the feasibility test stage.

Reliability Test

According to Ghozali & Latan, (2017) reliability aims to assess how consistent a research instrument is with the criteria that the composite reliability value should be greater than 0.6. To test the reliability of the external model, it is necessary to use the composite reliability indicator and Cronbach's alpha. Below will be presented the results of the reliability test of this research.

Table 3. Results of the reliability test

Item	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Information
Interactivity	0,913	0,913	0,935	reliable
Informative	0,913	0,916	0,935	reliable
Entertainment	0,884	0,887	0,920	reliable
Perception of Relevance	0,929	0,931	0,944	reliable
Brand Trust	0,879	0,882	0,917	reliable
Purchase Decision	0,941	0,942	0,951	reliable

Based on table 3, it can be seen that the instrument in this study can be said to be reliable because the results of Cronbach's alpha and composite reliability values have a value greater than 0.6. By being declared reliable in the results of the reliability test on each variable, this research can be continued to the structural model test stage (Inner Model).

Model Struktural (Inner Model)

The next step after evaluating the measurement model (Outer Model), this research continues to the structural model assessment stage (Inner Model). In this study, the evaluation of the structural model involves the analysis of the values of R-square, F-Square, Q-Square and the use of bootstrapping to calculate P-values and also T-values, and hypothesis testing will also be carried out. The following are the results of the T-values test used to perform the hypothesis test.

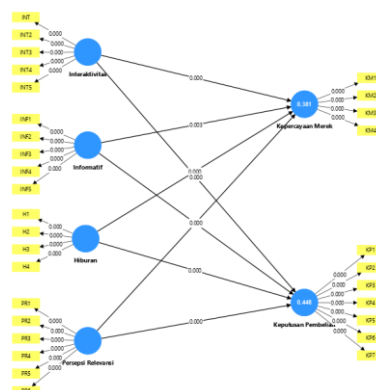


Figure 3. Model Struktural (Inner Model)

Determination Test (R-Square)

In the initial stage of internal model testing, it begins with examining the R-Square value. The main function of the R-Square value is to determine the proportion of variance in a construct that can be described by the model. The R-Square value obtained for the endogenous (dependent) latent variable in the structural model shows the strength of the model, and the value has a range such as 0.67 can be said to be strong, 0.33 can be said to be moderate, and 0.19 can be said to be weak (Ghozali & Latan, 2017). The results of the R-Square value on this model can be seen in the following table.

Table 4. Results of R-Square values

Item	R-Square
Brand Trust	0,381
Purchase Decision	0,448

From the results of the table above, it shows that the R-Square value for the Brand Trust variable (Z) is 0.381 which can be categorized as strong, so it can be explained that Interactivity,

Informative, Entertainment, and Perception of Relevance (X) can be explained to Brand Trust (Z) by 38% and the remaining 62% can be explained by other constructs.

For the variable Purchase Decision (Y) has an R-Square value of 0.448 which can be categorized as strong, so it can be explained that Interactivity, Informative, Entertainment, and Perception of Relevance (X) can be explained to Brand Trust (Z) and its impact on Purchase Decision (Y) of 42%, and the remaining 38% can be explained by other constructs outside this study.

Effect Size (F-Square)

After conducting the R-Square test, the next step is to conduct the F-Square test with the aim of measuring how much the endogenous variables affect the exogenous variables in this study. In the context of structural model evaluation, the magnitude of an effect is used to measure how much independent variables affect dependent variables (Sholihin & Dwi, 2020). There are three categories in the F-Square test score, namely 0.02 is included in the weak category, 0.15 is included in the moderate category, and 0.33 is included in the strong category (Hair et al., 2021).

Table 5. F Square Result

Item	Interactivity	Informative	Entertainment	Perception of Relevance	Brand Trust	Purchase Decision
Interactivity					0,036	0,032
Informative					0,018	0,033
Entertainment					0,038	0,060
Perception of Relevance					0,053	0,067
Brand Trust						
Purchase Decision						

Based on the results of the F-Square test shown in table 5, the F-Square value or the size of the relationship between the Interactivity variable and the Brand Trust variable has a value of 0.036, the relationship between the Informative variable and the Brand Trust variable has a value of 0.018, the relationship between the Entertainment variable and the Brand Trust variable has a value of 0.038. The relationship between the variables Perception of Relevance and Brand Trust has a value of 0.053, the relationship between the variables of Interactivity and Purchase Decisions has a value of 0.032, the relationship between the variables of Informative and Purchase Decisions has a value of 0.033, the relationship between the variables of Entertainment and Purchase Decisions has a value of 0.060, and the relationship between the variables of Perception of Relevance and Purchase Decisions has a value of 0.067. Based on the value of the F-Square test, it can be concluded that the relationship between variables is weak if not mediated.

Predictive Relevance (Q-Square)

Predictive relevance is one of the test methods that aims to evaluate the extent to which the observations obtained can provide predictions of the underlying variables evaluated through Q-square values. If the value of Q-square > 0 , then it can show a good relevance between the predicted variable and the endogenous variable. The assessment of the Q-square test has three categories, namely there are small values (<0.02), medium values (0.15), and large values (<0.35). The results of the Q-square test can be seen in the table below.

Table 6. Results of Q-square testing

Item	Q'predict	RMSE	IT IS
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Brand Trust	0,360	0,808	0,481
Purchase Decision	0,428	0,765	0,420

It can be seen based on table 6 showing the results of the Q-square test on the Brand Trust variable of 0.360 and for the Purchase Decision variable has a value of 0.428. Based on these values, it can be said that the Q-square value is greater than the value of 0 and has great predictive ability, so it can be concluded that the model in this study can be considered feasible and has relevant predictive values.

Hypothesis Test

This study uses SmartPLS software version 4.1.0 to test all hypotheses in this study. All hypotheses in this study have been tested directly with a significance level of 0.05 or 5%. The hypothesis testing criteria in this study were carried out by comparing the values of t-statistics and t-tables, and looking at the value of the p-value and the direction of the hypothesis influence using the path coefficient value.

The result of the p-value is used to find out whether the hypothesis has a positive influence or not. If the result of the p-value has a value of <0.05 , then the variable has a positive result. Meanwhile, if the result of the p-value has a value of >0.05 , then the variable does not have a positive result. All hypotheses will also be declared acceptable if they have t-values and t-statistics $>$ t-table. In this study, the t-table used was 1.65 because of the hypothesis that leads to positive or one tailed. In addition, there is a path coefficient value to determine the direction of influence of independent variables on dependent variables. For the value of the hypothesis test results in this study, it can be seen as follows:

- 1) H1: Interactivity has a positive effect on brand trust (H1 Accepted)
- 2) H2: Interactivity has a significant positive influence on the Purchase Decision (H2 accepted).
- 3) H3: Informative has a significant positive influence on Brand Trust (H3 accepted).
- 4) H4: Informative has a significant positive influence on the Purchase Decision (H4 accepted).
- 5) H5: Entertainment has a significant positive influence on Brand Trust (H5 accepted).
- 6) H6: Entertainment has a significant positive influence on Purchase Decisions (H6 accepted).
- 7) H7: Perception of Relevance has a significant positive influence on Brand Trust (H7 accepted).
- 8) H8: Perception of Relevance has a significant positive influence on Purchase Decisions (H8 accepted).
- 9) H9: Brand Trust has a significant positive influence on Purchase Decisions (H9 accepted).
- 10) H10: Brand trust mediates the relationship between interactivity and purchase decision (H10 Accepted)
- 11) H11: Brand trust mediates the relationship between Informative and purchase decisions (H11 Accepted)
- 12) H12: Brand trust mediates the relationship between entertainment and purchase decisions (H12 Accepted)
- 13) H13: Brand trust mediates the relationship between Perception of Relevance and purchase decisions (H13 Accepted)

In the results of this study, which processed data from 390 respondents who followed the social media of Riverside Forest Football Club Football Club and had bought Jersey Riverside Forest Football Club Football Club, this study used descriptive analysis depicted through a continuum line which had respondents from various regions in Indonesia. In the descriptive analysis of this study, it was shown that the average value of the Interactivity variable was 82.35% which showed that the continuum line was in the good category interval. Furthermore,

the average value of the Informative variable is 82.21% which shows that the continuum line is at a good interval. Furthermore, the average value of the Entertainment variable is 82.53%, then the average value of the Perception of Relevance variable is 82.10%, while the Brand Trust variable has an average value of 82.73%, and lastly, the average value of the Purchase Decision variable is 80.7%, which shows that the continuum line is at a good interval.

The Influence of Interactivity on Brand Trust

The results of the data analysis in this study show that the Interactivity variable has an influence on the Brand Trust variable. This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $3.91 > 1.65$ which proves that Interactivity has a significant influence on Brand Trust. In addition, based on the results of the test, there is a positive path coefficient value of 0.196 which shows that there is a positive and strong relationship between the variables of Interactivity and Brand Trust. So from the results of the study, it can be indicated that the better the Interactivity activities carried out by Riverside Forest Football Club Football Club regarding Jersey, the more it can increase Brand Trust

The results of this hypothesis are supported by previous research by Ibrahim et al. (2021) which suggests that social media marketing activities have a significant effect on trust in brands. And according to research conducted by Hanaysha, (2022) also found that Interactivity affects the brand trust of a product.

The Influence of Interactivity on Purchasing Decisions

The results of the data analysis in this study show that the Interactivity variable has an influence on the Purchase Decision variable. This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $3.441 > 1.65$ which proves that Interactivity has a significant influence on the Purchase Decision. In addition, based on the results of the test, there is a positive path coefficient value of 0.143 which shows that there is a positive and strong relationship between the Interactivity variable and the Purchase Decision. This means that any increase in Interactivity will have a great impact on the Purchase Decision in the eyes of customers. So from the results of the study, it can be indicated that the better the Interactivity activities carried out by Riverside Forest Football Club Football Club regarding Jersey, the better it can increase customer Purchase Decisions for Jersey Riverside Forest Football Club Football Club.

The results of this hypothesis are supported by research that has been conducted previously according to Hanaysha, (2022) which found that interactivity influences Purchase Decisions. Research conducted by Marjiana Fadla et al. (2025) shows that interactivity has a positive and significant effect on consumer purchase decisions. The main strength of interactivity lies in its ability to create a two-way communication experience in real-time, so that it can improve customers' Purchasing Decisions

Informative Influence on Brand Trust

The results of data analysis in this study show that the Informative variable has an influence on the Brand Trust variable, which is evidenced by the value of the P-value calculation of $0.003 < 0.05$ and the T-statistical value of $2.710 > 1.65$ which proves that Informative has a significant influence on Brand Trust. In addition, based on the results of the test, there is a positive path coefficient value of 0.137 which shows that there is a positive and strong relationship between the Informative variable and Brand Trust. So from the results of the research it can be indicated that the more informative content carried out by Riverside Forest Football Club Football Club about Jersey, it can increase Brand Trust.

The results of this hypothesis are supported by research previously conducted by Hanaysha (2022) which found that Informative affects the Brand Trust of a product, in addition to research conducted by Febriyani & Indriani (2023) also found that Informative features in social media marketing have a significant effect on brand trust.

Informative Influence on Purchase Decisions

The results of the data analysis in this study show that the Informative variable has an influence on the Purchase Decision variable. This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $3.154 > 1.65$ which proves that Informative has a significant influence on Purchase Decisions. In addition, based on the results of the test, there is a positive path coefficient value of 0.157 which shows that there is a positive and strong relationship between the Informative variable and the Purchase Decision. This means that any increase in Informative content will have a great impact on the Purchase Decision in the eyes of customers. So from the results of the study, it can be indicated that the better the informative activities carried out by Riverside Forest Football Club Football Club regarding Jersey, the better it can increase customer Purchase Decisions for Jersey Riverside Forest Football Club Football Club.

The results of this hypothesis are supported by research previously conducted by Hanaysha (2022) which found that Informative influences Purchase Decisions, research conducted by Miftahudin & Wahyudi (2025) also found that Informative content in social media marketing has a significant effect on Purchase Decisions.

The Influence of Entertainment on Brand Trust

The results of the data analysis in this study show that the Entertainment variable has an influence on the Brand Trust variable This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $4.122 > 1.65$ which proves that Entertainment has a significant influence on Brand Trust. In addition, based on the results of the test, there is a positive path coefficient value of 0.196 which shows that there is a positive and strong relationship between the variables of Entertainment and Brand Trust. So from the results of the study, it can be indicated that the more entertainment content carried out by Riverside Forest Football Club Football Club regarding Jersey, it can increase Brand Trust.

The results of this hypothesis are supported by research that has been conducted previously by Firdaus et al. (Firdaus, Kusdibyo, & Hardiyanto, 2021) which found that entertainment activities in social media content have a positive and significant influence on brand trust, in addition to S. Putri (2021) also found that the entertainment aspect in social media is a determining factor for consumer trust in brands.

The Influence of Entertainment on Purchasing Decisions

The results of the data analysis in this study show that the Entertainment variable has an influence on the Purchase Decision variable. This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $4.608 > 1.65$ which proves that Entertainment has a significant influence on Purchase Decisions. In addition, based on the results of the test, there is a positive path coefficient value of 0.202 which shows that there is a positive and strong relationship between the Entertainment variable and the Purchase Decision. So from the results of the study, it can be indicated that the better the entertainment content carried out by Riverside Forest Football Club Football Club regarding Jersey, the better it can improve customer Purchase Decisions for Jersey Riverside Forest Football Club Football Club.

The results of this hypothesis are supported by research that has been conducted previously by Hanaysha (Hanaysha, 2022) found that Entertainment influences Purchase Decisions, in addition to research conducted by Marjiana Fadla et al. (2025) Entertainment elements have a significant effect on purchase decisions. Consumers feel more engaged and encouraged to buy because of the fun atmosphere.

The Effect of Perception of Relevance on Brand Trust

The results of the data analysis in this study show that the Relevance Perception variable has an influence on the Brand Trust variable This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $4.415 > 1.65$ which proves that Entertainment has a significant influence on Brand Trust. In addition, based on the results of the test, there is a positive path coefficient value of 0.237 which shows that there is a positive

and strong relationship between the variables of Perception of Relevance and Brand Trust This means that every increase in Content on Relevant social media marketing will have a great impact on Brand Trust in the eyes of customers. So from the results of the study, it can be indicated that the more relevant content carried out by Riverside Forest Football Club Football Club about Jersey, it can increase Brand Trust.

The results of this hypothesis are supported by research previously conducted by Hanaysha (2022) who found that Perception of Relevance affects the Brand Trust of a product. In addition, research conducted by Lathifuddin & Arafah (2025) The relevance of interactions in social media significantly shapes consumers' trust in brand image, showing that consumers trust brands that demonstrate value relevance and communication.

The Influence of Perception of Relevance on Purchase Decisions

The results of the data analysis in this study show that the Relevance Perception variable has an influence on the Purchase Decision variable. This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $4.788 > 1.65$ which proves that Perception of Relevance has a significant influence on Purchase Decisions. In addition, based on the results of the test, there is a positive path coefficient value of 0.214 which shows that there is a positive and strong relationship between the variables of Perception Reevesion and Purchase Decisions. So from the results of the study, it can be indicated that the better the Relevant content carried out by Riverside Forest Football Club Football Club regarding Jersey, the better it can improve customer Purchase Decisions for Jersey Riverside Forest Football Club Football Club.

The results of this hypothesis are supported by research previously conducted by Hanaysha (2022) which found that Perception of Relevance influences Purchase Decisions, in addition to research conducted by Lathifuddin & Arafah (2025) Perception of relevance from social media content interactions has a significant effect on purchase decisions. Consumers respond more positively and are encouraged to buy if they feel that their content "relates" to them.

The Influence of Brand Trust on Purchase Decisions

The results of the data analysis in this study show that the Brand Trust variable has an influence on the Purchase Decision variable. This is evidenced by the value of the P-value calculation of $0.000 < 0.05$ and the T-statistical value of $3.929 > 1.65$ which proves that Brand Trust has a significant influence on Purchase Decisions. In addition, based on the results of the test, there is a positive path coefficient value of 0.151 which shows that there is a positive and strong relationship between the variables of Brand Trust and Purchase Decisions. So from the results of the study, it can be indicated that the better the Brand Trust of Riverside Forest Football Club Football Club regarding the Jersey it sells, it can increase the customer's Purchase Decision towards the Jersey Riverside Forest Football Club Football Club.

The results of this hypothesis are supported by research previously conducted by Hanaysha (2022) which found that Brand Trust influences Purchase Decisions, in addition to research conducted by Sarifuffin et al. (2025) found that a strong brand image forms trust that has a positive and significant effect on purchasing decisions

Brand trust mediates the relationship between interactivity and purchase decisions

The results of data analysis in this study show that Brand Trust Mediates between Interactivity Variables and Purchase Decisions in Riverside Forest Football Club Football Club jerseys. This can be proven by the results of the calculation of P-value of $0.006 < 0.05$ and the value of the T-statistic of $3.929 > 1.65$ which shows that Interactivity has a positive and significant influence on Purchase Decisions through Brand Trust. In addition, based on the test, there is a positive path coefficient value of 0.030, which shows the magnitude of the positive relationship between the Interactivity variable and the Purchase Decision through Brand Trust.

This means that even though it is not so powerful, the activity of interactivity that continues to increase can create good Brand Trust to influence consumers in making purchasing decisions.

The results of hypothesis testing in this study can be supported through previous research from According to Hanaysha (2022) who found that brand trust mediates the relationship between interactivity and purchase decisions, The more interactive a content is on social media, the greater the consumer trust in the brand, which ultimately improves purchasing decisions, research conducted by Febriyani & Indriani (2023) found that brand trust mediates the relationship between interactivity and purchase decisions.

Brand Trust mediates the relationship between Informative and Purchase Decisions

The results of data analysis in this study show that Brand Trust Mediates between Informative variables and Purchase Decisions in Riverside Forest Football Club Football Club jersey. This can be proven by the results of the calculation of the P-value of $0.0300 < 0.05$ and the value of the T-statistic of $3.929 > 1.65$ which shows that Interactivity has a positive and significant influence on Purchase Decisions through Brand Trust. In addition, based on the test, there was a positive path coefficient value of 0.030, which shows the magnitude of the positive relationship between the Informative variable and Purchase Decision through Brand Trust. This means that even though it is not so powerful, the activity of Informative can create good Brand Trust to influence consumers in making purchasing decisions.

The results of the hypothesis testing in this study can be supported through previous research from According to Hanaysha (2022) who found that brand trust mediates the relationship between Informative and Purchase Decisions, The more informative a content is on social media, the greater the consumer trust in the brand, which ultimately improves purchasing decisions, research conducted by Sarifuffin et al. (2025) found that Brand trust mediates the relationship between information and purchase decisions, providing an understanding that the information consumers receive needs to be accompanied by trust to drive a purchase.

Brand Trust Mediates the relationship between Entertainment and Purchase Decisions

The results of the data analysis in this study show that Brand Trust Mediates between Entertainment Variables and Purchase Decisions in Riverside Forest Football Club Football Club Jersey Football Club. This can be proven by the results of the calculation of P-value of $0.001 < 0.05$ and the value of T-statistic of $32.507 > 1.65$ which shows that Entertainment has a positive and significant influence on Purchase Decisions through Brand Trust. In addition, based on the test, there was a positive path coefficient value of 0.030, which shows the magnitude of the positive relationship between the Informative variable and Purchase Decision through Brand Trust. This means that even though it is not very strong, the activity of Entertainment that continues to increase can create good Brand Trust to influence consumers in making purchasing decisions.

The results of the hypothesis testing in this study can be supported through previous research from According to Hanaysha (2022) who found that brand trust mediates the relationship between Entertainment and Purchase Decisions, The more entertaining a piece of content on social media, the greater the consumer's trust in the brand, which ultimately increases the purchase decision, research conducted by S. Y. Putri et al. (2023) found that Brand trust mediates the relationship between entertainment in social media content and purchasing decisions. Engaging and relevant entertainment increases buying interest which ultimately drives purchase decisions.

Brand Trust mediates the relationship between Perception of Relevance and Purchase Decisions

The results of the data analysis in this study show that Brand Trust Mediates between the variables of Perception of Relevance and Purchase Decision in the Riverside Forest Football Club Football Club jersey. This can be proven by the results of the calculation of P-value of

$0.001 < 0.05$ and the value of T-statistic of $2.994 > 1.65$ which shows that Entertainment has a positive and significant influence on Purchase Decisions through Brand Trust. In addition, based on the test, there was a positive path coefficient value of 0.036, which shows the magnitude of the positive relationship between the variables of Perception of Relevance and Purchase Decision through Brand Trust. This means that even though it is not so powerful, the ever-increasing Relevant content can create good Brand Trust to influence consumers in making purchasing decisions.

The results of the hypothesis testing in this study can be supported through previous research from According to Hanaysha (2022) who found that brand trust mediates the relationship between Perception of Relevance and Purchase Decisions, The more relevant a piece of content is on social media, the greater the consumer trust in the brand, which ultimately improves purchasing decisions, research conducted by Slamet (2023) found that Brand trust mediates the relationship between perception of relevance and purchase decisions.

CONCLUSION

Based on the results of this study, it can be concluded that interactivity, informativeness, entertainment, and perception of relevance in social media marketing positively influence both brand trust and the purchase decisions of *Riverside Forest Football Club* jerseys. The increased use of these features enhances brand trust, which in turn mediates and strengthens supporters' likelihood to make a purchase. With 390 respondents, the findings highlight the importance of social media marketing in building brand trust and driving sales, although the high rate of social media use among respondents suggests that the results may not fully represent the broader population. Furthermore, the study is limited to specific variables—social media marketing features, brand trust, and purchasing decisions—while many other factors could also impact purchasing behavior. Future research should consider incorporating additional variables such as consumer motivation, perceived value, or cultural influences to provide a more comprehensive understanding of the factors affecting jersey purchase decisions.

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