

## **Analysis of the Effect of Social Media Marketing and Customer Experience on Brand Trust at Pastry XYZ**

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### **ABSTRACT**

In the digital era, social media has transformed marketing strategies, particularly for MSMEs in the competitive culinary industry. This study aims to analyze the effect of social media marketing and customer experience on brand trust at Pastry XYZ. Using a quantitative approach, data were collected through online surveys from 75 Instagram followers of Pastry XYZ selected through purposive sampling. The data were analyzed using SmartPLS 4.0 with structural equation modeling. The results show that social media marketing has a significant positive effect on brand trust (path coefficient = 0.539,  $p = 0.000$ ), while customer experience does not significantly affect brand trust (path coefficient = 0.162,  $p = 0.209$ ). These findings indicate that Instagram-based marketing activities effectively build consumer trust, whereas the current customer experience requires improvement to contribute meaningfully to brand trust development. The study provides practical implications for optimizing social media marketing strategies in the culinary MSME sector. In conclusion, Instagram-based marketing proves to be an effective strategy for building brand trust, whereas customer experience elements require substantial improvement to contribute to trust building.

**Keywords:** *Social media; Customer Experience; Brand Trust*

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## **INTRODUCTION**

*Technological developments*, particularly social media, have brought about major changes in marketing strategies across many business sectors (Appel et al., 2020). Several social media platforms such as Instagram, TikTok, YouTube, and Facebook are no longer used solely for interaction and entertainment; these applications are also used as means of marketing. In this study, the researcher used one of these social media platforms, namely Instagram, as a marketing tool (Berg & Sterner, 2015). According to Populix, which conducted an online survey in February 2024, a majority of 30.7% of the total 2,069 respondents admitted to using Instagram most often. As a platform focused on visual content, Instagram allows companies to display their products attractively through images and videos. This feature is highly relevant and effective in attracting customers' attention (Gamble, 2016).

By using Instagram, companies can more easily reach customers, increase engagement, and expand their market reach (Virtanen et al., 2017). Engaging and interactive content on Instagram can build emotional connections with customers, which ultimately influences their perception of the brand (Ibrahim & Aljarah, 2024). However, it is not only social media marketing that matters, but also how the overall customer experience affects trust in the brand (Wibowo et al., 2020). The customer experience encompasses every aspect of customer interaction with the brand, from social media interactions to the quality of the products they receive (Kim & Choi, 2016).

Brand trust is a key element in building customer loyalty (Azizan & Yusr, 2019). Consumers who trust a brand are more likely to be loyal, make repeat purchases, and recommend the brand to others (Utami, 2015). However, achieving this level of trust is

challenging and requires consistent strategic efforts, including effective social media management and enhanced customer experience (Bolton et al., 2018).

A growing body of research has examined the relationship between social media marketing and brand trust across various industries (Ebrahim, 2020). A study by Tong and Subagio (2020) found that social media marketing significantly influences brand trust on Adidas Indonesia's Instagram platform in Surabaya, with engaging content and interactive features playing crucial roles in building consumer confidence (Dharmanatha et al., 2025). Similarly, Christian Sumarto and Sularsih Anggarawati (2024) demonstrated that social media marketing directly affects purchase decisions through brand trust in SKECHERS products in Indonesia, highlighting the mediating role of brand trust in the consumer decision-making process.

Conversely, research in the service industry by Rahmanda and Farida (2021) shows that customer experience is a key driver of brand trust in [J.Co](#) Donuts & Coffee establishments in Semarang. Their research revealed that positive customer experiences directly enhance brand trust, subsequently increasing repurchase intention (Chen-Yu et al., 2016). This finding is supported by Khanifa, Rizkiyah, and Azzatillah (2023), who found that in creative industries, customer experience significantly impacts customer loyalty through the mediation of brand trust, emphasizing the importance of memorable customer interactions.

Significant gaps remain in these studies, particularly regarding the simultaneous examination of both social media marketing and customer experience on brand trust in the culinary MSME sector (Tseng et al., 2022). Most previous research has focused on either social media marketing or customer experience individually, without exploring their comparative impact (Hwang & Seo, 2016). Furthermore, the majority of studies have been conducted in large corporate settings or specific service industries, leaving a substantial research gap in the context of small and medium culinary enterprises, especially in developing markets like Indonesia.

The conflicting findings across different industries further highlight the need for context-specific research. While some studies emphasize the strong effects of customer experience on brand trust, others indicate social media marketing as the primary driver. This discrepancy suggests that industry characteristics and market conditions may significantly moderate these relationships, necessitating research tailored to the unique context of pastry and bakery businesses in the Indonesian market.

This research presents urgent practical and theoretical implications for the development of culinary MSMEs in Indonesia's increasingly competitive digital landscape. For Pastry XYZ specifically, this study provides critical insights for optimal resource allocation in their marketing strategy. If social media marketing proves more influential, the company can strategically focus its limited resources on enhancing Instagram content quality and engagement strategies. Conversely, if customer experience demonstrates a weaker impact, this signals the need for a comprehensive evaluation and improvement of customer journey touchpoints to strengthen brand trust.

The urgency is further amplified by the massive digital transformation in Indonesia's culinary sector post-pandemic, where social media platforms have become primary channels for customer acquisition and retention. With Instagram emerging as the most frequently used platform among Indonesian consumers, understanding its precise impact on brand trust

becomes crucial for MSMEs struggling with digital adaptation. This research addresses the pressing need for data-driven marketing decisions in an environment where limited resources must be deployed with maximum efficiency.

This study aims to examine the extent to which social media marketing on Instagram and customer experience influence brand trust in Pastry XYZ & Pastry. By understanding the influence of these two variables, it is hoped that the company can design more effective marketing strategies focused on building brand trust among consumers. This study can contribute to knowledge in the field of digital marketing, particularly regarding the use of social media and customer experience in building brand trust in the culinary industry. The results are expected to serve as a reference for further studies exploring the influence of social media and customer experience on brand trust in various business sectors.

## METHOD

This study used a quantitative approach with a survey method. This associative quantitative research focuses on analyzing causal relationships between variables. The unit of analysis used is Pastry XYZ, and the unit of observation is Pastry XYZ customers. The time approach used is cross-sectional, which is a one-time data collection.

Primary data collection was conducted through an online questionnaire using Google Forms distributed via Pastry XYZ's Instagram account. The questionnaire employed a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The research instrument covered three main variables: Social Media Marketing (6 indicators), Customer Experience (6 indicators), and Brand Trust (10 indicators), totaling 22 measurement items. Data analysis was performed using SmartPLS 4.0 software with a two-step approach: measurement model evaluation and structural model assessment. The measurement model was tested for validity through convergent validity (outer loading > 0.7 and AVE > 0.5) and discriminant validity using the Fornell-Larcker criterion. Reliability testing used composite reliability (> 0.7) and Cronbach's alpha (> 0.7). Hypothesis testing was conducted through bootstrapping with 5,000 subsamples, considering path coefficients and p-values (< 0.05) for significance determination.

## RESULTS AND DISCUSSION

### Results of Descriptive Analysis of Social Media Marketing Variables

The results of the descriptive analysis of Social Media Marketing variables can be seen in the following table:

**Table 1. Customer Satisfaction Variables**

No	Description	Mean Answer Category				
		STS	TS	N	S	SS
1.	I am interested in the content published on Instagram Pastry XYZ & Pastry.	(2,7%)	10 (13,3%)	6 (8%)	28 (37,3%)	29 (38,7%)
2.	I have engaged with the content on Instagram Pastry XYZ & Pastry by liking it.	9 (12%)	4 (5,3%)	9 (12%)	16 (21,3%)	37 (49,3)
3.	I have engaged with the content on Instagram Pastry XYZ & Pastry by commenting on it.	7 (9,3%)	8 (10,7%)	10 (13,3%)	26 (34,7%)	24 (32%)
4.	Instagram Pastry XYZ & Pastry makes it very easy for me to interact with both fellow buyers and sellers.	3 (4%)	10 (13,3%)	7 (9,3%)	25 (33,3%)	30 (40%)

5. The information provided on Instagram Pastry XYZ & Pastry is very accessible and affordable.	8 (10,7%)	5 (6,7%)	5 (6,7%)	29 (38,7%)	28 (37,3%)
6. The information provided on Instagram Pastry XYZ & Pastry is	5 (6,7%)	7 (9,3%)	5 (6,7%)	26 (34,7%)	32 (42,7%)

Source: Primary Data Processed by Researchers, 2024

Based on Table 1, it shows that the descriptive results on the social media marketing variable from 3 indicators and as many social media marketing respondents indicate that indicator 1 with the statement that social media marketing can influence social media marketing has the most strongly agree answers with the number of respondents. Meanwhile, the least number of respondents strongly agreed with indicator 2, which states that social media marketing is very useful for increasing brand awareness, with the least number of respondents strongly agreeing with this statement.

### Results of Descriptive Analysis of Customer Experience Variables

The results of the descriptive analysis of customer experience variables can be seen in the following table:

**Table 2. Descriptive Analysis of Customer Experience Variables**

NO.	Description	Mean Answer Category				
		STS	TS	N	S	SS
1.	I have had a positive experience as a customer of Pastry XYZ.	2 (2,7%)	11 (14,7%)	4 (5,3%)	24 (32%)	34 (45,3%)
2.	My contact with Pastry XYZ went well.	9 (12%)	3 (4%)	8 (10,7%)	24 (32%)	31 (41,3%)
3.	XYZ Pastry Company responds well when you ask questions or submit complaints.	3 (4%)	8 (10,7%)	6 (8%)	25 (33,3%)	33 (44%)
4.	I have a very positive perception of XYZ Pastry Company.	6 (8%)	6 (8%)	8 (10,7%)	24 (32%)	31 (41,3%)
5.	Pastry XYZ's products are very easy for customers to access.	7 (9,3%)	6 (8%)	8 (10,7%)	24 (32%)	30 (40%)
6.	The service provided by Pastry XYZ to customers is very satisfying.	6 (8%)	6 (8%)	5 (6,7%)	32 (42,7%)	26 (34,7%)

Source: Primary Data Processed by Researchers, 2024

Based on Table 1, the descriptive results for the location variable from the three indicators and 85 respondents show that indicator 3, with the statement “brand trust,” had the most respondents who strongly agreed, with a total of 65 respondents. Meanwhile, the “strongly agree” response is shown in indicator 2 with the statement “I have had a good experience as a customer at Pastry XYZ & Bakery,” which received the most “strongly agree” responses from 35 respondents.

### Descriptive Brand trust variable (Y)

The results of the brand trust variable questionnaire can be seen in the table as follows:

**Table 3. Descriptive Analysis of Brand Trust Variables**

NO.	Description	Mean Answer Category				
		STS	TS	N	S	SS
1.	I like Pastry XYZ products, both in terms of taste and appearance.	3 (4%)	10 (13,3%)	3 (4%)	22 (29,3%)	37 (49,3%)
2.	I am very satisfied with the products offered at Pastry XYZ.	8 (10,7%)	2 (2,7%)	8 (10,7%)	30 (40%)	27 (36%)
3.	The quality of Pastry XYZ's products meets my expectations.	4 (5,3%)	9 (12%)	2 (2,7%)	23 (30,7%)	37 (49,3%)
4.	My expectations of the XYZ Pastry product are positive.	7 (9,3%)	5 (6,7%)	10 (13,3%)	21 (28%)	32 (42,7%)
5.	I feel that Pastry XYZ is a reliable company.	4 (5,3%)	9 (12%)	7 (9,3%)	23 (30,7%)	32 (42,7%)
6.	XYZ Pastry Company has good intentions towards its customers.	7 (9,3%)	5 (6,7%)	7 (9,3%)	35 (46,7%)	21 (28%)
7.	XYZ Pastry Company has good integrity in offering its products.	4 (5,3%)	7 (9,3%)	3 (4%)	25 (33,3%)	36 (48%)
8.	I believe that all products from Pastry XYZ are very safe to consume.	5 (6,7%)	8 (10,7%)	2 (2,7%)	31 (41,3%)	29 (38,7%)
9.	Pastry XYZ has an excellent reputation in its market.	6 (8%)	7 (9,3%)	9 (12%)	18 (24%)	35 (46,7%)
10.	I feel confident and trust the brand of Pastry XYZ.	4 (5,3%)	8 (10,7%)	4 (5,3%)	29 (38,7%)	30 (40%)

Source: Primary Data Processed by Researchers, 2024

Based on Table 3, the descriptive results for the purchase decision variable from 10 indicators and 85 respondents show that the indicator with the statement “I like Pastry XYZ products” had the most strongly agree responses, with a total of 37 respondents. Meanwhile, the indicator with the statement “Pastry XYZ & pastry have good intentions” received the fewest strongly agree responses, with 21 respondents.

### Data Analysis Methods

PLS (Partial Least Square) is an alternative method of analysis with variance-based structural equation modeling (SEM). The advantage of this method is that it does not require assumptions and can be estimated with a relatively small sample size. The tool used is Smart PLS version 3.0. The testing steps to be carried out are as follows:

Convergent validity testing of each construct indicator calculated using PLS (Partial Least Square). According to (Hair, et al., 2019), an indicator is said to have good validity if the loading factor value is  $\geq 0.7$ . In empirical research experience, a loading factor value of  $\geq 0.5$  is still acceptable. In fact, some experts tolerate a value of 0.4. Thus, loading factor values  $< 0.4$  must be excluded from the model.

### Convergent Validity Test Results

Outer loadings - Matrix			
	BT	CX	SMM
BT 2	0.710		
BT 3	0.758		
BT 4	0.850		
BT 5	0.834		
BT 6	0.839		
BT 7	0.817		
BT 8	0.787		
CX 1		0.752	
CX 10		0.729	
CX 2		0.712	
CX 4		0.795	
CX 5		0.807	
CX 6		0.766	
CX 7		0.773	
CX 8		0.766	
CX 9		0.733	
SMM 11			0.766
SMM 3			0.746
SMM 4			0.828
SMM 5			0.813
SMM 6			0.798
SMM 7			0.758
SMM 8			0.756
SMM 9			0.714

**Figure 1. Outer Loadings Table**  
Source: SmartPLS 4 data

**Table 4. Outer Loading**

Variable	Indicator	Outer Loading	Description
Customer experience (X2)	X1.8	0,756	Valid
	X1.9	0,714	Valid
	X2.1	0,752	Valid
	X2.2	0,712	Valid
	X2.4	0,795	Valid
	X2.5	0,807	Valid
	X2.6	0,766	Valid
Brand trust (Y)	X2.7	0,773	Valid
	X2.8	0,766	Valid
	X2.9	0,733	Valid
	X2.10	0,731	Valid
	Y1	0,785	Valid
	Y2	0,710	Valid
	Y3	0,758	Valid
	Y4	0,850	Valid
	Y5	0,834	Valid
	Y6	0,839	Valid
	Y7	0,817	Valid
Y8	0,787	Valid	

Source: SmartPLS 4 Output Processed by Researchers, 2024

Based on the table above, it can be seen that all indicators have met convergent validity because they have a factor loading value above 0.70, which means that all indicators are appropriate measuring instruments for measuring their respective variables. This study also uses Average Variance Extracted (AVE) analysis to determine data validity. The Average Variance Extracted (AVE) analysis results show that all variables have values above (0.5), so the data can be said to have passed the Average Variance Extracted (AVE) test (Hair, et al., 2019).

### Discriminant Validity

Discriminant Validity of the reflective measurement model can be calculated based on the values from the Fornell-Larcker analysis. The results obtained meet the requirements, where each latent variable has an AVE value greater than the highest r-square value of the other variables. The following table shows the results of the Fornell-Lacker analysis.

### Discriminant Validity Test Results (Fornell-Larcker)

#### Reliability Test

Composite Reliability and Cronbach's Alpha Test Results

**Table 5. Composite Reliability and Cronbach's Alpha Test Results**

	Cronbach's Alpha	Composite reliability (rho_a)
BT	0.919	0.927
CX	0.910	0.913
SMM	0.904	0.914

Source: SmartPLS 4 Output Processed by Researchers, 2024

The results of composite reliability testing and Cronbach's alpha testing show valid values because Cronbach's Alpha shows a value  $> 0.7$  and composite reliability shows a value  $> 0.8$  according to (Hair, et al., 2019).

The results of the R-square analysis show that there are two R-square values of BT: 0.337, which means that the independent variables, namely Social Media Marketing and Customer Experience, explain 33.7% of the variation in the Brand Trust variable, while the remaining 66.3% is explained by variables outside the scope of this study.

#### Hypothesis Testing

The purpose of testing the hypothesis results is to determine whether the hypotheses in this study can be supported or not. To measure the value of the hypotheses in this study, path coefficients can be used, which have values between -1 and +1 and p-values that do not exceed 0.05. If these values are met, the hypotheses in this study can be supported. The following is a table of the results of each hypothesis test that has been conducted.

#### Path Coefficients Test Results

Path coefficients - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CX -> BT	0.162	0.200	0.129	1.255	0.209
SMM -> BT	0.539	0.536	0.106	5.079	0.000

**Figure 2. Path Coefficients Table**

Source: SmartPLS 4 Data

**Table 6. Path Coefficients Test Results**

	Path Coefficient	P Values	Keterangan
H1: social media marketing -> brand trust	0,539	0,000	Signifikan Positif
H2: costumer experience -> brand trust	0,162	0,209	Tidak Signifikan

Source: SmartPLS 4 Output Processed by Researchers, 2024

#### First Hypothesis Test

H1: Social media marketing has an effect on brand trust.

Based on the results of the first hypothesis test, the social media marketing variable has a positive, statistically significant effect on brand trust. This identifies that respondents believe that social media marketing encourages them to trust the brands studied. A P-value of 0.000 indicates that the first hypothesis is supported.

## Second Hypothesis Test

H2: Customer experience has an effect on brand trust

Based on the results of the second hypothesis test, the customer experience variable has a positive, statistically insignificant effect on brand trust. This identifies that the respondents' experience or customer experience cannot encourage respondents to trust the brand being studied. A P-value of 0.120 indicates that the second hypothesis is not supported.

## The Influence of Products on Customer Satisfaction

The analysis results show that the Product coefficient is 0.184, indicating that every one-unit increase in the Product variable will result in a 0.184 increase in Customer Satisfaction Level. In addition, the significance value for the Product variable is 0.006, which is less than 0.05, indicating that Product has a significant partial effect on Customer Satisfaction.

High-quality products that meet customer needs and expectations can increase their satisfaction levels. In this case, the positive coefficient for the Product variable indicates that the better the quality or features of the product offered, the greater the increase in customer satisfaction, demonstrating a strong relationship between product quality and customer satisfaction. This principle illustrates that superior products can improve the customer experience, which ultimately strengthens the positive relationship between product quality and customer satisfaction levels.

Although the analysis results show that the Product variable has a significant positive effect on customer satisfaction, the data also reveals that the lowest average score is 3.35, which is recorded in item number 5. This indicates that there are certain aspects of the product that may not fully meet customer expectations or may be less than optimal in some aspects. Item number 5 may reflect product features or qualities that are overlooked or do not meet customer expectations. To improve customer satisfaction, the company needs to evaluate and identify specific issues related to this item. Improvements in unsatisfactory aspects can be achieved by conducting more detailed surveys to gain a better understanding of customer needs and expectations, as well as adjusting or updating product features based on the feedback received. The implementation of these improvements will support product quality improvements that have a positive impact on customer satisfaction levels. The results of this study indicate that product quality has a significant effect on customer satisfaction.

## The Effect of Price on Customer Satisfaction

The analysis results show that the Price coefficient is -0.458, which means that every one-unit increase in the Price variable will result in a 0.458 decrease in Customer Satisfaction. In addition, the significance value for the Price variable is 0.000, which is less than 0.05, indicating that Price has a significant partial effect on Customer Satisfaction.

Price is considered one of the main factors that influence consumer perceptions of the value of a product or service. When prices rise, customers may feel that the value they receive is not commensurate with what they pay, which can ultimately lower their satisfaction levels. Therefore, the negative coefficient for the Price variable indicates that price increases have the potential to significantly reduce customer satisfaction.

The analysis results show that the lowest average score for customer satisfaction was recorded for item number 7, with a value of 2.04, indicating a high level of dissatisfaction with the price. Conversely, item number 2 received the highest average score of 2.51, indicating a higher level of satisfaction. This difference shows that there is significant dissatisfaction with some aspects of pricing that may be considered disproportionate to the value received by customers, while other aspects are still considered relatively more satisfactory.

In order to improve customer satisfaction with pricing, companies need to conduct a more in-depth investigation into the factors that cause dissatisfaction. This may involve a deeper

understanding of how customers perceive pricing and compare it to the value they perceive. Companies need to consider adjusting prices or being more transparent about how prices are determined, so that customers feel that what they pay is commensurate with the benefits they receive. The results of this study indicate that price has a significant negative effect on customer satisfaction.

### **The Influence of Products and Prices on Customer Satisfaction**

The constant value of 36.520 indicates that when the Product and Price variables are equal to 0, the Customer Satisfaction level is 36.520. Based on the F-test results, the significance value of 0.000, which is less than 0.05, indicates that the Product and Price variables simultaneously have a significant effect on Customer Satisfaction. In addition, the R<sup>2</sup> value of 0.326 or 32.6% indicates that the Product and Price variables can explain 32.6% of the variation in Customer Satisfaction, while 67.4% is influenced by other variables outside this research model.

High-quality products can increase customer satisfaction, but if the price offered is inappropriate or too high, it can reduce satisfaction, even if the product is of high quality. On the other hand, reasonable prices can increase satisfaction, even if the product quality is not perfect. Therefore, it is important to find the right balance between product and price so that customers are satisfied with the overall value they receive. The results of this study show that the Product and Price variables simultaneously have a significant effect on Customer Satisfaction.

### **CONCLUSION**

This study finds that social media marketing, especially Instagram engagement and interaction, significantly enhances brand trust at Pastry XYZ, whereas customer experience does not show a meaningful impact. This suggests that while social media efforts are effective in building consumer trust, other unmeasured factors or the current state of customer experience may limit its influence on trust. These insights guide Pastry XYZ to prioritize social media marketing in resource allocation while reassessing and improving customer experience to bolster brand trust further. Future research should explore additional factors influencing brand trust and investigate how enhanced customer experience strategies might interact with social media marketing to create a stronger, more comprehensive trust-building approach.

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