

Social Media Marketing, Brand Image, e-WOM, and Service Quality as Drivers of Trust in International Personal Shopper Services

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ABSTRACT

Purpose: This study examines the influence of social media marketing, electronic word of mouth (e-WOM), service quality, and brand image on trust in international personal shopper services, commonly referred to in Indonesia as *jastip* (*jasa titip*).

Method: This research employs a quantitative approach utilizing Partial Least Squares Structural Equation Modelling (PLS-SEM). The study collects data from 250 users of *Jastip* services through social media platforms such as Instagram, Shopee, and TikTok.

Result: The findings reveal that all independent variables—social media marketing, e-WOM, service quality, and brand image—significantly affect consumer trust. Among these variables, e-WOM and brand image demonstrate the strongest influence. Additionally, social media marketing positively impacts brand image, service quality, and e-WOM.

Practical Implications for Economic Growth and Development: This study highlights the crucial role of digital platforms in fostering trust and consumer engagement in international shopping services. By strengthening social media strategies, *Jastip* providers can enhance customer loyalty, thereby indirectly supporting cross-border commerce and contributing to the growth of the digital economy.

Originality/Value: This study integrates four key variables into a comprehensive model to elucidate trust in personal shopper services. While previous studies often examine these variables in isolation, this research provides a holistic perspective on how digital marketing efforts and consumer perceptions collectively shape trust in consumer-to-consumer (C2C) business models.

Keywords: *Brand Image, Electronic Word-of-Mouth, Personal Shopper Services, Service Quality, Social Media Marketing*

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INTRODUCTION

Technological advancements have profoundly transformed marketing, with social media emerging as a dominant platform for consumer interaction (Kurniasih, 2019). The COVID-19 pandemic has further accelerated digital adoption in e-commerce, with consumers increasingly relying on online shopping in the post-pandemic era (Widianita, 2023). Concurrently, international personal shopper services have gained popularity, enabling access to global products without necessitating international travel (Kusumastuti, 2020).

Amid these developments, the rise of consumerist culture has fueled the emergence of international personal shopper services, commonly referred to in Indonesia as *jastip* (*jasa titip*). These services offer practical shopping solutions that eliminate the need for international travel. Their growth is bolstered by the expansion of e-commerce platforms that facilitate seamless access to global products. However, this increasing dependence on online services has raised concerns regarding their long-term effects on local economic patterns and consumption behavior (Fitrianatsany, 2022).

A personal shopper service involves individuals procuring goods on behalf of consumers by directly visiting stores or distributors. Through platforms such as Instagram, consumers can access international products via intermediaries without traveling themselves (Kusumastuti, 2020). These services have gained traction as convenient and flexible alternatives, particularly during the pandemic, which promoted safer shopping practices and minimized travel-related risks (Arslan et al., 2021). Personal shopper services notably benefit consumers who encounter geographical limitations or time constraints (Bakar & Ismail, 2022; Singh et al., 2024). As demand increases, many individuals have transformed personal shopping into side businesses or even full-time careers (Zamani et al., 2020). These businesses typically operate independently and rely heavily on consumer trust (Adillah et al., 2019).

Trust in the personal shopper business stems from several factors, including Social Media Marketing (SMM), Service Quality (SQ), Electronic Word-of-Mouth (e-WOM), and Brand Image (BI). Prior studies have examined these variables in isolation, such as the effect of SMM on trust (Mokhtarruddin et al., 2023), the role of e-WOM in fostering customer loyalty (Masrurroh et al., 2023), the influence of BI (Azzahra & Fachira, 2022), and the impact of SQ (Rizkyta et al., 2024).

While previous research has analyzed these factors separately, limited studies have integrated SMM, SQ, e-WOM, and BI within a single comprehensive model to evaluate their collective impact on trust in international personal shopper services. This study addresses this gap by adopting a holistic marketing and consumer behavior perspective. The integrated framework reveals that SMM enhances consumer perceptions and fortifies BI (Ramdhani & Masnita, 2023), SQ mitigates uncertainty in digital transactions (Pasaribu et al., 2022), e-WOM cultivates trust through peer influence and shared experiences (Gelashvili et al., 2024), and BI reinforces initial consumer confidence while shaping purchasing decisions. This integration offers a more nuanced understanding of the mechanisms that foster trust in international personal shopper businesses.

The purpose of this study is to investigate the influence of SMM, SQ, e-WOM, and BI on trust in international personal shopper services. By providing a holistic model, this research aims to contribute both theoretically and practically to the understanding of trust-building strategies in digitally-based personal shopping businesses.

Hypotheses Development

Social Media Marketing and Electronic Word-of-Mouth

Social media marketing (SMM) prioritizes interactive features, including personalization, entertainment, and brand communities, which actively encourage consumers to share their experiences online (Haudi et al., 2022). These interactions empower consumers to create credible content that disseminates across various platforms (Sohail et al., 2019). Furthermore,

direct communication and engaging content on social media enhance user participation and promote the dissemination of electronic word-of-mouth (e-WOM) (Winarno & Indrawati, 2022).

H1: SMM significantly positively influences e-WOM.

Social Media Marketing and Service Quality

SMM enables brands to deliver timely responses and maintain transparent communication, thereby enhancing consumer perceptions of SQ (Naeem, 2019). Additionally, social media interactions contribute to increased satisfaction by fostering positive evaluations of responsiveness and empathy (Firmansyah et al., 2022). Moreover, digital platforms, including social media, significantly support the improvement of SQ through effective information dissemination (Sharma et al., 2023).

H2: SMM significantly positively affects SQ.

Social Media Marketing and Brand Image

Brand image (BI) develops through consistent and credible marketing signals. Social media marketing (SMM) actively reinforces consumer perceptions and fosters strong brand associations (Tauran et al., 2022). Active engagement on social media significantly strengthens BI, particularly among Generation Z consumers (Waworuntu et al., 2022). Similarly, in the fashion industry, SMM positively influences purchase intention by enhancing BI (Akbari et al., 2024).

H3: SMM significantly positively affects BI.

Electronic Word-of-Mouth and Trust

e-WOM offers authentic and credible information that diminishes consumer uncertainty in digital transactions (Winarno & Indrawati, 2022). Positive online reviews significantly enhance consumer confidence and trust in digital services (Martínez-Navalón et al., 2021). Furthermore, e-WOM mediates the influence on purchase intentions by fostering trust (Ilhamalimy & Ali, 2021).

H4: e-WOM significantly positively affects trust.

Service Quality and Trust

High service quality (SQ) enhances consumer confidence and fosters long-term relationships. In the context of e-commerce, service quality directly increases trust and satisfaction (Pasaribu et al., 2022). Additionally, service providers that demonstrate reliable and responsive performance attain higher levels of trust and loyalty (Cuong & Khoi, 2019). Furthermore, service quality positively influences trust by enhancing credibility and diminishing uncertainty in transactions (Dewi et al., 2024).

H5: Service quality has a significant positive effect on trust.

Brand Image and Trust

A positive brand image (BI) diminishes uncertainty and enhances consumer confidence in their interactions with a brand. Research indicates that robust BI and trust are critical determinants of repurchase intentions (Han et al., 2019). Moreover, corporate social responsibility initiatives enhance BI, which in turn amplifies trust and fosters consumer loyalty

(Azzahra & Fachira, 2022). Additionally, BI cultivates trust by promoting consistent endorsements and fostering positive consumer perceptions (Herjanto et al., 2020).

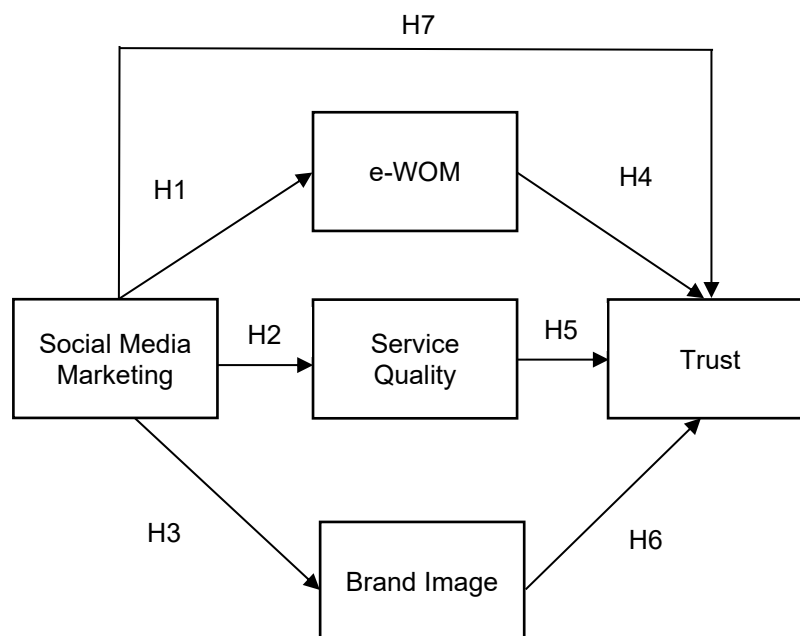
H6: BI significantly positively affects trust.

Social Media Marketing and Trust

Social media marketing (SMM) cultivates trust by facilitating transparent communication and promoting interactive engagement between brands and consumers. Consistent engagement through SMM significantly enhances brand trust and loyalty (Cahyani et al., 2022). Furthermore, social media interactions create opportunities to build consumer confidence and reinforce brand equity (Haudi et al., 2022). In addition, SMM plays a vital role in fostering trust through credible and consistent communication strategies (Jenderal et al., 2024).

H7: SMM significantly positively affects trust.

Figure 1. Research Model



Source: Developed by the authors (2025)

METHOD

This study employs a quantitative research design with a causal approach to examine the influence of social media marketing, electronic word of mouth (e-WOM), service quality, and brand image on trust in international personal shopper services (*jastip*). The causal design facilitates the testing of relationships between independent and dependent variables within a structured model.

The population for this study comprises consumers who have utilized international personal shopper services (*jastip*), specifically those active on digital platforms such as Instagram, Shopee, and TikTok. A purposive sampling technique targets respondents with prior experience in using *jastip* services and providing online reviews. A total of 250 respondents participated in this study, surpassing the minimum threshold recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis (Hair et al., 2019).

Data collection occurred over a two-week period using a structured online questionnaire distributed via social media platforms. The questionnaire employed a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). It included two main sections: demographic information (gender, age, income, frequency of use, and platform used) and measurement items for each construct. Indicators encompassed social media marketing (brand community, entertainment, interaction, personalization), electronic word of mouth (credibility, relevance, trust), service quality (reliability, responsiveness, empathy), brand image (reputation, uniqueness), and trust (information, reviews, and services).

Data analysis utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, suitable for complex models, smaller samples, and non-normal data (Sarstedt et al., 2021). The analysis proceeded in two stages. The first stage assessed the measurement model, focusing on validity and reliability through outer loadings, Average Variance Extracted (AVE), Composite Reliability, Cronbach's Alpha, and discriminant validity (cross-loading, Fornell-Larcker criterion, and Heterotrait-Monotrait Ratio, HTMT). The second stage evaluated the structural model, including path coefficients, R^2 , Goodness of Fit (GoF), and hypothesis testing using bootstrapping with 5,000 resamples.

Table 1. Operational Variables

Variables	Codes	Statements
Social Media Marketing (Maslim & Pasaribu, 2021)	SMM1	The product and service content on the <i>Jastip</i> Instagram account is interesting to me.
	SMM2	The product and service content on the <i>Jastip</i> Instagram account is always up to date.
	SMM3	I can easily share my opinions about <i>Jastip</i> 's products and services on Instagram.
	SMM4	<i>Jastip</i> makes it easy for me to share information (reviews) about their products and services on Instagram.
	SMM5	I can easily find information on the <i>Jastip</i> Instagram account.
Service Quality (Maslim & Pasaribu, 2021)	SQ1	The information on the <i>Jastip</i> website is easy to find.
	SQ2	The information on the <i>Jastip</i> website is easy to understand.
	SQ3	<i>Jastip</i> handles my questions and complaints well on social media.
	SQ4	<i>Jastip</i> handles my questions and complaints quickly on social media.
	SQ5	The quality of customer service provided by <i>Jastip</i> is good.
Electronic Word-of-Mouth (e-WOM) (Noviyana et al., 2022)	EWOM1	I have heard the term "Electronic Word of Mouth" or "e-WOM" before.
	EWOM2	I often use social media platforms (such as Facebook, Instagram, Twitter, etc.) to share experiences or provide reviews about products or services I use.
	EWOM3	I often look for customer reviews or testimonials about a product or service before I make a purchase.
	EWOM4	I have influenced other people to buy a product or use a service through e-WOM.
	EWOM5	I have purchased a product or used a service based on recommendations or positive reviews from other people via e-WOM.
Brand Image (Tanjung & Keni, 2023)	BI1	I trust the products provided by this international <i>Jastip</i> service.
	BI2	This international <i>Jastip</i> service plays a leading role in the industry.
	BI3	The image of this international <i>Jastip</i> service is distinct from other <i>Jastip</i> services.

Variables	Codes	Statements
Trust (Nefiratika et al., 2020)	BI4	This international <i>Jastip</i> service is friendly and approachable.
	BI5	This <i>Jastip</i> service immediately comes to mind when I want to purchase products from abroad.
	T1	The <i>Jastip</i> business on social media can be trusted.
	T2	I trust in <i>Jastip</i> which has many positive comments.
	T3	I trust in <i>Jastip</i> which has many positive comments on the goods or services offered.
	T4	I trust the information that <i>Jastip</i> provides.
	T5	I trust in <i>Jastip</i> which offers good service.

Source: Compiled by the authors (2025)

RESULT AND DISCUSSION

Demographic Characteristics of Respondents

The demographic profile of the respondents indicates that a majority of users of international personal shopper services are women (59.2%), while men account for 40.8%. This finding illustrates that women actively engage with *jastip* services, particularly for purchasing goods from abroad. A significant 96.8% of respondents reported having utilized *jastip* services, whereas 3.2% indicated they had never used them. Age distribution reveals that 42.8% of respondents fall within the 18–22 age bracket, 26.4% are aged 23–27, and 16% are between 28–32. Additionally, 10.8% are under 18, and only 4% are over 32. These results suggest that the predominant users are young adults.

In terms of income, 42.8% of respondents earn between IDR 4,000,000 – IDR 6,000,000, followed by 27.6% who earn between IDR 1,000,000 - IDR 3,000,000. Approximately 15.2% report having no regular income, while 14.4% earn more than IDR 7,000,000. This income distribution indicates that *jastip* services particularly attract middle- to lower-income consumers. Regarding usage frequency, 44.8% report occasional use of *jastip* services, 40.8% use them frequently, 12.4% rarely use them, and only 2% have never used them. The most popular platform for these services is Instagram (39.2%), followed by Shopee (30.8%) and TikTok (26.8%), with other platforms comprising only 3.2%. This underscores the strategic significance of social media and e-commerce in facilitating international personal shopping transactions.

Table 2. Demographic Characteristics of Repondents

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Female	148	59.2	59.2	59.2
Male	102	40.8	40.8	100.0
Total	250	100.0	100.0	
Have you ever used a personal shopper service?				
Yes	242	96.8	96.8	96.8
No	8	3.2	3.2	100.0
Total	250	100.0	100.0	
Age				
< 18 years	27	10.8	10.8	10.8
18 - 22 years	107	42.8	42.8	53.6
23 - 27 years	66	26.4	26.4	80.0
28 - 32 years	40	16.0	16.0	96.0
> 32 years	10	4.0	4.0	100.0
Total	250	100.0	100.0	
Monthly Income				

No income	38	15.2	15.2	15.2
IDR 1,000,000 – IDR 3,000,000	69	27.6	27.6	42.8
IDR 4,000,000 – IDR 6,000,000	107	42.8	42.8	85.6
IDR 7,000,000 – IDR 9,000,000	24	9.6	9.6	95.2
IDR 10,000,000 – IDR 15,000,000	7	2.8	2.8	98.0
More than IDR 15,000,000	5	2.0	2.0	100.0
Total	250	100.0	100.0	
Frequency of using personal shopper services				
Ever used	112	44.8	44.8	44.8
Often used	102	40.8	40.8	85.6
Rarely used	31	12.4	12.4	98.0
Never used	5	2.0	2.0	100.0
Total	250	100.0	100.0	
Platforms used for personal shopper services				
Shopee	77	30.8	30.8	30.8
TikTok	67	26.8	26.8	57.6
Instagram	98	39.2	39.2	96.8
Others	8	3.2	3.2	100.0
Total	250	100.0	100.0	

Source: Processed data (2025)

Outer Loading

The analysis of multicollinearity within the measurement model involves calculating the Variance Inflation Factor (VIF) for each indicator. The results indicate that the VIF values range from 1.744 to 2.912, with the lowest value observed for indicator T4 (1.754) and the highest for BI1 (2.912). These values remain well below the established safe limit of 3.3 and the conservative threshold of 5. Consequently, the constructs of Social Media Marketing (1.774-1.985), e-WOM (2.151-2.547), Service Quality (2.002-2.540), Brand Image (2.162-2.912), and Trust (1.754-2.302) can be deemed free from significant multicollinearity and overlapping information.

Generally, a VIF below 5 suggests that the data is also free from common method bias. Hasibuan et al. (2023) assert that a VIF below 5, and even below 10, signifies the absence of multicollinearity. To assess convergent validity, the outer loading test was conducted using SmartPLS. According to the rule of thumb for exploratory research, an outer loading value of ≥ 0.60 is deemed acceptable (Sarstedt et al., 2021). The results presented in Table 3 demonstrate that all indicators satisfy this criterion, confirming that each item is valid and suitable for measuring its corresponding construct.

Table 3. Outer Loading Test Result

	BI	EWOM	SQ	SM	T
BI1	0.850				
BI2	0.842				
BI3	0.811				
BI4	0.828				
BI5	0.829				
EWOM1		0.835			
EWOM2		0.836			

	BI	EWOM	SQ	SM	T
EWOM3		0.821			
EWOM4		0.783			
EWOM5		0.834			
SM1				0.814	
SM2				0.780	
SM3				0.820	
SM4				0.781	
SM5				0.802	
SQ1			0.815		
SQ2			0.834		
SQ3			0.829		
SQ4			0.786		
SQ5			0.805		
T1					0.818
T2					0.834
T3					0.783
T4					0.760
T5					0.783

Source: Processed data (2025)

Average Variance Extracted (AVE)

To assess the convergent validity of each construct, we calculate the Average Variance Extracted (AVE). According to Sarstedt et al. (2021), a construct is deemed valid if its AVE value exceeds 0.5. The analysis results from the SMARTPLS output indicate that all variables in this study possess an AVE value of at least 0.5. Therefore, we conclude that all constructs satisfy the criteria for convergent validity.

Table 4. AVE Test Result

Variable	Average Variance Extracted (AVE)
Brand Image	0.693
Electronic Word-of-Mouth	0.676
Service Quality	0.662
Social Media Marketing	0.639
Trust	0.634

Source: Processed data (2025)

Cross Loading

The cross-loading test evaluates discriminant validity by assessing whether each indicator correlates more strongly with its respective construct than with alternative constructs. According to Sarstedt et al. (2021), an indicator demonstrates validity if its loading on the intended variable exceeds its loadings on other variables. The results presented in Table 5 confirm that each item exhibits the highest loading on its corresponding construct, thereby supporting the discriminant validity of the model.

Table 5. Cross Loading Test Result

	BI	EWOM	SQ	SMM	T
BI1	0.850	0.381	0.369	0.437	0.581
BI2	0.842	0.379	0.377	0.493	0.583
BI3	0.811	0.421	0.395	0.506	0.577

	BI	EWOM	SQ	SMM	T
BI4	0.828	0.342	0.343	0.509	0.583
BI5	0.829	0.409	0.347	0.449	0.599
EWOM1	0.410	0.835	0.356	0.515	0.599
EWOM2	0.400	0.836	0.359	0.501	0.568
EWOM3	0.371	0.821	0.333	0.478	0.561
EWOM4	0.349	0.783	0.285	0.414	0.538
EWOM5	0.375	0.834	0.313	0.473	0.577
SM1	0.418	0.480	0.428	0.814	0.567
SM2	0.497	0.399	0.381	0.780	0.556
SM3	0.510	0.534	0.388	0.820	0.637
SM4	0.435	0.441	0.427	0.781	0.592
SM5	0.443	0.462	0.409	0.802	0.552
SQ1	0.376	0.343	0.815	0.417	0.516
SQ2	0.350	0.262	0.834	0.412	0.501
SQ3	0.381	0.312	0.829	0.440	0.549
SQ4	0.355	0.369	0.786	0.373	0.540
SQ5	0.327	0.348	0.805	0.423	0.515
T1	0.560	0.585	0.520	0.580	0.818
T2	0.574	0.602	0.509	0.644	0.834
T3	0.559	0.537	0.530	0.611	0.783
T4	0.538	0.500	0.483	0.523	0.760
T5	0.566	0.527	0.523	0.531	0.783

Source: Processed data (2025)

Fornell-Larcker Test

The Fornell-Larcker test assesses discriminant validity by comparing the square root of each construct's Average Variance Extracted (AVE), presented on the diagonal, with its correlations with other constructs, displayed off-diagonal. The results in Table 6 demonstrate that the square root of the AVE for each construct exceeds its correlation with other constructs. This finding confirms that each construct in the model meets the criteria for discriminant validity and is statistically distinct from the others.

Table 6. Fornell-Larcker Test Result

	BI	EWOM	SM	SQ	T
BI	0.832				
EWOM	0.464	0.822			
SM	0.440	0.402	0.814		
SQ	0.576	0.581	0.508	0.800	
T	0.703	0.692	0.645	0.727	0.796

Source: Processed data (2025)

Heterotrait-Monotrait (HTMT)

The Heterotrait-Monotrait (HTMT) ratio is used to assess the discriminant validity between constructs, ensuring that each construct measures a distinct concept. According to (Ulwiyah, 2023), HTMT values below 0.90 indicate that the constructs are not redundant and maintain conceptual uniqueness. In this study, all HTMT values are below the 0.90 threshold, confirming satisfactory discriminant validity. The strongest correlations are found between Service Quality and Trust (0.845) and Brand Image and Trust (0.804), which further supports the structural integrity and theoretical soundness of the research model.

Table 7. HTMT Test Result

	BI	EWOM	SM	SQ	T
BI					
EWOM	0.522				0.522
SM	0.498	0.456			0.498
SQ	0.657	0.663	0.585		0.657
T	0.804	0.795	0.744	0.845	0.804

Source: Processed data (2025)

Cronbach's Alpha

Cronbach's Alpha assesses the internal consistency of indicators within each construct. Hair et al. (2019) assert that a Cronbach's Alpha value of ≥ 0.70 signifies good reliability. The results presented in Table 8 indicate that all variables surpass this threshold, thereby confirming the reliability of each construct. These findings validate that the measurement items employed in this study exhibit high internal consistency and are appropriate for further analysis.

Table 8. Cronbach's Alpha Test Result

Variable	Cronbach's Alpha
Brand Image	0.889
Electronic Word-of-Mouth	0.880
Service Quality	0.872
Social Media Marketing	0.859
Trust	0.855

Source: Processed data (2025)

Composite Reliability

Composite reliability assesses the internal consistency of indicators in measuring each construct. Hair et al. (2019) assert that a value of ≥ 0.70 indicates acceptable reliability. Table 9 demonstrates that all constructs meet this threshold, thereby confirming that each set of indicators consistently reflects its corresponding construct. These findings affirm the model's strong reliability for subsequent structural analysis.

Table 9. Composite Reliability Test Result

Variable	Composite Reliability
Brand Image	0.918
Electronic Word-of-Mouth	0.912
Service Quality	0.907
Social Media Marketing	0.899
Trust	0.896

Source: Processed data (2025)

R-squared Test

The coefficient of determination (R^2) quantifies the extent to which the independent variables elucidate the variability of the dependent constructs. Trust (T) exhibits an R^2 value of 0.743, signifying that the model accounts for 74.3% of its variance, thereby demonstrating robust predictive power (Sadewa & Setyawan, 2024). Brand Image and e-WOM present moderate explanatory values of 0.332 and 0.337, respectively, indicating that additional external variables may also exert influence (Sah et al., 2024). Service Quality, with an R^2 of 0.258,

falls into the low to moderate category, suggesting that it is partially affected by constructs beyond the scope of this model (Pramesti & Setyawan, 2024). Collectively, the model exhibits strong reliability in predicting Trust.

Table 10. R-squared Test Result

Variable	R-squared Value	R-squared Adjusted
Trust	0.743	0.740
Brand Image	0.332	0.330
Electronic Word-of-Mouth	0.337	0.255
Service Quality	0.258	0.740

Source: Processed data (2025)

Standardized Root Mean Square Residual (SRMR)

The Standardized Root Mean Square Residual (SRMR) serves as a goodness-of-fit measure to evaluate the quality of a structural model. Susanti and Saumi (2022) assert that SRMR values below 0.08 signify a good fit, whereas values approaching 0.05 indicate an excellent model fit. The saturated model exhibits an SRMR value of 0.052, denoting a very good fit, while the estimated model presents an SRMR value of 0.074, which remains within the acceptable threshold. Table 11 corroborates these findings, confirming that the proposed model aligns well with the empirical data and is suitable for further interpretation.

Table 11. SRMR Test Result

	Saturated Model	Estimated Model
SRMR	0.052	0.074

Source: Processed data (2025)

Goodness-of-Fit Test

The GoF index assesses the overall model fit within the PLS-SEM framework by integrating the measurement model (outer model) and the structural model (inner model). Researchers calculate it by taking the square root of the product of the average communality and the average R^2 . According to Katolik and Charitas (2025), a GoF value exceeding 0.36 indicates a strong model fit. This threshold aligns with findings from other recent studies that utilize similar analytical approaches, wherein GoF serves as an indicator of the adequacy and predictive quality of structural models in behavioral and management research (Mon et al., 2024). Consequently, the high GoF value of 0.5251 in this study indicates that the model possesses excellent explanatory power and accurately represents the relationships between constructs. Overall, these findings support the conclusion that the model is statistically robust and reliable for interpreting the observed phenomena.

Hypotheses Testing

The structural model testing results presented in Table 12 below indicate that all seven hypothesized relationships are positive and statistically significant ($P < 0.05$).

Table 12. Hypotheses Testing Result

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
BI → T	0.306	0.305	0.043	7.117	0.000
EWOM → T	0.304	0.306	0.038	7.992	0.000

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
SQ → T	0.266	0.269	0.044	6.109	0.000
SMM → BI	0.577	0.573	0.050	11.533	0.000
SMM → EWOM	0.581	0.584	0.041	14.011	0.000
SMM → SQ	0.508	0.508	0.059	8.625	0.000
SMM → T	0.240	0.236	0.061	3.904	0.000

Source: Processed data (2025)

The analysis reveals that the highest path coefficient occurs in the relationship between social media marketing and electronic word-of-mouth (e-WOM), followed by the effects of social media marketing on brand image and service quality. These findings validate the proposed framework.

Discussion

This study empirically tested seven hypotheses to evaluate how Social Media Marketing (SMM), Electronic Word-of-Mouth (e-WOM), Service Quality (SQ), and Brand Image (BI) affect consumer Trust (T) in international personal shopper (*jastip*) services. The findings demonstrate that all hypotheses are significant, thereby confirming the robustness of the proposed model.

SMM significantly influences e-WOM ($\beta = 0.581$; $p = 0.000$). Interactive social media activities, such as personalized content, direct engagement, and shareable posts, enhance users' willingness to share their experiences. This finding corroborates previous research (Dulek & Aydin, 2020; Winarno & Indrawati, 2022). In the context of *jastip*, this effect is particularly pronounced in Indonesia, where sellers frequently utilize Instagram stories and live streams to showcase real-time shopping activities abroad, thereby encouraging customers to post and recommend their experiences to peers. This reflects the critical role of peer-driven digital interactions for Gen-Z consumers (Candy & Vira, 2024). SMM also significantly affects SQ ($\beta = 0.508$; $p = 0.000$). Real-time responsiveness and personalized communication through social media enhance consumers' evaluations of reliability and empathy (Jiaqi et al., 2021; Sharma et al., 2023). In *jastip* transactions, this translates into the promptness of responses to WhatsApp or DM inquiries, clarity in pricing, and frequent updates on shipping status, all of which directly strengthen perceived service reliability. Furthermore, SMM significantly bolsters BI ($\beta = 0.577$; $p = 0.000$). Consistent branding across platforms improves perceptions of professionalism and credibility (Tauran et al., 2022; Waworuntu et al., 2022). In practical terms, *jastip* providers who maintain a recognizable logo, a consistent posting style, and transparent communication are more likely to gain consumer trust than anonymous or irregular sellers.

e-WOM positively and significantly influences T ($\beta = 0.304$; $p = 0.000$). In the informal *jastip* ecosystem, where institutional guarantees are limited, peer recommendations mitigate perceived risks and enhance consumer trust (Gelashvili et al., 2024; Ilhamalimy & Ali, 2021). Indonesian consumers frequently rely on community-based groups and online testimonials prior to making purchases, rendering e-WOM a critical channel for trust-building. SQ also significantly influences T ($\beta = 0.266$; $p = 0.000$). Responsiveness, empathy, and consistency foster positive customer experiences that translate into trust (Cuong & Khoi, 2019; Dewi et al., 2024). In *jastip* services, this includes transparent fee structures, reliable delivery updates, and assurances of product authenticity. BI significantly influences T ($\beta = 0.306$; $p = 0.000$). A strong and consistent brand image conveys reliability, thereby encouraging consumer confidence, particularly among first-time users (Azzahra & Fachira, 2022; Han et al., 2019). *Jastip* providers who project professionalism through consistent visuals and positive reputations are perceived as safer options compared to competitors lacking an established identity. Lastly, SMM directly influences T ($\beta = 0.240$; $p = 0.000$), beyond its indirect effects. Transparency, consistency, and accessibility on social platforms enhance brand authenticity

(Cahyani et al., 2022). In Indonesia's *jastip* market, direct interactions between sellers and customers via Instagram or TikTok cultivate a sense of personal connection that reinforces trust.

Overall, the results validate the integrated framework. SMM serves as a central driver that not only strengthens intermediary variables (e-WOM, SQ, and BI) but also directly fosters trust. These findings underscore the necessity of multifaceted strategies that combine engagement, quality, and reputation for sustaining consumer trust in digitally mediated shopping contexts such as *jastip*.

CONCLUSION

This study investigates the influence of Social Media Marketing (SMM), Electronic Word-of-Mouth (e-WOM), Service Quality (SQ), and Brand Image (BI) on Trust (T) in international personal shopper (*jastip*) services. Given that *jastip* operates outside formal e-commerce platforms, it relies heavily on interpersonal trust and community-based interactions. The findings indicate that all four variables significantly impact trust. SMM enhances e-WOM, SQ, and BI, while also fostering trust directly, as evidenced by sellers' effective use of platforms such as Instagram, TikTok, and WhatsApp to cultivate engagement and credibility. e-WOM assumes a pivotal role, particularly in Indonesia, where consumers frequently depend on peer reviews prior to making transactions. SQ bolsters Trust through attributes such as responsiveness, transparency, and reliable order fulfillment, whereas BI mitigates uncertainty by providing a consistent and recognizable reputation, which is especially crucial for first-time users.

From a practical perspective, service providers should optimize SMM by incorporating interactive content and branding, promote positive e-WOM through customer testimonials, enhance SQ through timely service and clear communication, and establish a robust BI to distinguish themselves from informal competitors. Future research should expand on this study by comparing trust-building mechanisms in *jastip* with those in formal e-commerce platforms and exploring the moderating effects of cultural factors such as collectivism and reliance on peer groups. Longitudinal approaches could further elucidate how trust evolves as providers expand across platforms. Additionally, future studies may investigate the potential of emerging technologies, such as AI-driven customer service or blockchain-based payments, to enhance transparency and reduce perceived risks in *jastip* transactions.

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