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The Influence of Social Media Marketing, Online Customer Review, and E-SERVQUAL to Purchase Decision through Trust (Bekam Therapy Center Jember)

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Abstract

This study examines the positive and significant effect of social media marketing, online customer reviews, and e-SERVQUAL on purchase decisions through trust. This study is quantitative research. The whole population is Bekam Therapy Center's customers. The sample is 104 customers. The data collection method was carried out by distributing questionnaires online. WarpPLS 7.0 was used as a data analysis method to identify and estimate the relationship between variables. The variables consist of social media marketing (X1), online customer review (X2), e-SERVQUAL (X3), purchase decision (Y), and trust (Z).

The result shows that; 1) Social media marketing does not have a direct positive effect on purchase decisions but does influence trust, 2) Online customer reviews positively affect purchase decisions and trust, 3) E-SERVQUAL has a significant positive effect on both purchase decisions and trust, 4) Trust significantly influences purchase decisions. 5) The mediating role of trust is evident in the relationship between social media marketing and purchase decisions, and e-SERVQUAL and purchase decisions, but not between online customer reviews and purchase decisions.

Keywords:

E-SERVQUAL; Online customer review; Purchase decision; Social media marketing; Trust.

1. INTRODUCTION

Technology is currently developing very rapidly. This allows for efficiency, especially in the marketing sector, to be able to overcome challenges by improving digital marketing. Marketing is the process of creating value and building strong relationships with customers in order to understand the value that expected by potential customers (Kotler & Armstrong, 2019). Therefore, innovative marketing plays an important role in increasing customers purchase decisions and also company sales.

Currently, online competition has a big impact, not only for the industrial company, but also services, including Bekam Therapy Center Jember. Bekam Therapy Center is a company that offers cupping therapy services in the Jember area. Researchers summarize the most popular cupping services in Jember according to Google searches in May 2024. Bekam Therapy Center is the top three of cupping therapy services in Jember that has the best rating and the most online reviews. However, in the reality, the target costumers of Bekam Therapy Center in 2022 and 2023 has not been achieved. The percentage of customer targets in 2022 was only 84%, and then keep decrease in 2023 to 83.90%. The company needs to learn how to to gain new and wider market and increasing customer's purchase decision utilizing digital marketing technology.

Purchase decisions are the actions taken by customers who are directly involved in obtaining, determining products and services, until the decision-making process is carried out (Tjiptono & Anastasia, 2020). The digital marketing Digital marketing allows companies to reach more customers online according to the target market. One of the important factor that can influence purchase decisions is trust. According to (Jogiyanto & Abdillah, 2019), trust is the result of a person's evaluation after obtaining, collecting and

processing information, which can ultimately result in individual assumptions and judgments. If the customers trust increase, it means the customers will not hesitate to purchase the products/services offered by the company, therefore the opportunity of customers purchase decision will also increase. However, there are some gap research from the previous research about the influence of trust to purchase decision. The research from Fahrozi et al., (2022); Wahyuni et al., (2024); Regina et al., (2021); Pasi, et.al., (2021) aims that trust has positive and significant effects on purchase decision. However, Putri et al., (2023) aims that trust has no positive and significant effects on purchase decision. It makes this research very important because of these research gap between the previous research.

There are several ways that can reach customers to provide the information they needed, one of them is to enter the realm of digital marketing. Social media marketing is a part of digital marketing. Chakti (2019) states that the definition of digital marketing through social media is an internet platform that allows companies to present themselves, interact, collaborate, share information with customers, and form virtual social bonds. Social media provides an opportunity for companies to interact with a wider range of customers and make purchase decision opportunities greater. Many studies have proven the positive and significant influence of social media marketing on purchase decisions, such as research by Wikantari (2022); Raniya et al. (2023); and Angelyn et al. (2021). However, in contrast to these studies, research from Dermawan et.al. (2022) and Zakiyah et.al. (2023) revealed the result that social media marketing does not have a positive and significant effect on purchase decisions. The conclusion that can be drawn is that there is a research gap from previous research which indicates that further research is still needed regarding the effect of social media marketing on purchase decisions.

Reading online customer reviews can be an important consideration for customers in making purchase decisions for products or services that best suit their needs. According to Regina et al. (2021) online customer review is a review provided by the customer related to information on the assessment results of a product from various aspects, with this information the customer can get the quality of the product he is looking for by considering the reviews and experiences written online by customers who have purchased the products or services. Several previous studies have found results that are consistent with theory, which prove that online customer review have a positive and significant effect on purchase decisions, such as research conducted by Regina et al., (2021); Prabowo et al., (2023); Arief et al., (2023); Pasi, et.al., (2021); Fahrozi et al., (2022) . However, in contrast to these studies, research from Putri et al., (2023); Zakiyah, et.al., (2023) revealed the results that online customer reviews do not have a positive and significant effect on purchase decisions. It makes this research very important because of these research gap between the previous research.

Tjiptono & Anastasia (2019) states that prospective customers may have problems accessing and finding information about products or services market via online, because e-SERVQUAL plays an important role in this, because it can be a consideration for customers in purchase decision. Several studies from Prabowo et al., (2023), Wahyuni et al., (2024), and Damayanti et al. (2022) state that e-service quality has a positive and significant influence on purchase decisions. However, Mitalia (2023) states different research results which state that e-SERVQUAL does not have a positive and significant influence on purchase decisions. This difference shows that there is a gap from the results of previous research, so further research is needed. The conclusion that can be drawn is that there is a research gap from previous research which indicates that further research is still needed regarding the effect of e-SERVQUAL on purchase decisions.

Based on the background description that has been explained that there are several research gaps from the results of previous studies, the researchers are interested in further testing social media marketing, online customer reviews, e-service quality, trust and purchase decisions. Therefore, the researcher raised the title "The Effect of Social Media Marketing, Online Customer Review, and E-SERVQUAL, on Purchase Decision through Trust (Bekam Therapy Center Jember)".

1.1. Purchase Decision

Purchase decisions are the actions taken by customers who are directly involved in obtaining, determining products and services, until the decision-making process is carried out (Tjiptono & Anastasia, 2020). Purchase decision is a stage of decision making by consumers that they have chosen to shop for a product / service after considering several other alternatives (Kotler & Armstrong, 2019).

1.2. Trust

Trust is a conclusion made by consumers personally based on the information that consumers have collected about everything about a good, service, features, and benefits it has (Mowen & Minor, 2012). One of the important factors that can influence purchase decisions is trust. According to (Jogiyanto & Abdillah, 2019), trust is the result of a person's evaluation after obtaining, collecting, and processing information, which can ultimately result in individual assumptions and judgments.

1.3. Social Media Marketing

Social media marketing is a part of digital marketing. Chakti (2019) states that the definition of digital marketing through social media is an internet platform that allows companies to present themselves, interact, collaborate, share information with customers, and form virtual social bonds. Social media marketing is a

form of utilizing the latest technology, by accessing social media platforms using gadgets to be able to build two-way communication, exchange and offer goods or services of value to companies to target markets or potential customers (Tuten & Solomon, 2017). Social media marketing is an activity to promote products and services on social media platforms using special strategies to launch or promote products and establish communication relationships to improve service quality and sales (Saputra et al., 2020).

1.4. Online Customer Review

According to Regina et al. (2021) online customer review is a review provided by the customer related to information on the assessment results of a product from various aspects, with this information the customer can get the quality of the product he is looking for by considering the reviews and experiences written online by customers who have purchased the products or services. Khamash (2008) states that online customer review is a medium that can be accessed by prospective customers online which is public to see honest reviews from customers who have used related services or products. Online customer review according to Putri et al., (2023) is a positive, neutral, or negative statement made by a customer about a product, service, or brand that can be seen and accessed by many people through a digital platform.

1.5. e-SERVQUAL

E-service quality is a service that is carried out online without the need to meet face to face as a form of expansion of the company's ability to effectively and efficiently facilitate online shopping, product distribution, and online service delivery before providing actual services (Wu, 2014). E-service quality is an evaluation of the overall service that results from comparing the company's performance with the customer's general understanding of the company's role in the industry in which the company must perform its duties (Prabowo et al., 2023).

2. RESEARCH METHOD

This study uses a quantitative research method. According to Sugiyono (2019) quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative, with the aim of testing predetermined hypotheses. This study aims to determine the significant influence of social media marketing, online customer reviews, and e-SERVQUAL, trust, and purchase decision. Based on the problems that have been described, there are several variables that will be examined in this thesis. These variables include:

- a. Independent Variables; social media marketing (X1), online customer review (X2), e-SERVQUAL (X3).
- b. Dependent Variable : purchase decision (Y).
- c. Intervening Variable : trust (Z).

The population used in this study were all customers who had done cupping at Bekam Therapy Center Jember. This population will continue to grow every day and the exact number cannot be known, so it can be said to be an infinite population. The sampling technique used in this research is non-probability sampling technique. The non-probability sampling method used in this study is purposive sampling method. Sugiyono (2011) suggests that purposive sampling technique is a sampling technique with certain considerations. Considerations for respondents taken are; 1) Have done cupping at Bekam Therapy Center at least once, 2) Have the ability to access the internet independently.

In determining the sample, Sugiyono (2011) suggests that the appropriate sample size in research is between 30 and 500. If the research will carry out multivariate analysis (correlation or multiple regression), then the number of sample members is at least 10 times the number of variables studied. Judging from the reference for determining the sample size, the minimum sampling in this study was 50. The researcher determined a sample size of 100 respondents, which is twice the minimum number.

In this study, the primary data used are from google form online questionnaire and direct results obtained from the company. The questionnaire according to Sugiyono (2011) is the data collection technique by giving a set of written statements to be answered by respondents. While the secondary data used is google business and social media instagram from Bekam Therapy Center. WarpPLS 7.0 is used for the data analysis, with outer model and inner model analysis, This research used outer model analysis to provide the data validity and reliability. Outer models with reflective indicators are evaluated through convergent and discriminant validity of the latent construct forming indicators and composite reliability and Cronbach alpha for the indicator blocks. Then the inner model analysis aims to predict the relationship between variables. The inner model analysis contained by:

- a. Model fit in the WarpPLS 7.0 program can be seen from the general results output to assess based on model fit indices and P values displaying the results of ten fit indicators.
- b. Path Coefficients are standardized regression coefficients that show the direct, indirect, and total effect of an independent variable on the dependent variable in a particular path model.

c. The Coefficient of Determination (R2) is used to determine how much influence the independent variable has on the dependent variable.

The last part of this research is hypothesis testing. Hypothesis testing is used to explain the direction of the relationship between the independent variable and the dependent variable. A conceptual framework is formed that connects the independent variables with the dependent variable. This conceptual framework is used to describe the relationship of each variable which includes social media marketing, online customer review, e-SERVQUAL, trust, and purchase decision. For more details, the influence between variables is schematically depicted as follows.

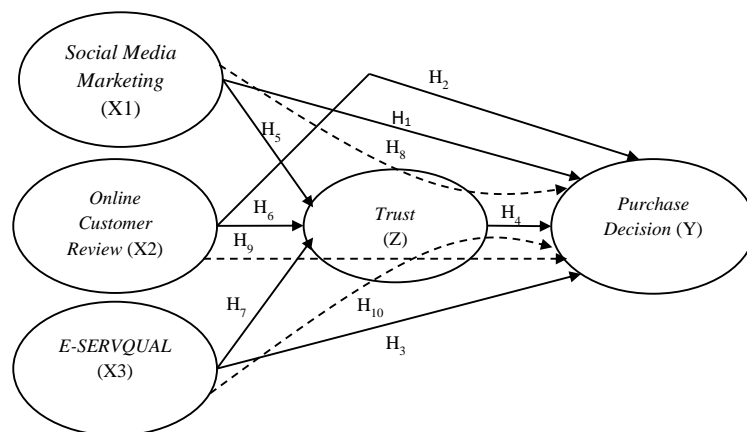


Figure 1. Conceptual Framework, Source : processed by researchers (2024)

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondents

Respondents in this study are Bekam Therapy Center customers who have done cupping at least once and are able to access the internet independently. Respondents obtained in this study were 104 people. The results of the characteristics obtained are in accordance with the data filled in by respondents in the research questionnaire. Respondent characteristics are distinguished from gender, age, and latest education. Here is the table for respondent characteristics based on gender.

Table 1. Characteristics of Respondents Based on Gender

Gender	Total respondent	Percentage (%)
Male	42	40.4
Female	62	59.6

Source : processed by researchers (2024)

It was found that the most respondents were women. This is evidenced by data where 62 respondents (59.6%) are female and 42 respondents (40.4%) are male.

Table 2. Characteristics of Respondents Based on Age

Age	Total respondent	Percentage (%)
<21	4	3.8
21-40	65	62.5
41-60	35	33.7
>60	0	0

Source : processed by researchers (2024)

It was found that the most respondents who filled out the questionnaire were respondents with an age range of 21-40 years, which amounted to 62.5%. The second most respondents were in the age range of 41-60 years (33.7%), followed by the age range <21 years (3.8%). While there are no respondents aged > 60 years.

Table 3. Characteristics of Respondents Based on Latest Education

Latest Education	Total respondent	Percentage (%)
SD	1	0.96
SMP	1	0.96

SMA	21	20.20
Diploma	8	7.69
S1	62	59.61
S2	11	10.58
S3	0	0

Source : processed by researchers (2024)

The most respondents were with the last level of education S1 as many as 62 people or 59.61%, followed by the last level of education SMA as many as 21 people or 20.20%, then the last level of education S2 as many as 11 people or 10.58%. Respondents with the latest diploma level of education amounted to 8 people or 7.69%. Respondents with the latest elementary and junior high school education levels were 1 person or 0.96% each. Meanwhile, there were no respondents with the last level of education S3.

3.2. Outer Model Analysis

3.2.1. Validity Test

Convergent Validity: The value of convergent validity can be seen from the correlation between the score of the item or indicator and its construct. Indicators are considered reliable if they have a correlation value above 0.7, however, at the research stage of scale development, a loading factor value of 0.5 - 0.6 is still acceptable (Ghozali, 2015). The results of the WarpPLS 7.0 calculation show that each value on the cross-loadings factor has reached a value above 0.7 with a p-value below 0.05. Thus the convergent validity criteria have been fulfilled.

Discriminant Validity: This value is the value of the cross loading factor which is useful for knowing whether the construct has adequate discriminant, namely by comparing the loading value on the intended construct must be greater than the loading value with other constructs (Ghozali, 2015). And hen it can be concluded that all latent constructs have good discriminant validity because AVE >0.05.

3.2.2. Reliability Test

Composite Reliability: the composite reliability value must be > 0.7 for confirmatory research. (Ghozali, 2015). Cronbachs Alpha: Expected value > 0.7 for all constructs (Ghozali, 2015).

Table 4. Reliability Test

Variabel	Composite reliability	Cronbach's alpha
SMM	0.905	0.860
OCR	0.921	0.885
ESQ	0.936	0.914
T	0.924	0.876
PD	0.939	0.912

Source : processed by researchers (2024)

The data shows that all composite reliability coefficients and Cronbach's alpha coefficients are above 0.7. The results in table 3.4 show that the questionnaire instruments in this study have met the reliability test requirements.

3.3. Inner Model Analysis

3.3.1. Model Fit Test

The fit model in the WarpPLS 7.0 program can be seen from the general results output to assess based on model fit indices and P values displaying the results of ten fit indicators. The following presents the results of the research model test in tabular form to facilitate discussion. Based on the calculation of the fit model, it shows that the Average path coefficient (APC)=0.257, P<0.002; Average R-squared (ARS)=0.668, P<0.001; Average adjusted R-squared (AARS)=0.657, P<0.001 so it can be concluded that this research model is considered feasible and statistically acceptable because the p-value is less than 0.05. Average block VIF (AVIF)=2.930, acceptable if <= 5, ideally <= 3.3; Average Full collinearity VIF (AFVIF) 3.269, acceptable if <= 5, ideally <= 3.3; Tenenhaus GoF (GoF)=0. 712, small >= 0.1, medium >= 0.25, large >= 0.36; Sympson's paradox ratio (SPR)=1.000, acceptable if >= 0.7, ideally = 1, Statistical suppression ratio (SSR); Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if >= 0.7; R-squared contribution ratio (RSCR)=1.000 indicates a statistically ideal regression value. This research model can be said to be fit because the covariance matrix of a model is the same as the covariance matrix of the data.

3.3.2. Path Coefficient

The following is a picture of the statistical model in this study. The variables in the figure are Social Media Marketing (SMM), Online Customer Review (OCR), E-SERVQUAL (ESQ), Trust (T), and Purchase Decision (PD).

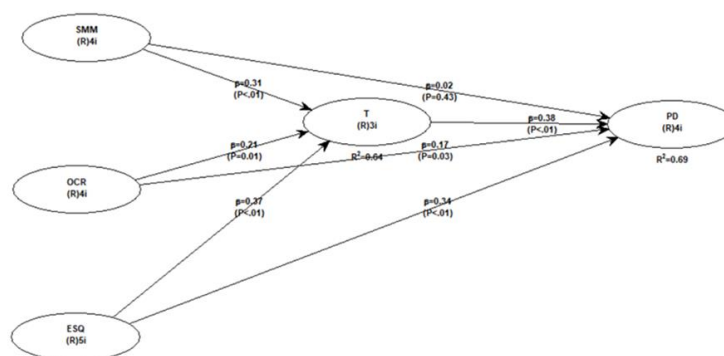


Figure 2. Statistical Model, Source : processed by researchers (2024)

Based on the results of the research hypothesis testing model using WarpPLS 7.0 as in the figure above, the direct effect, indirect effect, and total effect of each relationship between the variables can then be known. The path coefficient value of direct effect between variables can be seen in the following table 5.

Table 5. Direct Effect

No.	Hypothesis	Path Coefficiens	P Values	Explanation
1.	SMM→PD	0.017	0.429	Not significant
2.	OCR→PD	0.173	0.034	Significant
3.	ESQ→PD	0.341	<0.001	Significant
4.	T→PD	0.379	<0.001	Significant
5.	SMM→T	0.306	<0.001	Significant
6.	OCR→T	0.207	0.014	Significant
7.	ESQ→T	0.375	<0.001	Significant

Source : processed by researchers (2024)

So it can be concluded that; 1) social media marketing has no positive and significant effect to purchase decision, 2) online customer review has positive and significant effect to purchase decision, 3) e-SERVQUAL has positive and significant effect to purchase decision, 4) trust has positive and significant effect to purchase decision, 5) social media marketing has positive and significant effect to trust, 6) online customer review has positive and significant effect to trust, 7) e-SERVQUAL has positive and significant effect to trust. The path coefficient value of indirect effect between variables can be seen in the following table 6.

Table 6. Indirect Effect

No.	Hypothesis	Path Coefficiens	P Values	Explanation
1.	SMM→T→PD	0,116	0,044	Significant
2.	OCR→T→PD	0,078	0,126	Not significant
3.	ESQ→T→PD	0,142	0,018	Significant

Source : processed by researchers (2024)

So it can be concluded that; 1) social media marketing has positive and significant effect to purchase decision through trust, 2) online customer review has no positive and significant effect to purchase decision through trust, 3) e-SERVQUAL has positive and significant effect to purchase decision through trust. The path coefficient value of total effect between variables can be seen in the following table 7.

Table 7. Indirect Effect

Hypothesis	Direct Effect	Indirect Effect	Total Effect
SMM→PD	0.017	0,116	0,133
OCR→PD	0.173	0,078	0,251
ESQ→PD	0.341	0,142	0,483
T→PD	0.379	-	0,379
SMM→T	0.306	-	0,306
OCR→T	0.207	-	0,207
ESQ→T	0.375	-	0,375

Source : processed by researchers (2024)

So it can be concluded that; 1) The total effect of social media marketing on purchase decision through trust is 0.133 with details of direct effect of 0.017 and indirect effect of 0.116, 2) The total effect of online customer review on purchase decision through trust is 0.251 with details of direct effect of 0.173 and indirect effect of 0.078, 3) The total effect of e-SERVQUAL on purchase decision through trust is 0.483 with details of the direct effect of 0.341 and the indirect effect of 0.142.

From the above calculations, the independent variable that has the strongest influence on the purchase decision variable (Z) is e-SERVQUAL (X3), which is 0.341. The independent variable that has the strongest influence on the trust variable (Z) is also e- SERVQUAL (X3), which is 0.375. The independent variable that has the strongest influence on the purchase decision variable (Z) through the trust variable (Z) is also e-service quality (X3), which is 0.483.

3.3.3. The Coefficient of Determination (R2)

The Coefficient of Determination (R2) is used to determine how much influence the independent variable has on the dependent variable. The following table 8 shows the results of the coefficient of determination test in this study.

Table 8. Indirect Effect

SMM	OCR	ESQ	T	PD
			0.645	0.692

Source : processed by researchers (2024)

Based on the R-square value in Table 4.15, it shows that social media marketing, online customer reviews, and e-service quality are able to explain the purchase decision variable by 69.2%. This is categorized as a fairly strong correlation, while the remaining 30.8% is explained by other constructs outside those examined in this study. In addition, social media marketing, online customer reviews, and e-service quality are able to explain the trust variable by 64.5%. This is categorized as a fairly strong correlation, while the remaining 35.5% is explained by other constructs outside those studied in this study.

3.3.4. Hypothesis Recapitulation

It can be seen that H1 and H9 are rejected, while the other hypotheses are accepted. This indicates that social media marketing has a positive and insignificant effect on purchase decisions at Bekam Therapy Center Jember. In addition, online customer reviews have a positive and insignificant effect on purchase decisions through trust at Bekam Therapy Center Jember. The recapitulation of the hypotheses is shown in table 9.

Table 9. Indirect Effect

No.	Hipotesis	Keterangan
1.	H1 : Social media marketing has positive and significant effect to purchase decision.	Rejected
2.	H2: Online customer review has positive and significant effect to purchase decision.	Accepted
3.	H3: E-SERVQUAL has positive and significant effect to purchase decision.	Accepted
4.	H4: Trust has positive and significant effect to purchase decision.	Accepted
5.	H5 : Social media marketing has positive and significant effect to trust.	Accepted
6.	H6: Online customer review has positive and significant effect to trust.	Accepted
7.	H7: E-SERVQUAL has positive and significant effect to trust.	Accepted
8.	H8 : Social media marketing has positive and significant effect to purchase decision through trust.	Accepted
9.	H9: Online customer review has positive and significant effect to purchase decision through trust.	Rejected
10.	H10: E-SERVQUAL has positive and significant effect to purchase decision through trust.	Accepted

Source : processed by researchers (2024)

1 Based on table 3.8, we can concluded 10 points of the hypotheses:

- a. The Influence of Social Media Marketing to Purchase Decision, The results of this study aims that H1 rejected. The path coefficient is 0.017 with p-value 0.429 it means that H0 is accepted. This research has the different results with Wikantari (2022); Raniya et al., (2023); Angelyn, et al. (2021) that social media marketing has positive and significant effect on purchase decisions. it has the same results as Zakiyah, et al. (2023); Dermawan et al., (2022); (Virgarena et al., 2024); (Fatimah et al., 2023); (Qomariah & Zaman, 2020); (Bagaskara et al., 2021), that social media marketing has no positive and significant effect on purchase decisions. This research proves that presenting interesting content, sharing content consistently, responding well to customers, and providing attractive promos on social media does not make potential customers want to make an immediate purchase decision at Bekam Therapy Center. This indicates that there are other things that prospective customers consider.

- b. The Influence of Online Customer Review to Purchase Decision, The result of this study proves that H2 is accepted. The path coefficient is 0.173 with p-value 0.034, it means this research proves that online customer reviews are able to provide information about advantages and disadvantages, can be trusted, in accordance with reality, both positive and negative reviews can influence potential customers to make a purchase decision at Bekam Therapy Center. This statement is supported by several previous studies, there are Regina et al., (2021); Prabowo et al., (2023); Arief et al., (2023); Pasi, et.al., (2021); Fahrozi et al., (2022); (Qomariah et al., 2021), which in their research results state that online customer reviews have positive and significant effect on purchase decisions. It has different results from Putri et al., (2023); Zakiyah, et.al., (2023) which in their research results state that online customer reviews has no positive and significant effect on purchase decisions.
- c. The Influence of e-SERVQUAL to Purchase Decision, The result of this study proves that H3 is accepted. The path coefficient is 0.341 with p-value <0.001, it means this research proves that Bekam Therapy Centers e-SERVQUAL is very good and high quality, protects personal information, the features are easily accessible, is able to build two-way communication, and is very responsive in responding to criticism and suggestions, so that it can influence potential customers to make purchase decisions at Bekam Therapy Center. This statement is supported by several previous studies, there are Prabowo et al., (2023), Wahyuni et al., (2024); Damayanti et.al. (2022) which in their research results state that e-SERVQUAL has positive and significant effect on purchase decisions. It has different results from Mitalia (2023) which in their research results state that e-SERVQUAL has no positive and significant effect on purchase decisions.
- d. The Influence of Trust to Purchase Decision, The result of this study proves that H4 is accepted. . The path coefficient is 0.379 with p-value <0.001. This research proves that by increasing customer trust that Bekam Therapy Center has integrity, ability, and prioritizes customer interests so that potential customers want to make a purchase decision. This statement is supported by several previous studies, there are Fahrozi et al., (2022); Wahyuni et al., (2024); Regina et al., (2021); Pasi, et.al., (2021) which in their research results state that trust has positive and significant effect on purchase decisions. It has different results from Putri et al., (2023); (Nurhaliza et al., 2023) which in their research results state that trust has no positive and significant effect on purchase decisions.
- e. The Influence of Social Media Marketing to Trust, The result of this study proves that H5 is accepted. The path coefficient is 0.306 with p-value <0.001. This research proves that by presenting interesting content, sharing content consistently, responding to customers well, and providing attractive promos on Instagram social media makes prospective customer's trust in Bekam Therapy Center increase. This statement is supported by several previous studies, there are Anggrenita, et al. (2022); Raniya et al., (2023); Sari, et al. (2022) which in their research results state that social media marketing has positive and significant effect on trust.
- f. The Influence of Online Customer Review to Trust, The result of this study proves that H6 is accepted. The path coefficient is 0.207 with p-value 0.014. This research proves that online customer reviews on Google can provide information about advantages and disadvantages, can be trusted, in accordance with reality, both positive and negative reviews can increase trust in Bekam Therapy Center. This statement is supported by several previous studies, there are Mulyati, et al (2020); Putri et al., (2023); Fahrozi et al., (2022); Pasi, et al. (2021); Regina et al., (2021) which in their research results state that online customer review has positive and significant effect on trust.
- g. The Influence of e-SERVQUAL to Trust, The result of this study proves that H7 is accepted. The path coefficient is 0.375 with p-value <0.001. Bekam Therapy Centers e-SERVQUAL is very good and high quality, protects personal information, the features are easily accessible, is able to build two-way communication, and is very responsive in responding to criticism and suggestions, so that it can influence potential customers to increase trust at Bekam Therapy Center. This statement is supported by several previous studies, there are Ihsan, et al. (2019); Wahyuni et al., (2024); Pradnyaswari, et al. (2020) which in their research results state that e-SERVQUAL has positive and significant effect on trust.
- h. The Influence of Social Media Marketing to Purchase Decision through Trust, The result of this study proves that H8 is accepted. The path coefficient is 0.116 with p-value 0.044. This statement is supported by Raniya et al., (2023) state that social media marketing has a positive and significant effect on purchase decisions through trust as an intervening variable. Social media marketing independently does not have a positive and significant influence on purchase decision, but when mediated by trust, social media marketing has a positive and significant effect on purchase decision. This study proves that trust is able to mediate social media marketing with purchase decision. By presenting interesting content, sharing content consistently, responding well to customers, and providing attractive promos on Instagram social media, prospective customer's trust in Bekam Therapy Center increases. The content shared through social media marketing is able to increase trust that Bekam Therapy Center has integrity, ability, and prioritizes customer interests so that potential customers want to make a purchase decision at Bekam Therapy Center.
- i. The Influence of Online Customer Review to Purchase Decision through Trust, The result of this study proves that H9 is rejected. The path coefficient is 0.078 with p-value 0.126. This study has similar results

with the research of Putri et al., (2023) which states that online customer reviews do not have a positive and significant effect on purchase decisions through trust as an intervening variable. Online customer review independently has a positive and significant effect on purchase decision, but when mediated by trust, online customer review does not have a positive and significant effect on purchase decision. This study proves that trust is unable to mediate online customer reviews with purchase decisions. By reading online customer review, it does not necessarily increase prospective customer's trust in Bekam Therapy Center and make potential customers make purchase decisions.

- j. The Influence of e-SERVQUAL to Purchase Decision through Trust, The result of this study proves that H10 is accepted. The path coefficient is 0.142 with p-value 0.018. This statement is supported by Ihsan, et al. (2019) and Wahyuni et al., (2024) state that e-SERVQUAL has a positive and significant effect on purchase decisions through trust as an intervening variable. This research proves that e-SERVQUAL is very good and high quality, protects personal information, the features are easily accessible, is able to build two-way communication, and is very responsive in responding to criticism of suggestions, so as to increase the trust of potential customers. Bekam Therapy Center is able to increase trust that Bekam Therapy Center has integrity, ability, and prioritizes customer interests so that potential customers want to make a purchase decision at Bekam Therapy Center.

4. CONCLUSION

This study aims to examine the effect of social media marketing, online customer reviews, and e-service quality on purchase decisions through trust as an intervening variable at Bekam Therapy Center Jember. Based on the results of the analysis and discussion that has been presented in the previous chapter, the following conclusions can be drawn: 1) Social media marketing does not have a direct positive effect on purchase decisions but does influence trust, 2) Online customer reviews positively affect purchase decisions and trust, 3) E-SERVQUAL has a significant positive effect on both purchase decisions and trust, 4) Trust significantly influences purchase decisions. 5) The mediating role of trust is evident in the relationship between social media marketing and purchase decisions, and e-SERVQUAL and purchase decisions, but not between online customer reviews and purchase decisions.

Bekam Therapy Center needs to pay attention of the variables, especially to e-SERVQUAL. This variable has a biggest direct, indirect, and total effect than other independent variables. Besides that, Bekam Therapy Center needs to provide more attractive promos, provide more diverse and more accessible features for customers, and learn to be more consistent with the statements conveyed so as not to confuse potential customers. There are many limitations in this study. Some of them are the limited number of respondents, the lack of researchers in including more references to previous research, and there are still many variables that are not examine in this study. So the researcher suggests that further research use more diverse variables, a larger number of respondents, and include more references from previous research.

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