Social Media Marketing, Trust, and Purchase Intention in FnB: A Scoping Review

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Abstract
Purpose: This study maps heterogeneous empirical evidence on how social media marketing activities (SMMAs) relate to purchase-related outcomes and where trust appears in these relationships, focusing on food and beverage (FnB) MSMEs, including coffee shops. It is a review-based synthesis, not an empirical hypothesis test.
Methodology/approach: This study is a scoping review of ten empirical studies published from 2021 to 2026. Eligibility followed a population–concept–context framework: studies had to examine social media marketing or an equivalent construct, model trust, measure a purchase-related outcome, and be set in FnB. Records were searched in Scopus, Web of Science, Google Scholar, and open-access journal portals, but the search was targeted and not documented in a reproducible audit trail. Evidence was charted and analyzed through narrative and thematic synthesis, using the Stimulus-Organism-Response framework as an interpretive lens.
Results/findings: Across the ten mapped studies, SMMAs were positively associated with trust in eight of the nine studies that tested this path, and trust was positively associated with purchase-related outcomes in nine of ten. Trust mediation was supported in five of eight tests and varied by outcome (intention, decision, repurchase, revisit), antecedent, and measurement. Brand image, reputation, and loyalty appeared as alternative routes. Only two studies explicitly frame their samples as FnB MSMEs.
Limitations: This review findings refer to the mapped corpus, not the whole field. Search completeness is uncertain and no reproducible screening record exists. Studies differ in constructs, outcomes, and analytical methods, and all are cross-sectional.
Contribution: This study contributes an evidence map that classifies SMMA dimensions, trust objects, outcome constructs, and business contexts, extending a social commerce meta-analysis that did not examine SMMAs. It offers a basis for future FnB MSME research, including coffee shops.

Keywords: *Social media marketing activities, trust, purchase intention, scoping review, food and beverage MSMEs*

1. Introduction

Social media is now central to marketing and consumer decision-making. Firms use it to share information, interact with followers, personalize content, and stimulate electronic word-of-mouth (eWOM), which can shape how consumers perceive brands and whether they intend to buy (Godey et al., 2016). Among Indonesian MSMEs it is the most widely adopted digital marketing ((INDEF), 2024). FnB MSMEs such as cafes, coffee shops, and restaurants lean on visual platforms to build their brands, and coffee shop consumers in Java report using Instagram and TikTok most often (Kharimah & Sudarmaji, 2026).

Social Media Marketing Activities (SMMAs) are the marketing efforts firms undertake on social platforms. Kim and Ko (2012) described them through entertainment, interaction, trendiness, customization, and word-of-mouth and tied them to customer equity, and Yadav and Rahman (2018) carried the idea into e-commerce. Their effect on purchase behavior is commonly explained with the Stimulus-Organism-Response (S-O-R) framework Mehrabian & Russell (1974), where SMMAs are the stimulus, perceived trust is the internal state, and purchase intention is the response (Sohaib et al., 2022). Trust matters because online consumers cannot inspect products or verify seller claims (Gefen et al., 2003). It is proposed here, not established, that FnB MSMEs may feel this more than large chains, because they may lack comparable recognition and many customers may meet them first on social media. The review treats this as a proposition to be examined against the evidence.

Several FnB studies support a trust-based pathway. Armawan et al. (2023) report significant paths from social media marketing and eWOM to brand trust, and from brand trust to purchase intention, in an Indonesian coffee shop, although they did not test mediation formally. Brand trust is also linked to revisit intention on coffee shop Facebook pages (Ibrahim et al., 2021), and to consumer outcomes in fast-food settings (Hanaysha, 2022). Salmiah et al. (2024b) found a similar link between social media, eWOM, and loyalty among Generation Z coffee consumers, and that trust was associated with purchase intention and loyalty. Among local coffee shop consumers in Java, Kharimah and Sudarmaji (2026) found that brand trust and brand image both mediate the effect of social media marketing on purchase intention. Restaurant studies reach the same outcome through different constructs, namely perceived value (Bushara et al., 2023) and satisfaction (Anas et al., 2023). Outside FnB, Ngo et al. (2025) applied an S-O-R model with perceived trust in the bio-cosmetics sector, and a meta-analysis of social commerce research identified trust as an important correlate of purchase intention (Wang et al., 2022).

The evidence, however, is inconsistent. Studies differ in outcomes (purchase intention, purchase decision, or revisit intention), trust constructs (brand, consumer, or perceived trust), platforms, and alternative mediators such as brand image, perceived value, and satisfaction. Results diverge as well. Hanaysha (2022) finds that brand trust mediates only some social media features, and Kharimah and Sudarmaji (2026) report a direct effect on purchase intention that is smaller than the indirect effects through trust and image. Huo and Filieri (2025), studying technology service bundles, find a negative direct effect alongside a positive indirect effect through customer-based brand equity and adoption preparedness. These observations come from a preliminary scan and are verified in the review. FnB evidence centers on coffee shops, fast-food outlets, and restaurants, emphasizes brand trust and brand image over perceived trust, and rarely frames its setting as MSMEs. Three questions remain open: how SMMAs and trust are defined and measured, whether direct and trust-mediated paths hold across different outcomes, and whether findings from large chains transfer to MSMEs. The closest synthesis, Wang et al. (2022), examined trust in social commerce but not SMMAs. This study therefore maps the evidence for FnB MSMEs separately. Because FnB products are experiential and cannot be inspected before purchase, and MSMEs often rely on low-cost social platforms, trust may matter more for them than for large chains. This is treated as a proposition (Proposition 2), not an assumption.

To address this gap, the study uses a scoping review, which suits a heterogeneous field because it maps evidence without pooling effects (Arksey & O'Malley, 2005). The review synthesizes how SMMAs, perceived trust, and purchase intention, and the relationships among them, have been conceptualized, tested, and theoretically explained in FnB MSMEs, using the S-O-R framework as an interpretive lens rather than a tested causal model. Evidence from studies that explicitly frame their samples as MSMEs is treated as direct evidence. Evidence from chains, large brands, and other food-service settings is labeled indirect evidence and reported separately. Where FnB-specific evidence is limited, the shortage is reported as a gap.

2. Literature Review and Conceptual Framework

2.1. Social Media Marketing Activities

Communication are now treated as separate influences on brand perceptions (Schivinski & Dabrowski, 2016). Social media marketing activities (SMMAs) are the ways a firm communicates with, interacts with, and engages consumers on these platforms. Kim and Ko (2012) operationalized them for luxury fashion brands through entertainment, interaction, trendiness, customization, and word-of-mouth. Later studies applied the same logic to brand equity and consumer behavior (Godey et al., 2016), e-commerce (Yadav & Rahman, 2018), and customer intentions (Jamil et al., 2022). As social commerce has grown, SMMAs have moved closer to transactional settings, where trust in sellers and platforms becomes more prominent (Wang et al., 2022).

Even within FnB research, the construct is specified in several ways. Restaurant studies use four dimensions (customization, entertainment, trendiness, and interaction), tested either separately (Anas et al., 2023) or as a composite with eWOM as an outcome (Bushara et al., 2023). Sadom et al. (2024) treat the five Kim and Ko dimensions as a second-order construct for fast-food brands, while Ngo et al. (2025) use six dimensions that add informativeness and personalization, following Yadav and Rahman

(2018). Coffee-shop studies define the construct through relationship building, brand development, publicity, and promotion (Kharimah & Sudarmaji, 2026), through five advertising-oriented indicators from Schivinski and Dabrowski (2016), as applied by Raniya et al. (2023), through context, communication, collaboration, and connection (Armawan et al., 2023b; Pertiwi et al., 2023), or by measuring social media usage rather than marketing activities, with eWOM as a separate construct (Salmiah et al., 2024a). Even the five-dimension structure may not hold, Koay et al. (2023) dropped word-of-mouth from their formative SMMA construct because its outer weight was not significant. Findings labeled "SMMAs" are therefore not automatically comparable.

Dimension-level results differ across settings as well. In restaurants, customization, entertainment, and interaction significantly predicted followers' purchase intention, but trendiness did not (Anas et al., 2023). In the fast-food industry, informativeness, relevance, and interactivity affected purchase decisions, but entertainment did not (Hanaysha, 2022). Which activity matters thus appears to depend on the sector and on how the construct is specified. SMMAs may be especially relevant to FnB MSMEs because their products, atmosphere, and promotions are easy to show through posts, photos, and videos, and because small businesses typically depend on low-cost, platform-based channels to reach local audiences.

Several studies position their setting within the MSME or SME sector, although with different degrees of explicitness. Raniya et al. (2023) examine coffee shops in Banda Aceh as part of the MSME sector, and Gunawan and Pramestidewi (2026) study food MSMEs in Greater Bogor, although they focus on influencer marketing, eWOM, and e-service quality rather than SMMAs as defined by Kim and Ko (2012). Armawan et al. (2023) present social media marketing as a widely used tool among SMEs in Indonesia, using a coffee shop franchise in Balikpapan as the case. Kharimah and Sudarmaji (2026) study local coffee shops in Java applying the criterion that direct evidence requires the authors themselves to frame the sample as MSMEs, SMEs, or independent outlets, only Raniya et al. (2023) and Gunawan and Pramestidewi (2026) provide direct evidence. Armawan et al. (2023) and Kharimah and Sudarmaji (2026) are classified as uncertain, because their samples are franchise customers or are dominated by national chains; the most frequently visited brands in the Kharimah and Sudarmaji sample were Kopi Kenangan (16.79%) and Fore Coffee (15.83%). The remaining six studies are treated as indirect evidence.

However, none of these studies establishes the specific roles of product communication, promotions, user-generated content, or community interaction in FnB MSMEs, so these remain questions for the review, not assumptions. This variation in definitions, dimensions, and measurement is the main conceptual reason a scoping review is useful here. Before findings on SMMAs can be compared or synthesized, the review must first chart how each study defined and operationalized the construct.

Tabel 2. 1 Coding of social media constructs in the ten core studies

Study	Construct measured	Dimensions or indicators
Ibrahim et al. (2021)	SMMA, single construct	Entertainment, interaction, trendiness, customization, WOM
Hanaysha (2022)	Four SMM features	Interactivity, entertainment, informativeness, perceived relevance
Armawan et al. (2023)	Social media marketing	Context, communication, collaboration, connection
Pertiwi et al. (2023)	Social media promotion	Context, communication, collaboration, connection
Raniya et al. (2023)	Social media marketing	Recognized, attractive, better, updated, and memorable advertising
Sadom et al. (2024)	SMMA, second-order	Entertainment, interaction, trendiness, customization, WOM

Study	Construct measured	Dimensions or indicators
Salmiah et al. (2024)	Social media usage	Usage, not marketing activities; eWOM separate
Al-Faruq & Prasetio (2026)	SMMA	Entertainment, interaction, trendiness, customization, WOM
Kharimah & Sudarmaji (2026)	Social media marketing	Relationship building, brand development, publicity, promotion
Gunawan & Pramestidewi (2026)	Influencer marketing, e-WOM, e-service quality	Influencer marketing, e-WOM, e-service quality

Source: Processed by the author (2026)

2.2. Trust in Social Media and Digital Consumption

Trust is commonly defined as confidence in an exchange partner's reliability and integrity (Morgan & Hunt, 1994). In digital and social media settings, perceived trust can be understood as the consumer's belief that information is credible, that the brand or seller is reliable and behaves appropriately, and that interactions and transactions are sufficiently safe. Mayer et al. (1995) offer an established basis for trust dimensions (ability, benevolence, and integrity), and Gunawan and Pramestidewi (2026) apply it to e-trust in food MSMEs, but not every SMMA study measures trust this way.

Trust constructs differ by label and by object. Brand trust, the willingness of consumers to rely on a brand's ability to perform its stated function (Chaudhuri & Holbrook, 2001), appears in most coffee-shop and fast-food studies (Al-Faruq & Prasetio, 2026; Armawan et al., 2023a; Hanaysha, 2022; Ibrahim et al., 2021; Kharimah & Sudarmaji, 2026). Other studies use consumer trust (Raniya et al., 2023), the trustworthiness of restaurants' social media marketing (Pervin & Khan, 2025), trust paired with reputation (Sadom et al., 2024), e-trus assume equivalence. t (Gunawan & Pramestidewi, 2026), or perceived trust as an internal state in an S-O-R model (Ngo et al., 2025). Wibowo et al. (2021) treat trust and satisfaction as the two components of relationship quality, which in turn mediates the effect of SMMAs on purchase intention. Trust in a seller concerns a specific merchant, whereas trust in a platform concerns the environment in which the interaction takes place. ecause these constructs may refer to different objects of trust (a brand, a seller and its transaction process, restaurants' social media marketing content, or the consumer's own evaluation), the review classifies them by label, object, and measurement indicators (Table 2) and does not treat them as equivalent mediators.

Tabel 2. 2 Trust and outcome constructs

Study	Label	Object of Trust	Outcome
Ibrahim et al. (2021)	Brand trust	Coffee-shop brand	Revisit intention
Hanaysha (2022)	Brand trust	Fast-food brand	Purchase decision
Armawan et al. (2023)	Brand trust	Coffee-shop brand	Purchase intention
Pertiwi et al. (2023)	Trust (integrity, competence)	Coffee shop, not specified	Repurchase intention
Raniya et al. (2023)	Consumer trust (six indicators)	Coffee-shop product and company	Purchase decision
Sadom et al. (2024)	Trust and reputation	Fast-food brand	Purchase intention
Salmiah et al. (2024)	Trust	Coffee shop, not specified	Purchase intention; loyalty

Study	Label	Object of Trust	Outcome
Al-Faruq & Prasetio (2026)	Brand trust	Tomoro Coffee brand	Purchase intention
Kharimah & Sudarmaji (2026)	Brand trust (reliability, intentions)	Local coffee-shop brand	Purchase intention
Gunawan & Pramestidewi (2026)	E-trust (integrity, competence, benevolence)	Online seller and transaction	Purchase intention

Source: Processed by the author (2026)

Trust matters more under information asymmetry and uncertainty. Online consumers interact remotely and cannot inspect products or observe seller behavior, and trust helps reduce the resulting social uncertainty (Gefen et al., 2003). Social media adds user-generated content, reviews, and recommendations that can signal credibility (Gunawan & Pramestidewi, 2026). Gunawan and Pramestidewi (2026) argue that this applies strongly to food, since freshness, hygiene, and taste cannot be judged before an online purchase, and they find eWOM to be the strongest antecedent of e-trust. For FnB MSMEs, which may be less well known than large chains, pre-visit cues such as posts, reviews, and responsiveness may matter even more. This is treated as a proposition, and the review examines it against FnB-specific evidence.

S-O-R places trust in the organism position because trust is an internal evaluative state, formed in response to external cues and preceding behavioral intention. Perceived trust fits this role because it is a consumer's evaluation of marketing activity rather than an activity itself, and studies model trust, alone or with reputation, as a state linking social media marketing to downstream outcomes (Ngo et al., 2025; Sadom et al., 2024).

2.3. Purchase Intention

Purchase intention is a consumer's willingness to buy a product or service through a given channel (Peña-García et al., 2020). It is a behavioral tendency, not purchase itself. Peña-García et al. (2020) model intention and actual purchase behavior as separate constructs and found that intention did not predict behavior consistently across their Colombian and Spanish samples. This review follows that distinction and treats reported intention as intention only.

Outcome labels also vary across SMMA studies: purchase intention (Armawan et al., 2023a; Huo & Filieri, 2025; Ngo et al., 2025), purchase decision (Hanaysha, 2022; Neger & Aorna, 2025; Raniya et al., 2023), repurchase intention (Pertiwi et al., 2023), revisit intention (Ibrahim et al., 2021), and loyalty (Salmiah et al., 2024b). These outcomes are not interchangeable, so the review charts how each study defines its outcome and does not pool them.

2.4. Stimulus-Organism-Response (S-O-R) Theory

The S-O-R framework originates in environmental psychology, where environmental stimuli shape individuals' emotional states, which in turn drive approach or avoidance behavior (Mehrabian & Russell, 1974). Its core logic is that a response passes through an internal state. The stimulus is an external marketing or environmental cue, the organism is the cognitive or affective state it triggers, and the response is the resulting behavior or behavioral intention.

SMMA studies commonly treat SMMAs as the stimulus and a consumer evaluation as the organism, but the chosen organism differs: brand trust (Ibrahim et al., 2021), trust and reputation (Sadom et al., 2024), perceived value (Bushara et al., 2023), satisfaction (Anas et al., 2023), and perceived quality, value, and trust (Ngo et al., 2025). Trust is therefore one candidate organism among several. Because the original organism was emotional and trust is mainly evaluative, using trust in this role is an adaptation.

In this review, SMMAs are the stimulus, perceived trust is the organism, and purchase intention is the response. S-O-R serves only as an analytical lens for organizing evidence, not as a tested model, and no hypotheses are derived. The lens also allows a direct SMMA-intention path, so the review charts whether each study tests a direct path, an indirect path, or both. Some do not test the direct path at all (e.g., Ngo et al., (2025).

2.5. Synthesis of Previous Studies and Research Gaps

Previous studies can be grouped into three main areas. First, SMMA conceptualization is not uniform. Kim and Ko (2012) and Yadav and Rahman (2018) use different dimension sets, and later studies use still others: six dimensions (Ngo et al., 2025), four features (Hanaysha, 2022), or four relational and promotional dimensions (Kharimah & Sudarmaji, 2026). Findings labeled "SMMAs" are therefore not directly comparable.

Second, trust is the mechanism studied most often, but its construct varies. Positive SMMA-trust associations are reported for brand trust in coffee shops (Armawan et al., 2023a; Ibrahim et al., 2021; Kharimah & Sudarmaji, 2026; Raniya et al., 2023) and fast food (Sadom et al., 2024). Other studies use perceived trust (Ngo et al., 2025), e-trust (Gunawan & Pramestidewi, 2026), or trustworthiness (Pervin & Khan, 2025). The object of trust also differs (Table 2). Third, the direct and indirect paths to intention are inconsistent. Hanaysha (2022) finds that brand trust mediates only interactivity and informativeness. Pertiwi et al. (2023) report a positive direct effect of social media promotion in Surakarta coffee shops, but its indirect effect through trust was not significant. Armawan et al. (2023a) find a significant SMMA-brand trust path. Al-Faruq and Prasetio (2026) find that brand image, not brand trust, predicts intention, although their measurement model did not meet validity thresholds. Wang et al. (2022) synthesized 20 effect sizes from 19 social commerce studies and found a large mean trust-intention correlation, but they did not examine SMMAs.

These patterns point to three gaps. (1) SMMAs, trust, and outcomes are defined and measured differently, which limits comparison. (2) Evidence on the direct SMMA-intention path and on trust as a mediator is inconsistent. (3) Coffee and FnB evidence exists but is spread across outcomes and trust constructs, and MSME status is mostly a sampling setting, not an analytical lens. This article therefore uses a scoping review to map these constructs, relationships, and gaps and to propose directions for future research.

2.6. Conceptual Framework

Based on S-O-R theory and the synthesis of previous studies, the conceptual framework of this article positions SMMAs as the external marketing stimulus, perceived trust as a potential internal consumer

state, and purchase intention as the behavioral-intention response under review. It is a conceptual synthesis framework used to guide the mapping of studies, not a tested empirical model.

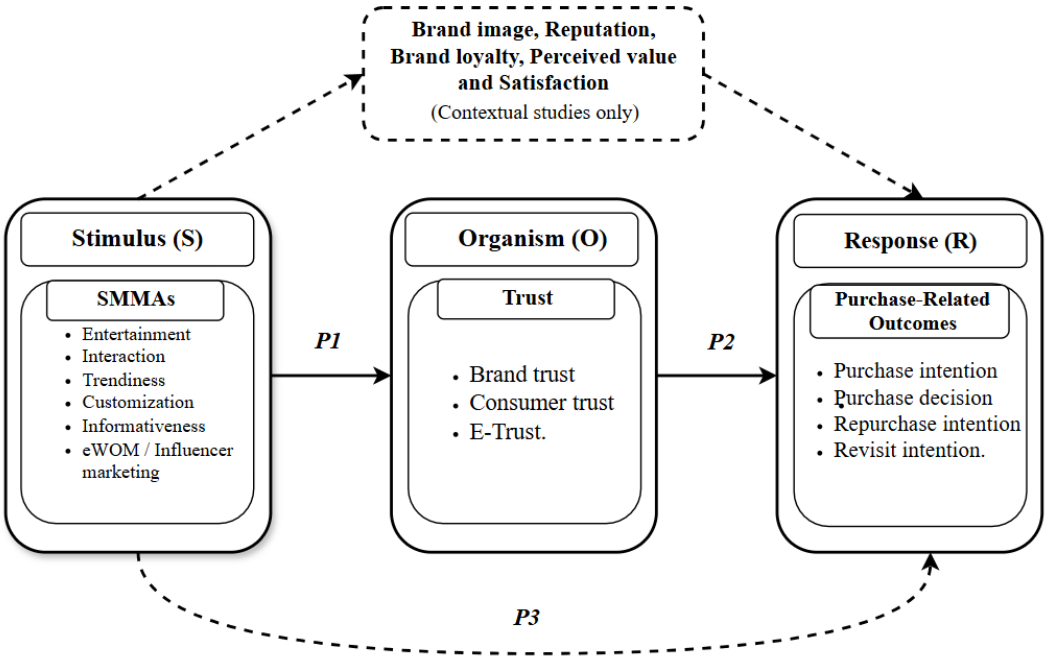


Figure 1. Conceptual framework for charting the evidence (an organizing lens, not a tested model)
Source: Processed by the author (2026)

This framework shows SMMAs as the stimulus, trust as the organism examined, and purchase-related outcomes as the response, together with a direct SMMA–outcome path and alternative internal states. Dashed lines mark paths that the included studies test only in some cases; perceived value and satisfaction appear only in contextual studies. Based on this framework, this article develops three review propositions:

Proposition 1. SMMAs may be associated with trust, depending on how SMMAs are defined and which object of trust is measured. This guided extraction of the SMMA dimensions, the trust construct and its object, and the SMMA–trust path reported by each study.

Proposition 2. Trust may be associated with higher purchase-related outcomes, especially for products that consumers cannot assess before a first purchase and for lesser-known MSMEs. This guided extraction of the trust–outcome path, the type of outcome, and the business context.

Proposition 3. SMMAs may be associated with purchase-related outcomes directly, indirectly through trust, or through other internal states such as brand image, reputation, and loyalty. This guided extraction of direct paths, mediation tests, and alternative mediators.

These propositions are not hypotheses to be tested. Each reported path was classified as significant, non-significant, or mixed, and as direct or indirect evidence for the MSME context. The review does not estimate effect sizes or decide whether a proposition is confirmed. It maps where the evidence is consistent, mixed, or limited. Where the evidence is limited, this is reported as a gap, not as evidence against the proposition.

3. Research Method

This study employed a scoping review design to map and synthesize literature on social media marketing activities (SMMAs), trust, and purchase-related outcomes in food and beverage (FnB) businesses, with a focus on MSMEs. Evidence from chains, large brands, and other food-service settings

is used only as indirect evidence. A scoping approach was selected because the field is heterogeneous: studies differ in how they define SMMAs, which trust construct they use, which outcome they measure, and which business setting they examine. The review therefore prioritizes conceptual mapping and identification of gaps rather than statistical meta-analysis, and it does not pool effect sizes or draw causal conclusions.

The review eligibility criteria were organized with the population–concept–context (PCC) framework: the population is consumers and followers of FnB businesses, the concept is the relationship among SMMAs or equivalent social media constructs, trust or trust-related constructs, and purchase-related outcomes, and the context is FnB businesses, including coffee shops, restaurants, fast-food outlets, and food MSMEs.

Literature was identified between 10 and 18 October 2026 through Scopus, Web of Science, Google Scholar, and open-access journal portals. Search terms combined the core constructs using Boolean logic, including "social media marketing", "trust", "purchase intention", "purchase decision", "repurchase intention", and "food and beverage" or "coffee shops". The exact search strings, field restrictions, language restrictions, and the numbers of records identified, screened, and excluded were not recorded. For this reason, no PRISMA-style flow diagram is presented and no counts are reconstructed. The review emphasized studies published from 2021 to 2026 to capture recent evidence on social media marketing in FnB settings. Studies were included as core evidence when they (1) examined social media marketing or an equivalent social media-based construct, such as an SMMA dimension, social media usage, eWOM, or influencer marketing; (2) modeled trust or a trust-related construct as an outcome of, or mediator for, that construct; (3) measured a purchase-related outcome (purchase intention, purchase decision, repurchase intention, or revisit intention); and (4) were conducted in an FnB setting.

Ten studies met these four conditions among the records retrieved and were selected as core evidence. The studies form a purposive, targeted set, not a complete census of the literature. Adjacent constructs (influencer marketing, eWOM, and e-service quality) counted as core evidence only when modeled as antecedents of trust and a purchase-related outcome in an FnB setting, as in Gunawan and Pramestidewi (2026). Studies discussed elsewhere in this article but not charted in the main matrix were classified as contextual evidence and used only to interpret findings (Table 3).

Tabel 3. 1 Core and contextual evidence

Class	Studies	Reason
Core	Ibrahim et al. (2021); Hanaysha (2022); Armawan et al. (2023); Pertiwi et al. (2023); Raniya et al. (2023); Sadom et al. (2024); Salmiah et al. (2024); Al-Faruq & Prasetio (2026); Kharimah & Sudarmaji (2026); Gunawan & Pramestidewi (2026)	Meet all four conditions
Contextual	Anas et al. (2023); Bushara et al. (2023)	Restaurants; satisfaction or perceived value as mediator, trust not tested
Contextual	Ngo et al. (2025); Huo & Filieri (2025)	Not FnB (bio-cosmetics; technology bundles); different mediators
Contextual	Koay et al. (2023); Wibowo et al. (2021)	Generic brands or social media shops; trust inside brand-experience or relationship-quality chains
Contextual	Wang et al. (2022)	Meta-analysis of trust and purchase intention in social commerce; SMMAs not examined

Class	Studies	Reason
Contextual	Pervin & Khan (2025)	Restaurants; social media constructs are business process, user experience, engagement; regression on 113 responses
Contextual	Neger & Aorna (2025)	Restaurants; brand trust as direct predictor, no social media–trust path

Source: Processed by the author (2026).

The synthesis used descriptive mapping and narrative thematic analysis. First, each selected study was extracted into a structured matrix covering author, year, research focus, method, and principal finding. Second, findings were grouped into themes of construct conceptualization, the position of trust in the reported pathways between SMMAs and purchase intention, direct versus indirect relationships as reported by the included studies, and contextual and research gaps. Third, evidence was compared across studies to identify convergent findings, contradictory findings, and areas that remain underexplored. The Stimulus-Organism-Response (S-O-R) framework was used as an interpretive lens for organizing the evidence, not as a tested model.

4. Results and Discussion

4.1 Results

The review identifies a literature base that can be grouped into three connected streams. The first concerns the effect of social media marketing activities on trust across coffee shop and food MSME contexts. The second examines trust, brand image, brand loyalty, and reputation as mediating mechanisms between SMMAs and purchase-related outcomes, including purchase intention, purchase decision, revisit intention, and repurchase intention. The third incorporates eWOM, service quality, and influencer marketing as additional antecedents, with trust remaining a central mediator. Within this corpus, social media constructs are generally associated with higher trust, although some factors do not consistently produce significant effects on trust. Trust is the most frequently examined mechanism linking social media activity to purchase-related outcomes, but the mediating role is not uniform: several studies report non-significant mediation or identify other mechanisms, such as brand image, as more relevant. These statements describe the ten mapped studies, not the whole field, and results are reported by outcome type because the outcomes are not interchangeable. Table 4 describes the context of each study, and Table 5 reports pathway results by study and outcome.

Tabel 4. 1 Context of the core studies and MSME status

Study	Country and setting	Sample	MSME status
Ibrahim et al. (2021)	North Cyprus; global coffee franchises on Facebook	415; convenience (students)	Indirect
Hanaysha (2022)	UAE; fast-food cafes	258; convenience	Indirect
Armawan et al. (2023)	Indonesia; coffee-shop franchise, Balikpapan	518; purposive	Uncertain
Pertiwi et al. (2023)	Indonesia; coffee shops, Surakarta	200; purposive	Indirect
Raniya et al. (2023)	Indonesia; four coffee shops, Banda Aceh, framed as MSMEs	216; NR	Direct
Sadom et al. (2024)	Malaysia; fast-food, Generation Z	212; purposive	Indirect

Study	Country and setting	Sample	MSME status
Salmiah et al. (2024)	Indonesia; coffee shops, Generation Z	282; snowball and random	Indirect
Al-Faruq & Prasetio (2026)	Indonesia; Tomoro Coffee (600+ outlets)	403; purposive	Indirect
Kharimah & Sudarmaji (2026)	Indonesia; local coffee shops, Java (66.8% of respondents from Jakarta)	376; purposive	Uncertain
Gunawan & Pramestidewi (2026)	Indonesia; online food MSME consumers, Greater Bogor	350; purposive	Direct

Source: Various open-access and official sources processed by the author, 2026

4.2 Discussion

The mapped evidence positions trust as the most frequently examined mechanism linking SMMAs to purchase-related outcomes in the ten core studies. Of the nine studies that tested the path from a social media construct to trust, eight reported a positive and significant association and one (Hanaysha, 2022) reported a mixed result, with perceived relevance not significant. Gunawan and Pramestidewi (2026), who did not measure SMMAs, found positive effects of influencer marketing, eWOM, and e-service quality on e-trust, whereas eWOM was not significantly related to trust in Salmiah et al. (2024). The strength of this association appeared to differ across studies, but because measurement and estimation methods varied, the evidence is better read as indicating direction than magnitude.

Part of this variation may stem from how SMMAs were operationalised. Some studies treated SMMAs as a multidimensional construct (Ibrahim et al., 2021; Sadom et al., 2024), others used selected features such as interactivity and informativeness (Hanaysha, 2022), and Salmiah et al. (2024b) measured social media usage rather than marketing activities. Such differences limit direct comparison and suggest that SMMA measurement is not yet standardised in the food and beverage literature.

Trust was positively and significantly related to purchase-related outcomes in nine of the ten studies, though the outcomes differed. Purchase intention was the outcome in five of six studies (Armawan et al., 2023b; Gunawan & Pramestidewi, 2026; Kharimah & Sudarmaji, 2026; Sadom et al., 2024; Salmiah et al., 2024), purchase decision in two (Hanaysha, 2022; Raniya et al., 2023), repurchase intention in (Pertiwi et al., 2023), and revisit intention in one (Ibrahim et al., 2021). Salmiah et al. (2024) also found a significant link to loyalty. The exception is Al-Faruq and Prasetio (2026), where trust did not predict purchase intention and brand image carried the effect. The authors attribute this to the low-risk, experiential nature of coffee purchases, where visual appeal may outweigh trust. Their measurement model did not meet validity criteria, so the result should be read cautiously. It does suggest that the role of trust may depend on product category and perceived risk.

Trust was seldom examined alone. Brand image was tested alongside it in three studies (Al-Faruq & Prasetio, 2026; Armawan et al., 2023b; Kharimah & Sudarmaji, 2026), brand loyalty in one(Ibrahim et al., 2021), and reputation in (Sadom et al., 2024). Evidence on brand image is mixed. Armawan et al. (2023) found no significant effect of social media marketing on brand image and did not test mediation, whereas Al-Faruq and Prasetio (2026) and Kharimah and Sudarmaji (2026) reported positive effects and significant indirect effects through brand image. Loyalty and reputation were each supported by a single study, and only Ibrahim et al. (2021) tested, and supported, a serial path through trust and loyalty. Satisfaction and perceived value were not tested in any core study. They appear only in the contextual restaurant studies (Anas et al., 2023; Bushara et al., 2023), which did not test trust. Trust is therefore one of several routes from SMMAs to purchase-related outcomes, and evidence on how these routes operate in sequence remains limited.

The included studies also differ in the source of the information that builds trust. Where eWOM, service quality, or influencer marketing were examined, trust was consistently positioned as a mediator (Gunawan & Pramestidewi, 2026; Pertiwi et al., 2023). Their relative importance varied. eWOM was the strongest antecedent of e-trust among food MSME consumers (Gunawan & Pramestidewi, 2026) but had no significant effect on trust in Salmiah et al. (2024b). This suggests that peer-generated content and firm-generated content may not build trust to the same degree, and this distinction is rarely made explicit in the SMMA literature.

Regarding mediation, seven studies estimated a direct path from the social media construct to the outcome, and six reported a significant direct effect (Table 6). Where mediation by trust was significant and a direct path was also estimated, mediation was partial (Ibrahim et al., 2021; Kharimah & Sudarmaji, 2026; Raniya et al., 2023). In Sadom et al. (2024) and Salmiah et al. (2024) the direct path was not tested, so partial and full mediation cannot be distinguished. Armawan et al. (2023) reported significant paths to and from brand trust but did not test mediation. Conclusions also rest heavily on significance thresholds, as shown by the indirect effect in Pertiwi et al. (2023) that narrowly missed significance. Studies used different tests, including Sobel tests (Raniya et al., 2023) and bootstrapping (Sadom et al., 2024), which further limits comparability.

Several gaps emerge from the mapping. All included studies used cross-sectional surveys and measured intentions rather than observed purchases. Samples were predominantly young, urban consumers, and seven of the ten studies were conducted in Indonesia. Future empirical work could address this gap, clarify which SMMA dimensions and information sources contribute most to trust, and examine whether the role of trust differs by product category and perceived purchase risk.

5. Conclusion

This article mapped ten studies to show how SMMAs, trust, and purchase-related outcomes have been connected in FnB research, with attention to MSMEs. Within this corpus, three patterns are consistent: social media constructs were positively associated with trust in eight of the nine studies that tested this path, trust was positively associated with purchase-related outcomes in nine of ten, and a direct path to outcomes was significant in six of seven. Findings are mixed for mediation by trust, which was significant in five of eight tests and varied by antecedent, outcome type, and measurement approach, and for brand image, reputation, and loyalty, each supported by one or two studies. What is missing is evidence from independently owned FnB MSMEs: only two core studies explicitly frame their samples this way, perceived value and satisfaction were not tested alongside trust, and no study observed actual purchases. The added value of this evidence map is the classification of SMMA dimensions, trust objects, outcome constructs, and business contexts, which shows that trust is an important but not universal pathway and that findings labeled “SMMAs” are not directly comparable. These conclusions describe the mapped corpus, not the whole field.

Limitations and Future Research

This study has several limitations. First, the review depends on the availability and accessibility of publications from the selected databases and journal repositories, and the completeness of the search is uncertain because exact search strings and record counts were not kept. Second, no reproducible screening audit trail or registered protocol exists, so the selection of the ten core studies cannot be independently replicated and should be read as a targeted set. Third, differences in research designs, measurement indicators, business contexts, and analytical methods across the reviewed studies may limit direct comparisons of their findings. Fourth, only two core studies explicitly frame their samples as MSMEs, so applicability to micro and small FnB businesses is limited. Fifth, as a scoping review, this study aims to map existing evidence and identify research gaps rather than estimate the overall effect of social media marketing activities on purchase intention through statistical meta-analysis.

Future research could expand the coverage of academic databases, apply more comprehensive search strategies, and examine the relationships identified in this review through systematic reviews or meta-analyses when sufficient comparable evidence is available. Empirical studies could also investigate how

social media marketing activities influence purchase intention through trust and related mediators such as brand image, while considering differences in business characteristics, product categories, and consumer segments. Such studies could focus on MSMEs in the food and beverage sector, including coffee shops, particularly in regions outside major urban centres. These directions may contribute to a more comprehensive understanding of the mechanisms through which social media marketing activities affect consumer purchase intention.

Acknowledgement

The author thanks the Faculty of Economics and Business, Universitas Lampung, for the academic environment that supported the preparation of this article, and the lecturers who provided guidance during the development of the thesis proposal on which it is based.

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