
Improving Purchasing Decisions for MSME's Fashion Products: The Role of E-Personal Branding and Social Media Usage

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Abstract:

Indonesia is a country with a very large population with very tempting market potential. The Indonesian fashion industry is in second place as a sub-sector of the creative industry which contributes to increasing the growth of the creative economy in Indonesia. Indonesia's large population is an easy target for business people. The majority of Indonesia's population is Muslim, so it is not surprising that many business people are targeting Muslim communities in Indonesia as their target market. One of the markets with the highest growth in the creative economy sector is the fashion industry, especially Muslim fashion. MSMEs (Micro, Small and Medium Enterprises) are institutions that have the ability to create jobs, distribute income, alleviate people from poverty and play a role in economic growth. In Indonesia, MSMEs have a proportion of more than 90% of the total number of business actors in this country with a workforce of 51.7% to 97.2%. This shows that MSMEs contribute greatly to economic growth in Indonesia. Therefore, further development and research regarding MSMEs in Indonesia is very necessary. Problems that often arise in developing MSME businesses in Indonesia are limited capital and lack of expertise in using digital technology. The use of social media and e-personal branding can be a solution to the problems faced. The aim of this research is to increase purchasing decisions for Muslimah Fashion MSME products through the use of social media and e-personal branding.

Keywords: *Purchasing Decisions, MSME, Personal Branding, Social Media, Brand Trust*

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1. Introduction

Indonesia is a country with a very large population with very tempting market potential. Indonesia's population in 2023 will reach 278.69 million people. Indonesia has several creative subsectors that are of concern to the government in their development, namely music, fashion, film, video animation, photography, handicrafts, culinary, interior design/architecture, product design, communication design, performing arts, advertising, publishing, radio, fine arts, and also television. The Indonesian fashion industry is in second place as a sub-sector of the creative

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industry which contributes to increasing the growth of the creative economy in Indonesia.

Indonesia's large population is an easy target for business people. The majority of Indonesia's population is Muslim, so it is not surprising that many business people target Muslim communities in Indonesia as their target market. One of the markets with the highest growth in the creative economy sector is the fashion industry, especially Muslim fashion. Data from BEKRAF (2020) shows that the national fashion market value in one year reaches IDR 166 trillion with Muslim clothing reaching IDR 54 trillion. This number is a very large number. Based on the data above, it can be said that business in the fashion sector, especially Muslim fashion, continues to grow rapidly from year to year. Business growth in this sector certainly contributes to economic growth in Indonesia. The support that comes from the government adds enthusiasm and is a breath of fresh air for business people in this sector (Salsabil et al., 2024).

MSMEs (Micro, Small and Medium Enterprises) are institutions that have the ability to create jobs, distribute income, alleviate people from poverty and play a role in economic growth (Permana, 2017). Apart from that, the MSME group has proven to be able to withstand various shocks from the economic crisis. So strengthening micro, small and medium business groups that involve many groups is very necessary. In Indonesia, MSMEs have a proportion of more than 90% of the total business actors in this country with a workforce that is absorbed reaching 51.7% to 97.2%. This shows that the contribution of MSMEs to economic growth in Indonesia is enormous. Therefore, further development and research regarding MSMEs in Indonesia is very necessary.

The rapid development of business in the fashion sector, especially Muslim women's fashion, has caused more and more business people to emerge in this sector. The great enthusiasm of business people is a challenge for Muslim fashion business people so that they can continue to survive in the market and succeed in winning the hearts of consumers. Meanwhile, problems that often arise in developing MSME businesses in Indonesia are limited capital and lack of expertise in using digital technology. These two things ultimately have an impact on reducing the ability of MSMEs in Indonesia to be able to compete in their industry. This ultimately has an impact on decreasing purchasing decisions for MSME products. Koinworks research results show that 63.4% of micro, small and medium businesses are pessimistic that their business will grow in the first quarter of 2021.

The decline in sales which also means a decrease in purchasing decisions for Muslim Fashion MSMEs in 2021 requires MSMEs in the fashion industry to be able to find solutions so that their products generate higher exposure so that they can ultimately be recognized by the wider community. The more familiar a product is, the higher the purchasing decision for that product will be (Bahri & Komaladewi, 2023). In this way, it is hoped that Muslim fashion MSME products in Indonesia can grow more rapidly and be able to compete with their competitors (Hapsari et al., 2024).

The solution offered to the problems experienced by MSMEs in Indonesia is to use an e-personal branding strategy. Personal branding is an effort to build a positive image of oneself in the minds of others (Elhachadi & Karaduman, 2019). In the business world, personal branding is important because it can help someone differentiate themselves from others, and strengthen a positive image of themselves in the minds of clients or consumers (Ningsih & Vania, 2022). Apart from that, the use of social media can also be the best solution for MSME players to be able to introduce their products more massively to the public (Bahri et al., 2022). Social media is a relatively affordable medium used to combine technology with social interaction through images and words. By using social media, interactive communication occurs which involves users participating in it by providing comments and various means of communication with other users (Setiadi, 2016).

Atelier Angelina is an MSME business in West Java and has been established since 2014 until now. Atelier Angelina or commonly abbreviated as AA currently has 900,000 followers on Instagram social media. Atelier Angelina initially used social media Instagram as a platform to market its products. Apart from that, Atelier Angelina also often uses its owner's personal branding as a strategy to increase trust in their brand. Data from their product sales shows that product purchasing decisions increase when the company owner takes part in the company's social media with his personal branding.

Personal branding within a person will increase trust in the brand (Rangarajan et al., 2017a). In today's digital era, when purchasing a product more often occurs online, convincing personal branding will also increase trust in the brand it is promoting (Zhang et al., 2021). Previous research that focuses on personal branding on social media states that content creators on social media indirectly build their self-image through parasocial interactions with their audience (Wijaya & Annisa, 2020). They use social media platforms to strengthen their image as experts or authorities in a field, thereby influencing the audience's trust and perception of the brands or products they review (Penttinen et al., 2022) in the end, trust in the brand will help increase purchasing decisions for a product. The e-personal branding strategy that has been successfully developed by MSME business players through social media platforms will increase the brand trust of MSME products in Indonesia. In the end, purchasing decisions for MSME products will also increase.

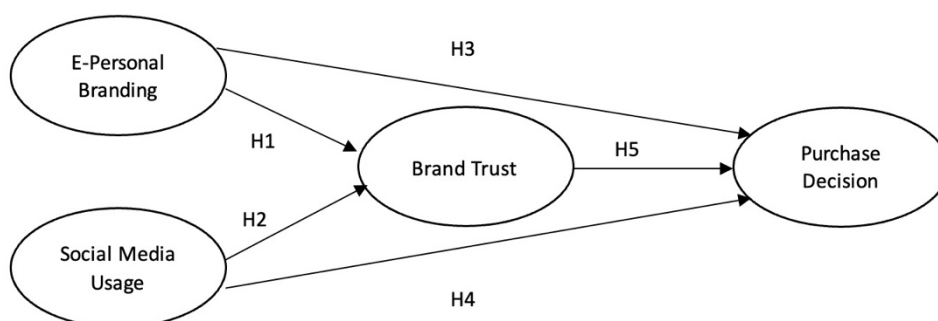


Figure 1. Research Model

Referring to the background and phenomena that have been described, the problem formulation in this research is:

1. How does E-Personal Branding affect Brand Trust?
2. How does Social Media Usage influence Brand Trust?
3. How does E-Personal Branding influence purchasing decisions?
4. How does Social Media Usage influence Purchasing Decisions?
5. How does Brand Trust influence Purchasing Decisions?

2. Theoretical Background

E-Personal Branding

Personal branding refers to the process of building one's own image and reputation as a brand. It involves identifying and promoting unique values, skills, experiences, and characteristics that differentiate a person from others. The goal is to create a strong positive impression in the eyes of others, both in a professional and personal context (Gorbatov et al., 2018)

E-personal branding is the same concept as personal branding, but the focus is more on managing and building one's image and reputation online. In today's digital era, where the internet and social media play an important role in social and professional interactions, e-personal branding has become crucial for individuals who want to build and maintain a positive reputation on digital platforms (Faliagka et al., 2018)

E-personal branding helps expand your reach and influence how others see you in a digital context. This can impact job opportunities, professional reputation, and overall success in a variety of fields. Therefore, it is important to design and manage e-personal branding carefully to achieve desired personal and professional goals (Rangarajan et al., 2017b)

Social Media Usage

Social media usage refers to the way individuals or organizations use social media platforms to interact, share content, and engage in other online activities. Social media use can vary from personal to commercial purposes, and has a significant impact on various aspects of life (Tajudeen et al., 201)

Social media allows users to connect with friends, family, and colleagues online through various forms of interaction such as comments, likes, and private messages (Lau, 2017). It is important to manage social media use wisely, understand the implications of online activities, and consider how each action on social media platforms may affect one's personal or professional image.

Brand Trust

Brand trust is the trust that consumers develop in a brand or company (Bernarto et al., 2020) Brand Trust is a key element in the relationship between brands and consumers, influencing purchasing decisions, customer loyalty and general perception of the brand (Portal et al., 2019)

Brand trust is important because it allows brands to build strong and lasting relationships with consumers. When consumers trust a brand, they tend to be more loyal, recommend the brand to others, and feel more comfortable making purchases. Therefore, maintaining and strengthening brand trust is a strategic priority for many organizations in their efforts to achieve long-term success in the marketplace.

Purchase Decision

A purchasing decision is a mental process that consumers go through before they purchase a particular product or service. This process involves a series of different steps, which can be influenced by internal and external factors (Prasad et al., 2019). Factors influencing purchasing decisions can vary greatly depending on the type of product or service, individual characteristics of the consumer, and the specific purchasing situation. Some common factors that influence purchasing decisions include (Yusuf & Sunarsi, 2020) price, product quality, brand, promotions, social influences, and economic conditions. It is important for brands or companies to understand the consumer purchasing decision process in order to design effective marketing and sales strategies, and increase their chances of attracting and retaining customers.

3. Methodology

This research is quantitative research that uses a survey method, namely data collection by collecting questionnaires as a primary data collection tool which is carried out on an object in the field by taking samples from a population. The data obtained will then be collected and processed using SEM (Structural Equation Modeling).

Referring to (Arikunto, 2010) the boundaries of research subjects are objects, things, people and data places where research variables are attached. The research subject has a quite important and strategic role because in this research subject there is data about the variables observed in this research. A research object is defined as a trait or an attribute or value of a person, an object or activity that has certain variables that will be determined to be researched and conclusions drawn. The subjects of this research are Atelier Angelina consumers who are women aged 18-45 years who have purchased Atelier Angelina products.

The independent variable is the variable that is the reason for the change in the dependent variable (Ulfa, 2021). The independent variables in this research are social media usage (X1) and e-personal branding (X2). An intervening variable is a variable that theoretically mediates or connects the independent and dependent variables (Priyono, 2020). The intervening variable in this research is brand trust (X3). A dependent variable or dependent variable is a variable that is influenced or is the result of the existence of an independent variable (Yuliani, 2018). In this research the dependent variable is the online purchasing decision (Y).

There are two types of data sources needed in this research. The two types of data sources are:

1. Primary Data

Primary data is data that contains information related to the research object. This data is obtained directly from subjects related to the research object (Arikunto, 2010). The primary data used in this research was by collecting questionnaires given to Atelier Angelina consumers who had purchased Atelier Angelina Muslim fashion products.

2. Secondary Data

Secondary data is data that is not directly obtained by the data collector. Secondary data is data that contains information that can come from other people, articles or other documents (Ernawati, 2020).

Determining the sample in this study used non-probability sampling with a purposive sampling method. Purposive sampling is a sampling method by first determining certain criteria that must be met by the sample used in this research. The sample in this research was online consumers of Atelier Angelina products who were aged 18-45 years and had previously purchased Atelier Angelina products.

The population in this study was 9000 people. The technique for determining the number of samples used in this research is using the Slovin formula:

$$n = N / (1 + (N \times e^2))$$

$$n = 9000 / (1 + (9000 \times 0,01)) = 99$$

Based on calculations using the Slovin formula, the number of samples to be studied was 99 people. In this study, the sample used was rounded up to 100 people

4. Empirical Findings/Result

Respondents Responses Regarding E-Personal Branding Variables (X₁)

The questionnaire regarding respondents' opinions about E-Personal Branding (X₁) consists of 5 statement items and 100 respondents. The next stage is to carry out data analysis using the steps described previously. Below are presented the results of data processing that has been carried out regarding the items in the E-Personal Branding (X₁) variable as follows:

Table 1. Recapitulation of Descriptive Analysis of E-Personal Branding Variables (X₁)

No.	Instrument	Score					Total Score	Avarage	Category
		5	4	3	2	1			
1	Figures (celebrities/influencers/business owners) who appear on social media have authentic (genuine) personalities	34	54	11	1	0	421	4,21	Very High
2	Figures (celebrities/influencers/business owners) who appear on social media have good integrity	48	39	8	5	0	430	4,30	Very High

No.	Instrument	Score					Total Score	Avarage	Category
		5	4	3	2	1			
3	Figures (celebrities/influencers/business owners) who appear on social media consistently convey their content	31	58	7	3	1	415	4,15	High
4	Figures (celebrities/influencers/business owners) who appear on social media have their own uniqueness	34	31	21	11	3	382	3,82	High
5	Figures (celebrities/influencers/business owners) who appear on social media have distinctive characteristics compared to other figures	39	44	15	1	1	419	4,19	High
Avarage		413,40					413,40	4,13	High

Source: Data Processing Results (2024)

Based on the table above, the average response of respondents regarding the E-Personal Branding variable (X1) can be seen. The highest average occurs in the item "Figures (celebs/influencers/business owners) who appear on social media have good integrity" with an average of 4.30 in the range of 4.20 - 5.00, which is included in the very high category. Meanwhile, the lowest average occurred in the item "Characters (celebs/influencers/business owners) who appear on social media have their own uniqueness" with an average of 3.82 in the range 3.40 - 4.19, which is in the high category. Overall, the average response of respondents regarding the E-Personal Branding variable (X1) is 4.13, in the range 3.40 – 4.19, which is included in the high category.

Respondents Responses Regarding the Social Media Usage Variable (X₂)

The questionnaire regarding respondents' opinions about Social Media Usage (X2) consists of 6 statement items and 100 respondents. The next stage is to carry out data analysis using the steps described previously. Below are presented the results of the data processing that has been carried out regarding the items in the Social Media Usage (X2) variable as follows:

Table 2. Recapitulation of Descriptive Analysis of Social Media Usage Variables (X₂)

No.	Instrument	Score					Total Score	Avarage	Category
		5	4	3	2	1			
1	The photo posted by the Muslimah Fashion account in West Java has good image quality (the image is not blurry)	53	35	8	2	2	435	4,35	Very High
2	The language used in photo captions is very up to date	45	45	2	8	0	427	4,27	Very High

No.	Instrument	Score					Total Score	Avarage	Category
		5	4	3	2	1			
3	The design of the photo posted is simple	54	34	8	4	0	438	4,38	Very High
4	The sales promotions carried out were very interesting	48	41	8	3	0	434	4,34	Very High
5	When I saw the photo post on the Muslimah Fashion social media account in West Java, I really wanted to leave a comment in the comment column	42	37	14	7	0	414	4,14	High
6	When I saw a photo post on the Muslimah Fashion social media account in West Java, I really wanted to give it a like	34	52	4	6	4	406	4,06	High
Avarage							425,67	4,26	Very High

Source : Data Processing Results (2024)

Based on the table above, the average response of respondents regarding the Social Media Usage (X2) variable can be seen. The highest average occurred in the item "Simple photo design posted" with an average of 4.38 in the range 4.20 - 5.00, which is included in the very high category. Meanwhile, the lowest average occurred in the item "When I saw a photo post on the Muslimah Fashion social media account in West Java, I really wanted to give likes" with an average of 4.06 in the range 3.40 - 4.19, included in the category tall. Overall, the average response of respondents regarding the Social Media Usage (X2) variable is 4.26, in the range 4.20 – 5.00, which is included in the very high category.

Respondents Responses Regarding the Brand Trust Variable (M)

The questionnaire regarding respondents' opinions about Brand Trust (M) consists of 7 statement items and 100 respondents. The next stage is to carry out data analysis using the steps described previously. Below are presented the results of data processing that has been carried out regarding the items in the Brand Trust (M) variable as follows:

Table 3. Recapitulation of Descriptive Analysis of Brand Trust Variables (M)

No.	Instrument	Score					Total Score	Avarage	Category
		5	4	3	2	1			
1	I believe that Muslimah Fashion MSME products in West Java have good quality	41	36	20	3	0	415	4,15	High
2	I believe that Muslimah Fashion MSME products in West Java offer prices that match their quality	40	42	15	3	0	419	4,19	High

No.	Instrument	Score					Total Score	Avarage	Category
		5	4	3	2	1			
3	Muslimah Fashion MSME products in West Java are reliable in terms of quality	41	32	16	9	2	401	4,01	High
4	Muslimah Fashion MSME products in West Java are reliable in terms of models	41	36	19	4	0	414	4,14	High
5	Muslimah Fashion MSME products in West Java offer products that are affordable	40	40	16	4	0	416	4,16	High
6	Muslimah Fashion MSME products in West Java offer products that match the advertisement with the original	43	42	8	6	1	420	4,20	Very High
7	Muslimah Fashion MSME products in West Java are safe to use	46	34	12	7	1	417	4,17	High
Avarage							414,57	4,15	High

Source: Data Processing Results (2024)

Based on the table above, the average response of respondents regarding the Brand Trust (M) variable can be seen. The highest average occurred in the item "Muslimah Fashion MSME products in West Java offer products that match the advertisement and the original" with an average of 4.20 in the range of 4.20 - 5.00, which is included in the very high category. Meanwhile, the lowest average occurred in the item "Muslimah Fashion MSME products in West Java are reliable in terms of quality" with an average of 4.01 in the range 3.40 - 4.19, which is included in the high category. Overall, the average response of respondents regarding the Brand Trust (M) variable is 4.15, in the range 3.40 – 4.19, which is included in the high category.

Respondents Responses Regarding Purchasing Decision Variables (Y)

The questionnaire regarding respondents' opinions regarding Purchasing Decisions (Y) consists of 17 statement items and 100 respondents. The next stage is to carry out data analysis using the steps described previously. Below are presented the results of data processing that has been carried out regarding the items in the Purchasing Decision (Y) variable as follows:

Table 4. Recapitulation of Descriptive Analysis of Purchasing Decision Variables (Y)

No.	Instrument	Score					Total Score	Ava rage	Category
		5	4	3	2	1			
1	I bought Muslimah Fashion MSME products in West Java because of the quality of the products	49	37	11	1	2	430	4,30	Very High
2	I bought Muslimah Fashion MSME products in West Java because the products were varied	51	40	6	3	0	439	4,39	Very High

No.	Instrument	Score					Total Score	Average	Category
		5	4	3	2	1			
3	I bought Muslimah Fashion MSME products in West Java because the products were used by someone I admire or like	51	30	14	3	2	425	4,25	Very High
4	I bought Muslimah Fashion MSME products in West Java because they have a good brand image	51	43	3	3	0	442	4,42	Very High
5	I bought Muslimah Fashion MSME products in West Java because the prices were affordable	49	38	9	3	1	431	4,31	Very High
6	I bought Muslimah Fashion MSME products in West Java because I already had a subscription	38	49	9	4	0	421	4,21	Very High
7	I chose Muslimah Fashion MSME products in West Java because the location is close to where I live	53	39	6	2	0	443	4,43	Very High
8	I bought Muslimah Fashion MSME products in West Java because the company has a branch close to where I live	55	33	10	2	0	441	4,41	Very High
9	I bought Muslimah Fashion MSME products in West Java because the products I wanted were available when I needed them	58	27	11	4	0	439	4,39	Very High
10	I buy Muslimah Fashion MSME products in West Java only when I need them	41	20	21	17	1	383	3,83	High
11	I bought Muslimah Fashion MSME products in West Java during a promotion/discount	48	41	6	3	2	430	4,30	Very High
12	I bought Muslimah Fashion MSME products in West Java on payday	55	32	7	6	0	436	4,36	Very High
13	I bought Muslimah Fashion MSME products in West Java because the product quantity matched the price	44	31	18	7	0	412	4,12	High
14	I bought Muslimah Fashion MSME products in West Java because I got a product bonus when making the purchase	34	60	4	2	0	426	4,26	Very High
15	I bought Muslimah Fashion MSME products in West Java because the items I wanted were available, so I didn't have to wait long	67	29	2	2	0	461	4,61	Very High
16	I bought Muslimah Fashion MSME products in West Java because the payment method was easy	59	35	6	0	0	453	4,53	Very High
17	I bought Muslimah Fashion MSME products in West Java because the payment time lag	64	31	3	2	0	457	4,57	Very High

No.	Instrument	Score					Total Score	Average	Category
		5	4	3	2	1			
(between the receipt and the transfer limit) was not too short									
Average							433,47	4,33	Very High

Source : Data Processing Results (2024)

Based on the table above, the average response of respondents regarding the Purchasing Decision variable (Y) can be seen. The highest average occurred in the item "I bought Muslimah Fashion UMKM products in West Java because the items I wanted were available, I didn't have to wait long" with an average of 4.61 in the range 4.20 - 5.00 included in the category very high. Meanwhile, the lowest average occurred in the item "I buy Muslimah Fashion UMKM products in West Java only when I need them" with an average of 3.83 in the range 3.40 - 4.19, which is included in the high category. Overall, the average response of respondents regarding the Purchasing Decision (Y) variable is 4.33, in the range 4.20 – 5.00, which is included in the very high category.

Hypothesis Test

From the results of calculations using SmartPLS, the t-calculated significance value is obtained in the image below which states the significance value between the variables tested, which is presented in the form of an arrow. The t-value in the picture states the magnitude of the significance value between variables. The magnitude of the significance value between the variables being tested is presented in the form of a value contained in an arrow that connects one variable to the target variable.

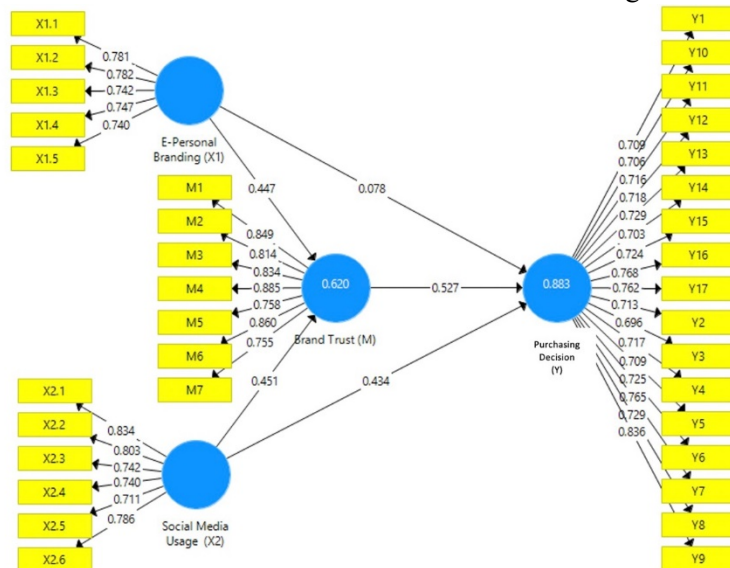


Figure 2. Structural Model

Table 5. Results of Path Coefficient Values and T-count

Effect	Path Coefficient	T Count	P Values
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X1 -> M	0,447	6,684	0,000
X2 -> M	0,451	6,283	0,000
X1 -> Y	0,078	1,366	0,173
X2 -> Y	0,434	6,722	0,000
M -> Y	0,527	9,199	0,000

Source : Data Processing Results (2024)

The Influence of E-Personal Branding (X1) on Brand Trust (M)

From the results of the table above, the path coefficient value of the original sample estimate (beta) is negative, namely 0.447, indicating that the direction of the relationship between E-Personal Branding (X1) and Brand Trust (M) is positive or in the same direction, meaning that if E-Personal Branding (X1) increases, Brand Trust (M) will increase, and vice versa. The influence between E-Personal Branding (X1) and Brand Trust (M) is significant in the 2-tailed test ($t_{table} = 1.96$) with a T-statistic value of 6.684 greater than the t_{table} , and a p value smaller than alpha 5% ($0.000 < 0.05$). Thus, H1 is accepted, meaning that E-Personal Branding (X1) has a significant effect on Brand Trust (M).

The Influence of Social Media Usage (X2) on Brand Trust (M)

From the results of the table above, the path coefficient value of the original sample estimate (beta) is negative, namely 0.451, indicating that the direction of the relationship between Social Media Usage (X2) and Brand Trust (M) is positive or in the same direction, meaning that if Social Media Usage (X2) increases, Brand Trust (M) will increase, and vice versa. The influence between Social Media Usage (X2) and Brand Trust (M) is significant in the 2-tailed test ($t_{table} = 1.96$) with a T-statistic value of 6.283 which is greater than the t_{table} , and the p value is smaller than alpha 5% ($0.000 < 0.05$). Thus, H2 is accepted, meaning that Social Media Usage (X2) has a significant effect on Brand Trust (M).

The Influence of E-Personal Branding (X1) on Purchasing Decisions (Y)

From the results of the table above, the path coefficient value of the original sample estimate (beta) is negative, namely 0.078, indicating that the direction of the relationship between E-Personal Branding (X1) and Purchasing Decisions (Y) is positive or in the same direction, meaning that if E-Personal Branding (X1) increases, Purchase Decisions (Y) will increase, and vice versa. The influence between E-Personal Branding (X1) and Purchasing Decisions (Y) is not significant in the 2-tailed test ($t_{table} = 1.96$) with a T-statistic value of 1.366 which is smaller than the t_{table} , and the p value is greater of alpha 5% ($0.173 > 0.05$). Thus, H3 is rejected, meaning that E-Personal Branding (X1) has no significant effect on Purchasing Decisions (Y).

The Influence of Social Media Usage (X2) on Purchasing Decisions (Y)

From the results of the table above, the path coefficient value of the original sample estimate (beta) is negative, namely 0.434, indicating that the direction of the

relationship between Social Media Usage (X2) and Purchase Decision (Y) is positive or in the same direction, meaning that if Social Media Usage (X2) increases, the Purchase Decision (Y) will increase, and vice versa. The influence between Social Media Usage (X2) and Purchase Decision (Y) is significant in the 2-tailed test ($t_{table} = 1.96$) with a T-statistic value of 6.722 which is greater than the t_{table} , and the p value is smaller than alpha 5% ($0.000 < 0.05$). Thus, H4 is accepted, meaning that Social Media Usage (X2) has a significant effect on Purchasing Decisions (Y).

The Influence of Brand Trust (M) on Purchasing Decisions (Y)

From the results of the table above, the path coefficient value of the original sample estimate (beta) is negative, namely 0.527, indicating that the direction of the relationship between Brand Trust (M) and Purchase Decision (Y) is positive or in the same direction, meaning that Brand Trust (M) increases, the Purchase Decision (Y) will increase, and vice versa. The influence between Brand Trust (M) and Purchasing Decisions (Y) is significant in the 2-tailed test ($t_{table} = 1.96$) with a T-statistic value of 9.199 which is greater than the t_{table} , and the p value is smaller than alpha 5 % ($0.000 < 0.05$). Thus, H5 is accepted, meaning that Brand Trust (M) has a significant effect on Purchasing Decisions (Y).

5. Conclusions

This research is quantitative research that uses a survey method, namely data collection by collecting questionnaires as a primary data collection tool which is carried out on an object in the field by taking samples from a population. The data obtained will then be collected and processed using SEM (Structural Equation Modeling). Based on the description discussed previously, it can be concluded that E-Personal Branding (X1) has a significant effect on Brand Trust (M). Social Media Usage (X2) has a significant effect on Brand Trust (M). E-Personal Branding (X1) has no significant effect on Purchasing Decisions (Y). Social Media Usage (X2) has a significant effect on Purchasing Decisions (Y). Brand Trust (M) has a significant effect on Purchasing Decisions (Y).

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