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Consumer Purchase Decision Behavior in Digital Marketing: The Role of Social Media Advertising and Customer Trust PT Maharini Harta Lestari

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A B S T R A C T
The decline in revenue influenced by the suboptimal use of social media advertising as a promotional medium and the low level of customer trust in the company has affected consumer purchasing decisions. Based on these problems, this study aims to identify, describe, and analyze the influence of social media advertising and customer trust on purchasing decisions at PT. Mahira Harta Lestari, both simultaneously and partially. This research employs a quantitative approach with descriptive and verificative methods. The population of this study consisted of 267 customers, with a total sample of 73 respondents determined through incidental sampling techniques. Data analysis was conducted using multiple linear regression, correlation coefficient, coefficient of determination, as well as t-test and F-test with the assistance of SPSS version 26. The results showed that social media advertising and customer trust simultaneously had a significant influence on purchasing decisions, with an F-value of 15.868 > F-table 2.38. Partially, social media advertising had a positive and significant influence with a t-value of 5.391 > t-table 1.666 and a significance value of 0.000 < 0.05, while customer trust had a positive but not significant influence with a t-value of 1.585 < t-table 1.666 and a significance value of 0.16 > 0.05. The adjusted R Square value of 0.312 indicates that both variables contribute 31.2% to purchasing decisions, while the remaining 68.8% is influenced by other factors outside this study. The novelty of this research compared to previous studies lies in its object, namely a construction service company, so the results are expected to provide strategic implications for PT. Mahira Harta Lestari in strengthening social media advertising and enhancing customer trust on a sustainable basis.

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INTRODUCTION

Digital technology has altered the way customers search for information, compare providers, and evaluate the credibility of service firms. In Indonesia, social media is now embedded in everyday communication and has become a practical channel for companies to distribute information rapidly, invite interaction, and reach audiences beyond the limits of conventional promotion (Laily et al., 2022; Prabawati Tejakusuma, 2024). The change is particularly relevant to construction services. Unlike frequently purchased consumer goods, a construction project often involves high financial value, technical complexity, long delivery periods, and consequences that continue after the contract is signed. Customers therefore do not simply respond to a promotional message; they look for evidence that a contractor is competent, transparent, dependable, and able to complete work according to the promised scope. Social media can support this evaluation by presenting project portfolios, site progress, technical explanations, customer testimonials, safety practices, and direct responses to questions. PT Mahira Harta Lestari operates in building construction, renovation, repair, and infrastructure-related work. The thesis describes the company as emphasizing quality, timely completion, and cost effectiveness, while also beginning to use digital project-management practices. However, its social media promotion was considered insufficiently optimized. Content was described as less attractive, customer testimonials were limited, branding was not strong, and information transparency had not been fully developed. These weaknesses were associated with stagnant and declining revenue.

The company's sales record for October 2024 to June 2025 shows substantial month-to-month fluctuations. Sales declined from Rp820,500,200 in October 2024 to Rp130,947,630 in June 2025, with an average monthly change of -17.34%. Although this pattern cannot be attributed to promotion alone, it provides a practical reason to examine whether digital advertising and trust are related to customers' decisions. The preliminary survey also indicated that most respondents had not purchased after seeing the firm's social media advertising and did not yet regard the company as fully trustworthy.

Social media advertising differs from one-way advertising because it operates in a networked environment. Customers can react to a post, ask questions, review previous comments, compare evidence, and share content. The resulting communication is public and cumulative: a clear answer may reassure not only the person who asked the question but also other prospective customers. Conversely, an unanswered complaint or inconsistent message can weaken confidence. In this sense, advertising quality and trust formation are closely connected, although they remain analytically distinct.

Previous studies have generally found that social media advertising can influence purchase intentions and decisions by increasing attention, message comprehension, and brand engagement (Anggriani et al., 2022; Fadhilah Muinah & Kusuma Ningrum, 2022; Richadinata & Astitiani, 2021). Research on Generation Z has also shown that social media communication can be more influential than conventional promotion because younger customers rely heavily on online reviews and conversations before buying (Ninan et al., 2020). Most of

this evidence, however, comes from retail, food, fashion, cosmetics, or e-commerce settings. In construction services, the informational role of advertising is especially important. Customers need to understand what the firm does, the quality of prior work, the types of projects handled, and the procedures used to control cost, schedule, and quality. A visually attractive post may gain attention, but attention alone is unlikely to produce a contract. The content must also be relevant, credible, and sufficiently detailed to help the customer move from curiosity to evaluation.

The thesis operationalized social media advertising through four dimensions: context, communication, collaboration, and connection. Context concerns the appearance and framing of the message, including visual presentation and opening statements. Communication refers to the relevance of information and the audience's interest in learning more. Collaboration reflects the fit between promoted services and customer needs and the degree to which promotion encourages purchase. Connection concerns the likelihood of following the firm's social media account and the clarity of the call to action. Together, these dimensions portray advertising as an interactive process rather than a static announcement.

For a construction company, context can be strengthened through before-and-after images, progress documentation, and concise explanations of technical work. Communication can be improved by stating the scope, materials, schedule, warranty, and expected customer responsibilities in plain language. Collaboration can be encouraged through consultations, question-and-answer sessions, and tailored explanations. Connection is supported when customers know how to request a quotation, verify credentials, or discuss a project with the company.

Empirical studies cited in the thesis support a positive relationship between social media marketing and purchase decisions. Jecky and Erdiansyah (2021) reported that social media advertising and word of mouth jointly influenced purchase decisions. Soekarman and Veronica (2021) found that social-media promotion shaped purchasing decisions during the COVID-19 period. Sanjaya (2020) emphasized the role of social-media marketing dimensions in generating purchase interest. These findings suggest that online promotional activity can influence customers, but the mechanism may depend on the extent to which content reduces uncertainty and establishes relevance.

Accordingly, the first hypothesis proposes that social media advertising has a significant effect on purchasing decisions at PT Mahira Harta Lestari. The expected direction is positive: as advertising becomes more informative, attractive, relevant, and actionable, customers should become more willing to choose the company's services. Customer trust refers to the belief that a company is capable, honest, and willing to fulfill its commitments. Trust is fundamental when customers cannot fully inspect a service before purchase. In construction, customers must often make an initial commitment before the final result exists; they therefore depend on project evidence, contractual clarity, professional communication, and the company's past behavior.

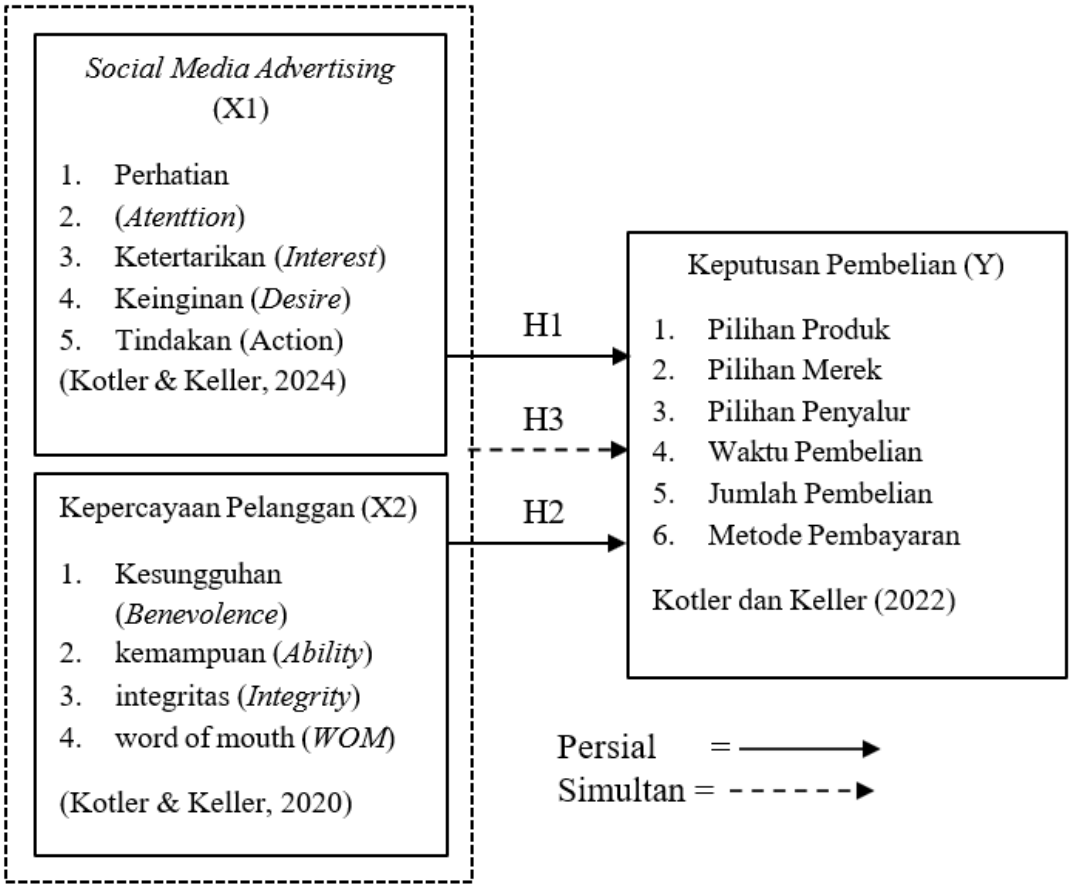
The thesis measures customer trust through benevolence, ability, integrity, and willingness to accept risk. Benevolence concerns whether the company cares about customer needs and is willing to help when problems arise. Ability concerns knowledge and the capacity to deliver quality work. Integrity refers to honesty and consistency in keeping promises. Risk-related trust reflects the customer's willingness to proceed despite uncertainty. These dimensions are particularly appropriate for construction services, where unexpected technical issues, cost changes, and scheduling constraints may occur.

Trust does not replace the need for competitive quality or price. Instead, it influences how customers interpret the information they receive. A customer who trusts a company may regard a project update as credible and a problem explanation as reasonable. Without trust, the same message may be viewed as promotional exaggeration. Previous research has associated trust with purchase decisions, loyalty, and repeated transactions (Mutiara & Wibowo, 2020; Okto Girsang & Husda, 2024). Digital interaction can also build brand trust when communication is consistent, responsive, and transparent (Alvina Nur Afni & Roostika, 2024; Dally Alfian & Hadisumarto, 2020).

The second hypothesis therefore proposes that customer trust has a significant effect on purchasing decisions. A positive relationship is expected because customers who perceive the contractor as capable, honest, and helpful should be more prepared to request services, place orders, and return for future projects.

Purchasing decisions represent the outcome of need recognition, information search, alternative evaluation, provider selection, and the decision on purchase timing and quantity. In a project-based market, the decision may involve choosing a contractor, selecting a service package, determining when to begin work, and deciding the volume of materials or services required. The study's indicators cover product choice, brand choice, dealer choice, purchase timing, and purchase quantity. The central research gap lies in the setting. Most social-media advertising studies examine products that are relatively easy to compare and purchase. Construction services involve higher perceived risk, longer relationships, and stronger dependence on trust. Examining the two predictors simultaneously can therefore provide a more context-sensitive explanation of purchasing decisions in a service category where digital advertising alone may be insufficient.

The third hypothesis proposes that social media advertising and customer trust simultaneously have a significant effect on purchasing decisions. The integrated expectation is that advertising creates awareness and supplies evaluative information, while trust makes that information believable and reduces the psychological risk of committing to a contractor.



H1: Social media advertising significantly affects purchasing decisions.
H2: Customer trust significantly affects purchasing decisions.
H3: Social media advertising and customer trust simultaneously affect purchasing decisions.

LITERATURE REVIEW

To establish a solid academic foundation for analyzing consumer purchase decision behavior in digital marketing within the construction service sector, this study integrates five core theoretical frameworks:

Social Media Marketing and Advertising Framework

According to Kaplan and Haenlein (2010), social media is defined as a group of Internet-based applications built on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content. In a business context, social media advertising harnesses these digital platforms to establish participatory, networked dialogue with consumers, transforming traditional one-way promotional pushes into dynamic, community-driven brand interactions.

Integrative Model of Organizational Trust

Mayer, Davis, and Schoorman (1995) proposed a foundational framework establishing that trust is contingent upon three core perceptions of a trustee: ability (skills and competencies to deliver results), benevolence (the belief that the trustee wants to do good for the trustor beyond selfish profit motives), and integrity (adherence to a set of acceptable principles). In high-involvement service sectors like construction, these three dimensions dictate how customers evaluate a firm's reliability before making financial commitments.

Hierarchy of Effects Model (Consumer Decision Journey)

Lavidge and Steiner (1961) formulated the classic hierarchy of effects model, outlining the stages consumers pass through from awareness and knowledge (cognitive stage), to liking, preference, and conviction (affective stage), down to purchase (connative/behavioral stage). This theory explains how structured digital advertising content guides prospective clients from initial exposure on social media toward evaluative preference and final contracting decisions.

Theory of Consumer Purchase Decision Process

Kotler and Armstrong (2018) describe the traditional buyer decision process as moving through five distinct stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. In project-based industrial and construction contexts, digital marketing interventions directly influence the information search and alternative evaluation stages by providing verifiable project credentials and portfolio transparency.

Services Marketing and Relationship Trust

Zeithaml, Bitner, and Gremler (2018) emphasize that because services are intangible, inseparable, heterogeneous, and perishable, customers rely heavily on tangible cues, digital portfolios, and relational trust to reduce perceived purchasing risks. This perspective underscores why customer trust acts as a vital psychological moderator when evaluating high-value service contracts where the final output cannot be physically inspected prior to purchase.

RESEARCH METHOD

This study used an applied quantitative design with descriptive and verificative analysis. The descriptive component summarized respondents' assessments of social media advertising, customer trust, and purchasing decisions. The verificative component tested the hypothesized relationships among the variables. The unit of analysis was the customer of PT Mahira Harta Lestari, and the fieldwork was conducted in June-July 2025. The population consisted of 267 customers recorded by the company during 2024. The Slovin formula with a 10% error tolerance produced a minimum sample of 72.75, which was rounded to 73 respondents. Respondents were approached through incidental sampling. Primary data were collected through a Google Forms questionnaire, supported by observation, interviews, and documentation. The

questionnaire used a five-point Likert scale ranging from strongly disagree to strongly agree, with reverse scoring for negatively phrased items. Social media advertising (X1) was measured using context, communication, collaboration, and connection. Customer trust (X2) was measured through benevolence, ability, integrity, and risk-related trust. Purchasing decisions (Y) were measured through product choice, brand choice, provider choice, purchase timing, and purchase quantity. The operational instrument contained items derived from these dimensions and was transformed from ordinal to interval data using the Method of Successive Interval, as specified in the thesis. Data analysis was performed using SPSS version 26. The procedure included respondent profiling, item-validity testing, Cronbach's alpha reliability testing, descriptive analysis, normality testing, multicollinearity testing, heteroskedasticity assessment, multiple-regression coefficients, coefficient of determination, partial t tests, and the simultaneous F test. Participation was based on the willingness of company customers to complete the questionnaire. The questionnaire introduction stated that information would be presented in aggregate and kept confidential. Because the study concerns customer perceptions rather than sensitive personal characteristics, analysis focuses on grouped responses and does not identify individual respondents.

RESULTS AND DISCUSSION

The 73 respondents were predominantly men (65.8%). Most were 21-30 years old (58.9%), followed by those aged 31-40 years (19.2%). Private employees formed the largest occupational group (30.1%), followed by homemakers (24.7%), civil servants (19.2%), entrepreneurs (13.7%), and students (12.3%).

Table 1. Validity Test Results for the Social Media Advertising Variable (X1)

No Item	Calculated R	R Table	Conclusion
1	0,718	0,194	Valid
2	0,720	0,194	Valid
3	0,725	0,194	Valid
4	0,810	0,194	Valid
5	0,729	0,194	Valid
6	0,694	0,194	Valid
7	0,750	0,194	Valid
8	0,804	0,194	Valid

Source: Results of data processing using SPSS Version 26.

Table 2. Validity Test Results for the Customer Trust Variable (X2)

No Item	R Hit	R Tabel	Conclusion
1	0,698	0,194	Valid
2	0,667	0,194	Valid
3	0,758	0,194	Valid
4	0,716	0,194	Valid
5	0,811	0,194	Valid
6	0,742	0,194	Valid
7	0,733	0,194	Valid
8	0,805	0,194	Valid
9	0,683	0,194	Valid

Source: Results of data processing using SPSS Version 26.

Table 3. Validity Test Results for the Purchase Decision Variable(Y)

No Item	R Hitung	R Tabel	Conclusion
1	0,749	0,194	Valid
2	0,729	0,194	Valid
3	0,761	0,194	Valid
4	0,740	0,194	Valid
5	0,768	0,194	Valid
6	0,804	0,194	Valid
7	0,700	0,194	Valid
8	0,763	0,194	Valid
9	0,762	0,194	Valid

Source: Results of data processing using SPSS Version 26.

All listed item correlations exceed the thesis's r-table value of .194. The instrument was therefore classified as valid for all three constructs. The tables are reproduced exactly as presented in the source, including decimal notation, captions, and watermark.

Table 4. Reliability Test Results for the Social Media Advertising Variable (X1)

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.834	9

Source: Results of data processing using SPSS Version 26.

Table 5 Reliability Test Results for Customer Trust (X2)

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.834	9

Source: Results of data processing using SPSS Version 26.

Table 6. Reliability test results for the Purchase Decision variable (Y)

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.834	9

Source: Results of data processing using SPSS Version 26.

The original outputs report Cronbach's alpha values of .834 for social media advertising, .834 for customer trust, and .834 for purchasing decisions. Each value exceeds the .60 criterion used in the thesis. The identical alpha values should be checked against the original SPSS file before journal submission, but no value has been changed in this paper. Social media advertising received a final descriptive score of 2.99. The strongest item concerned the match between promoted services and customer needs (mean = 3.23), while the weakest concerned the extent to which promotion encouraged purchase (mean = 2.96). The content was therefore recognized as moderately relevant but had not fully converted relevance into action.

Customer trust received a final score of 3.04. Perceived ability to provide quality work was strongest (mean = 4.20), while willingness to help when problems occurred was weakest (mean = 2.14). Customers appeared to acknowledge technical capability while remaining uncertain about service recovery and complaint handling. Purchasing decisions received a final score of 3.11. The tendency to buy a larger quantity for project inventory obtained the highest mean (3.26), whereas the frequency of choosing PT Mahira Harta Lestari over other providers was lowest (3.01). The company was therefore not yet the respondents' consistently preferred provider.

Tabel 7. One Sampel Kolmogorov Smirnov Test

Unstandar dized Residual

N		74
Normal parameters	**Mean**	.0000000
	Std. Deviation	2.35304304
Most Exstreme Differences	**Absolute**	.083
	Positive	.083
	Negative	-.058
Test Statistic		.083
Asymp. Sig (2-tailed)		.200c,d

a. Test distribution is normal.

b. Calculated from data.

Source: Results of data processing using SPSS Version 26.

The table reports an Asymp. Sig. (2-tailed) value of .200, exceeding .05. On this basis, the thesis concluded that the residuals were normally distributed. The reproduced output displays N = 74, whereas the sampling section reports 73

respondents; this discrepancy should be verified against the raw SPSS file before publication.

Table 8. Original multicollinearity output.

Unstandardized Coefficients			Standardized Coefficients	t	Sig	Collinearity Statistics	
Model	B	Std.Error	Beta			Tolerance	VIF
1 (Constant)	30.138	5.882		5.124	.000		
Social Media Advertising	.045	.143	.038	.316	.753	.981	1.019
Kepercayaan Pelanggan	.053	.132	.048	.398	.692	.981	1.019

a. Dependent Variabel : Keputusan Pembelian (Y)

Source: Results of data processing using SPSS Version 26., 2025

Tolerance values of .981 and VIF values of 1.019 indicate that the two predictors did not exhibit problematic multicollinearity. The variables may be conceptually related, but the diagnostic values remain comfortably within the thresholds used in the thesis: tolerance above .10 and VIF below 10.

Table 9. Model Summary Output.

UnstandardizedCoefficients			Standardized Coefficients	t	Sig
Model	B	Std.Error	Beta		
1 (Constant)	.221	1.191		.186	.853
Social Media Advertising	.583	.109	.522	5.326	.000
Kepercayaan Pelanggan	.469	.104	.441	4.505	.000

Source: Results of data processing using SPSS Version 26., 2025

b. *Dependent Variabel : Keputusan Pembelian (Y)*

The model summary reports R = .559, R Square = .312, adjusted R Square = .292, and a standard error of estimate of 2.38642. Accordingly, social media advertising and customer trust jointly explain 31.2% of the variation in purchasing decisions. The remaining 68.8% is associated with other variables not included in the study, such as perceived service quality, price competitiveness, reputation, project evidence, risk, word of mouth, prior experience, and contract clarity.

For a behavioral study in a high-involvement service setting, an R^2 of .312 is meaningful but not exhaustive. It indicates that communication and trust matter, while also demonstrating that a construction purchase remains a multidimensional decision. Digital promotion should therefore be integrated with operational performance rather than treated as a substitute for it.

Table 10. Original partial t-test output reproduced without alteration

Unstandardized Coefficients				Standardized Coefficients Beta	t	Correlations			
Model		B	Std. Error			Sig.	Zero-order	Partial	Part
1	(Constant)	9.319	3.961		2.353	.021			
	Social Media Advertising	.585	.109	.541	5.391	.000	.502	.542	.535
	Kepercayaan pelanggan	.240	.097	.248	2.470	.016	.162	.283	.245

Using the standardized beta multiplied by the zero-order correlation, the thesis calculated an effective contribution of 27.2% for social media advertising and 4.02% for customer trust. These values sum approximately to the model R^2 of 31.2%. The result suggests that social media advertising provided the larger statistical contribution in the estimated model, while customer trust added a smaller but still relevant share.

The coefficient table reports a significant positive effect of social media advertising (B = .585, beta = .541, t = 5.391, p = .000). Customer trust also shows a positive coefficient (B = .240, beta = .248) and is significant at the alpha = .10 criterion used in the thesis (t = 2.470, p = .016). The evidence therefore supports both partial hypotheses when the displayed SPSS output is used as the decision basis.

Table 11. ANOVA output for the simultaneous F test.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.734	2	90.367	15.868	. 000b
Residual		398.650	70	5.695		
Total		579.384	72			

The ANOVA output reports F = 15.868 with p = .000. The joint model is therefore statistically significant, supporting the proposition that social media advertising and customer trust simultaneously affect purchasing decisions. The result is consistent with the view that advertising supplies information and prompts attention, while trust determines whether customers are comfortable acting on that information. The statistical findings should be interpreted in light of the descriptive pattern. Advertising content was considered moderately relevant but not sufficiently persuasive, while technical ability was trusted more strongly than problem-handling support. The combined evidence suggests that the firm has a foundation on which to build: customers recognize service

relevance and competence, but stronger calls to action, transparent proof, and responsive customer care are needed to translate those perceptions into more consistent purchases.

Discussion: Social Media Advertising and Purchasing Decisions

The significant coefficient for social media advertising supports the argument that digital communication can influence customers even in a high-risk, project-based service. The finding is consistent with Anggriani et al. (2022), Richadinata and Astitiani (2021), and Soekarman and Veronica (2021), who reported that social-media promotion contributes to purchase-related responses. In the present setting, the effect is not merely a matter of exposure frequency. Construction customers require content that helps them assess competence and fit. The descriptive results clarify what the company should improve. Customers rated service relevance more favorably than purchase encouragement. In practical terms, an audience may agree that the advertised service is suitable but still lack a reason to contact the company immediately. This gap can be addressed through more specific calls to action, such as requesting a site survey, obtaining a preliminary cost estimate, downloading a project checklist, or scheduling a consultation. The action should be low risk and useful, allowing the customer to advance without feeling pressured into a contract. Visual evidence is also central. Construction advertising should show completed work, progress stages, materials, workmanship details, and the people responsible for delivery. A portfolio becomes more persuasive when accompanied by context: the original problem, the solution selected, time required, challenges encountered, and measurable outcome. This form of communication turns social media from a gallery into an evidence-based information channel. The effect of advertising also depends on consistency. A single attractive campaign may create attention, but a sustained pattern of credible content builds familiarity. Posting schedules should combine project evidence, educational explanations, customer questions, safety and quality practices, and testimonials. Educational content is particularly valuable because it helps prospective customers understand technical decisions and signals that the firm is willing to communicate openly.

Interactive features can strengthen the communication dimension. Responses to comments and direct messages should be timely and specific. Standard questions about quotations, service areas, timelines, payment stages, and warranties can be answered through pinned posts or short videos. Complex requests should be moved into a structured consultation process. These practices can reduce uncertainty and demonstrate that the company treats digital inquiries as part of the service experience rather than as an isolated promotional activity. The comparatively large effective contribution of social media advertising in the model does not imply that advertising alone determines purchases. Rather, it suggests that digital visibility and message quality are areas where the company can make immediate improvements. The strongest campaigns will be those that are grounded in actual operational performance and supported by verifiable project evidence.

Discussion: Customer Trust and Purchasing Decisions

Customer trust also showed a positive and statistically significant relationship with purchasing decisions in the reproduced coefficient output. This result is consistent with Mutiara and Wibowo (2020) and Okto Girsang and Husda (2024), who identify trust as an important determinant of buying decisions. The construction context strengthens the logic of this relationship because customers must often commit funds before the final service outcome can be directly evaluated. The descriptive findings reveal an important imbalance. Customers gave the highest score to the company's ability to provide quality products or services, but the lowest score to its willingness to help when problems arise. Ability-based trust is therefore stronger than benevolence-based trust. Customers may believe that the company can perform technical work, while remaining uncertain about how it will respond to complaints, defects, delays, or unexpected changes.

This distinction matters because service recovery can be as influential as initial delivery. A construction project may encounter issues that cannot be completely eliminated. Trust is strengthened when the firm communicates quickly, accepts responsibility where appropriate, explains options, documents decisions, and follows through on corrective action. A visible complaint-handling process, clear warranty terms, and named contact persons can reduce the fear that customers will be left alone after payment. Integrity should be communicated through consistency between advertising and delivery. Promised specifications, schedules, materials, and payment stages should match written quotations and contracts. Progress reports should be accurate rather than selectively positive. When changes are necessary, the firm should explain the reason, cost implication, and revised schedule before implementation. Such practices create a traceable record of reliability.

Trust can also be reinforced socially. Authentic testimonials, permission-based project stories, partner credentials, professional certifications, and references from prior customers provide external validation. However, testimonials should be specific enough to be credible. Statements about responsiveness, adherence to scope, communication during difficulties, and the condition of the completed project are more informative than generic praise.

The smaller effective contribution of trust in the displayed model should not be interpreted as evidence that trust is unimportant. Statistical contribution depends on measurement, sample variation, and overlap with other predictors. In practice, trust may operate as a condition that allows advertising to work. A persuasive message from a company perceived as unreliable may fail, whereas a moderately creative message from a trusted contractor may still lead to an inquiry or purchase.

The significant F test indicates that social media advertising and customer trust jointly provide a useful explanation of purchasing decisions. Conceptually, the variables form a sequence: advertising attracts attention and supplies information; customer trust influences whether that information is accepted and whether the customer is willing to proceed. For PT Mahira Harta Lestari, digital marketing should therefore be managed as part of a broader trust-building

system. A practical strategy can be organized around four priorities. First, the company should publish evidence-rich content: project portfolios, progress updates, technical explanations, and customer outcomes. Second, every promotional message should offer a clear next step, such as a consultation or quotation request. Third, trust mechanisms should be made visible through transparent pricing stages, written scopes, warranties, complaint procedures, and verified testimonials. Fourth, digital inquiries should be integrated with customer-service standards so that response time and follow-up can be monitored.

The study has limitations. It examines one construction company and uses incidental sampling, which limits generalization. The cross-sectional design captures perceptions at one point in time and cannot establish long-term causal effects. The model explains 31.2% of purchasing-decision variation, leaving substantial room for additional variables. The thesis also contains internal differences among several numerical outputs and narratives; the raw dataset and SPSS syntax should be audited before the article is submitted to a journal. Future research should use a larger probability sample, confirmatory measurement analysis, and variables such as perceived risk, service quality, price fairness, electronic word of mouth, reputation, and customer experience.

CONCLUSION

This study concludes that social media advertising and customer trust are associated with purchasing decisions at PT Mahira Harta Lestari. Based on the reproduced SPSS outputs, social media advertising has a positive and significant partial effect, customer trust has a positive and significant partial effect at the study's alpha = .10 threshold, and the two variables are significant simultaneously. The model explains 31.2% of the variation in purchasing decisions. The managerial meaning is straightforward. The company should not treat social media as a channel for decorative promotion only. It should use the channel to make service quality observable, explain project processes, guide customers toward a clear next action, and demonstrate how the company responds when problems occur. Purchase decisions are more likely when customers both understand the offer and believe the company will fulfill its commitments. The article's contribution lies in applying digital-advertising and trust concepts to construction services, a context characterized by high involvement, technical uncertainty, and long-term consequences. The findings suggest that digital visibility and relational credibility should be developed together. A more persuasive online presence must be supported by transparent operations, responsive service recovery, and consistent delivery.

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