

ABSTRACT

The research is motivated by the increasing use of the internet and social media as marketing tools by various companies, including Riverside Forest Football Club, which relies on jersey sales as its primary source of operational funding. The focus of this study is to analyze the influence of interactivity, informativeness, entertainment, and perceived relevance in social media marketing on jersey purchase decisions, with brand trust as a mediator.

The theoretical review in this study discusses concepts related to marketing management, consumer behavior, purchase decisions, social media, and brand trust, which are formulated within a conceptual framework to test the direct and indirect relationships among variables.

The study employs a quantitative method using SEM-PLS. A sample of 390 respondents was obtained through purposive sampling from the social media followers of Riverside Forest Football Club. Data were collected using an online questionnaire and tested for validity, reliability, and structural model. The results indicate that interactivity, informativeness, entertainment, and perceived relevance have a significant positive effect on brand trust and purchase decisions, and brand trust mediates the relationship between interactivity, informativeness, entertainment, and perceived relevance with purchase decisions. It is concluded that interactive, informative, entertaining, and relevant social media content is important for enhancing trust and purchase decisions. These findings serve as strategic recommendations for the club to continue strengthening its digital marketing efforts to ensure operational sustainability.

Keywords: Social Media Marketing Features, Brand Trust, Purchase Decisions, Jersey, Riverside Forest Football Club.