The Role of Social Media Use in Shaping Trust and Purchase Intention for Generative AI Technologies

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Abstract: This research investigates the role of social media use in shaping trust and purchase intention for Generative AI (GenAI) technologies among university students. Utilizing a quantitative approach with primary data collected through questionnaires from 160 students in Malang, Indonesia, this study employs Partial Least Squares Path Modeling (PLS-PM) for data analysis. The results indicate that sociability, usability, dependency, and involvement in social media significantly influence social media usage. Social media usage, in turn, significantly impacts both Trust in GenAI and, to a lesser extent, purchase intention. Moreover, trust has a strong positive effect on purchase intention. The study confirms that trust mediates the relationship between social media use and purchase intention. These findings highlight the crucial role of social media in shaping consumer behavior and the significance of trust in promoting the adoption of new technologies like GenAI.

Keywords: Social Media Use; Generative AI; Trust; Purchase Intention; Students

Abstrak: Penelitian ini menyelidiki peran penggunaan media sosial dalam membentuk kepercayaan dan niat beli terhadap teknologi Generative AI (GenAI) di kalangan mahasiswa. Menggunakan pendekatan kuantitatif dengan data primer yang dikumpulkan melalui kuesioner dari 160 mahasiswa di Malang, Indonesia, penelitian ini menerapkan Partial Least Squares Path Modeling (PLS-PM) untuk analisis data. Hasil penelitian menunjukkan bahwa sociability, usability, dependency, dan involvement dalam media sosial secara signifikan memengaruhi penggunaan media sosial. Penggunaan media sosial, pada gilirannya, berdampak signifikan terhadap kepercayaan pada GenAI dan, dalam tingkat yang lebih rendah, niat beli. Selain itu, kepercayaan memiliki pengaruh positif yang kuat terhadap niat beli. Yang terpenting, penelitian ini mengkonfirmasi bahwa kepercayaan memediasi hubungan antara penggunaan media sosial dan niat beli. Temuan ini menyoroti peran krusial media sosial dalam membentuk perilaku konsumen dan signifikansi kepercayaan dalam mendorong adopsi teknologi baru seperti GenAI.

Kata kunci: *Penggunaan Media Sosial; Generative AI; Kepercayaan; Niat Beli; Mahasiswa*

Citation:

INTRODUCTION

The Internet revolution has significantly changed how humans access information, communicate, and transact globally (Majeed et al., 2021). One significant change has occurred in consumer behavior, primarily through the presence of social media, which has revolutionized marketing communications in the last two decades. Social media has created new experiences in interactions between brands and users, enabling more personalized and direct relationships (Stojanovic et al., 2018). Platforms such as Instagram, TikTok, and LinkedIn are now social interaction spaces and important business tools (Jan et al., 2023). Social media attracts billions of users worldwide with innovative features and constantly evolving services (Silvia, 2019).

Social media has very high penetration in Indonesia, with 191.4 million active users by 2024, accounting for 68.9% of the total population (theglobalstatistic.com). Social media users in Indonesia spend an average of 3 hours and 17 minutes daily accessing various platforms (Kim & Kim, 2021). They use social media for various activities, including sharing content, searching for product information, comparing prices, and evaluating brand credibility before purchasing (Jain, 2012; Jan et al., 2023). Information obtained from social media is often considered more reliable than directly from business websites, thus significantly shaping consumer perceptions (Hur et al., 2017; Soleimani, 2022).

Generative AI (GenAI) has become a new phenomenon that attracts the attention of many users, especially students. Based on a Statista survey (2024), about half of Indonesian university students use GenAI to complete their academic assignments, ranking Indonesia third in the world in the number of visits to AI platforms from 2022-2023 (Goodstat, 2023). This trend reflects the increasing popularity of AI technology among young users. Social media is important in spreading information about GenAI through discussions, educational content, and user reviews (Brewer, 2022). Social media provides ease of access (Usability), allowing users to search for information anytime and anywhere as long as they are connected to the internet (Chen & Tudoran, 2014). Information obtained through social media also strengthens users' Trust in GenAI. Trust is a key factor influencing purchase intention, as consumers tend to trust information shared by fellow users or influencers more than official advertisements (Elaydi, 2018; Sangurde, 2019). In the context of GenAI, this trust is formed through repeated interactions (Dependence) and active participation of users (Involvement) on social media. Studies show that trust in brands or technologies can increase purchase intentions, especially when users feel confident in the quality and benefits of the products offered (Aydin et al., 2014; Punyatoya, 2019).

In addition, social media is a source of information and a tool for building virtual communities that strengthen relationships between users with similar interests (Shawky et al., 2019). In the case of GenAI, students often utilize social media to exchange information, share experiences, and discuss the features or advantages of this technology. With paid features that offer exclusive services such as

priority access, data analysis, and advanced voice modes, GenAI attracts users to subscribe to the premium version. Information about these features is effectively conveyed through social media, increasing users' Trust and Purchase Intention (Lacap & Isip, 2021; Salhab et al., 2023).

Furthermore, research shows that purchase intention is influenced by the characteristics of social media itself, such as Sociability, Usability, Dependence, and Involvement (Cham et al., 2020; Permatasari & Kuswadi, 2017). Intense interactions on social media build users' emotional attachment to the brand or technology, thus driving purchasing decisions (Hamzah & Wahid, 2015). With AI-related search trends increasing significantly since 2022, mainly due to the popularity of GenAI, it is no surprise that users are increasingly trusting this technology as an innovative solution for their daily needs (Kharis et al., 2023). Based on the research conducted by Lacap & Isip (2021) and Putri (2022) shows the influence of Social Media Use on a person's Purchase Intention. This aligns with other research proving that Social Media Use affects Purchase Intention in e-commerce (Hu & Zhu, 2022). Even the research conducted by Jan et al. (2023) proves that Social Media Use also affects the Purchase Intention of Generation Y.

Social media, with its interactive and accessible nature, has become a significant force influencing GenAI users' Purchase Intention. From information dissemination to trust formation, the role of social media is crucial in shaping perceptions and purchasing decisions. With the continuous development of technology and new features, the influence of social media on consumer behavior, especially GenAI users, is expected to be even greater in the future. The Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) are fundamentally grounded in this research. These grand theories provide a robust lens to understand the complexities of technology adoption and consumer behavior in the digital age. This research conducts an objective and insightful analysis of how social media use shapes the purchase intention of GenAI users, specifically examining the crucial mediating role played by consumer trust in this process.

LITERATURE REVIEW

The theoretical framework for this research is based on the technology acceptance model (TAM) and the theory of planned behavior (TPB). First introduced by Fred Davis in 1986, the TAM provides insights into consumers' adoption and use of new technology (Muñoz-Leiva et al., 2017). Central to the TAM is the idea that individuals embrace technology when they perceive it as valuable and straightforward (Lim et al., 2016). In applying the TAM, Sharma and Bhatt (2018) demonstrated that simplified ordering and delivery procedures via social media significantly increase consumers' intention to purchase online.

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), predicts consumer behavior as a function of attitudes, subjective norms, and perceived behavioral control (Arifani & Haryanto, 2018). These three factors shape behavioral intention, the direct precursor to behavior. External social and environmental influences can impact all three. The TPB provides a foundation for understanding consumer behavior, with intention as a key predictor of usage (Wong, 2018; Lim et al., 2016). Sen (2019) validates TPB's reliability in predicting behavior from intention. In this research, social media use is the target behavior. Trust is a significant determinant of *attitude toward behavior* and *perceived behavioral control*.

Trustworthy social media information fosters a positive *attitude* towards engaging with GenAI. *Perceived behavioral control* is influenced by the ease of using social media platforms. Social influences shape *subjective norms*. Together, these factors reinforce behavioral intention and, consequently, purchase intention. In this way, trust, which is cultivated through the social media experience, can positively influence all three factors, consequently contributing to *purchase intention*.

Sociability on Social Media Use

Social Media Use refers to user activities to interact, share, and build relationships online (Meikle, 2016). Parr (2008) defines Social Media Use as using electronic tools and the internet to share and discuss information and experiences with humans (Parr, 2008). to share and discuss information and experiences with other humans more efficiently. More efficiently. Meanwhile, Jantsch (2008) reveals that social media combines technology with social interaction to create or co-create value. Create or co-create value. Furthermore, the definition of Social Media Use is integrating social media user engagement through significance and emotional attachment to its use. Users through the significance and emotional attachment to its use (Lacap & Isip, 2021). Social media provides information, product recommendations, and brand evaluations before purchasing (Jan et al., 2023). reveals that Social Media Use is characterized by Sociability, Usability, Dependence, and Involvement (Cham et al., 2020, 2021; Jean Paolo Lacap & Isip, 2021; Y. M. Lim et al., 2019; Maree, 2017).

The emergence of social media makes it possible for someone to create an online group to talk and discuss with other people who have interests and hobbies in the same thing. Thus giving rise to the emergence of Community and Connectedness as sociability indicators. Khan & Wang (2018) stated that the impact of the emergence of the community led to the emergence of electronic word-of-mouth marketing, which is considered more persuasive than traditional marketing. Previous studies have proven a significant relationship between Sociability and Social Media Use (Cham et al., 2020, 2021; Lim et al., 2019; Maree, 2017). However, Kesici (2019) found that sociability does not always have a significant effect on Social Media Use, differences can influence this in objects and sample sizes.

H1: Sociability affects social media use

Usability of Social Media Use

Usability in social media is composed of Speed, Accessibility, and Openness (Mayfield, 2008; Taprial & Kanwar, 2012). These three indicators can be categorized into Perceived Ease of Use in the Technology Acceptance Model (TAM) (Chen & Tudoran, 2014). In using social media for communication and disseminating information, users must also use and adapt to new technology, so it is possible to apply the Technology Acceptance Model (TAM) theory. This is supported by previous research that reveals the influence of usability on social media use (Chen & Tudoran, 2014; Lacap & Isip, 2021). Meanwhile, Rauniar et al. (2014) revealed that usability does not affect Social Media Use in their research on adopting one's behavior on Facebook.

H2: Usability affects social media use

Dependence on Social Media Use

Research by Thadani and Cheung (2011) found a relationship between Dependence and Social Media Use in the case of microblog users. The results of the study found indications of addiction in microblog users due to a sense of euphoria caused by the increasing number of followers as well as comments and retweets. Users tend to leave their academic, family, and work lives to maintain that feeling. This is in line with the research results by Chen & Tudoran (2014), which prove the relationship between Dependence and Social Media Use. However, in his research, Chen (2023) proved an insignificant influence between Dependence and Social Media Use in offline communication discussion for the categories of food, clothing, and sports events.

H3: Dependence affects social media use

Involvement in Social Media Use

Participation and communication as indicators of involvement have been proven to impact social media use. The more often users participate, the more they will increase their intention to continue participating in the future (Al-Debei et al., 2013). Online word-of-mouth communication also increases user engagement to search more effectively for the information they want. In her research, Ningtyas (2024) revealed that participating in online communities, such as Instagram, Telegram, WhatsApp groups, and others, will provide individuals access to financial information, learning opportunities from peers, and diverse perspectives on financial matters. This is supported by previous studies which show a significant effect on the relationship between Involvement and Social Media Use (Chen & Tudoran, 2014; Khan & Wang, 2018; Lacap & Isip, 2021). However, research by Boulianne (2015) shows that participation (Involvement) positively affects social media use, but it is not partially significant.

H4: Involvement affects social media use

Social Media Use on Purchase Intention

Purchase Intention refers to a person's desire to purchase a product or service in the future (Ajzen & Fishbein, 1977; Arifani & Haryanto, 2018). Purchase intention is subjective and can be seen from the willingness of consumers to buy goods or services (Yu et al., 2018). willingness of consumers to buy goods or services (Yu et al., 2018), which is also an important tool for advertisers to promote their products or services. An important tool for advertisers to understand the future buying patterns of consumers and allow them to identify suitable promotional strategies for establishing long-term relationships with customers (Sangurde, 2019). The rapid growth of social media has revolutionized every aspect of life, and its changes also apply to the consumer decision-making process (Jan et al., 2023). Information obtained from online interactions appears more reliable, accurate, and trustworthy than that sought directly from business websites (Hur et al., 2017; Soleimani, 2022). This is reinforced by Hu & Zhu (2022) research, which proves that Social Media Use affects Purchase Intention in e-commerce. Other research also proves a positive relationship between Social Media use and the Purchase Intention of Generation Y (Jan et al., 2023). Meanwhile, research conducted by Ardiansyah (2023) shows that social media does not affect the Purchase Intention of visitors at the jatijajar terminal.

H5: Social Media Use Affects Purchase Intention

Social Media Use on Trust

Trust is the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will perform a specific action that is important to the trusting party, regardless of the ability to monitor or control that party (Mayer et al., 1995). Both in the form of actions and information provided. Trust is beneficial for explaining personal relationships between people, professional relationships, and phenomena that have a large impact, such as public perceptions of new science and technology (Lalumera, 2024).

Brands can interact and communicate with their customers through social media platforms, which can positively impact Trust (Elaydi, 2018). Schivinski & Dabrowski (2016) revealed that consumers consider social media more trustworthy than traditional elements of the Marketing Mix. This may be because social media provides direct relationships between users, instant feedback, and real content by customers (Manzoor et al., 2020), as evidenced by Salhab et al. (2023) in their research, which proves that social media is a potentially effective tool for building trust. Meanwhile, research by Warner et al. (2018) proves that social media use directly affects trust, but it is not significant. This is also supported by Rusli's research (2019), which shows the same results.

H6: Social Media Use Affects Trust

Trust in Purchase Intention

Trust is one of the important factors in consumer Purchase Intention because customers who buy goods, products, and services from businesses expect them to act with integrity, honesty, and competence (Dent et al., 2019; Lacap et al., 2021; Low et al., 2023; Pandey et al., 2019; Tan et al., 2019). Consumer trust will be built by the quality of service the seller offers by the promises or principles used (Fikriah & Mahendra, 2024). Research by Aydin et al. (2014) shows that national brands can increase Purchase Intention by building trust in the brand. This means that when trust in the brand is formed, it can positively affect Purchase Intention (Takaya, 2019). Another study by Punyatoya (2019) indicated that trust in the brand leads to higher Purchase Intention. However, trust was also shown to have no significant effect on customer Purchase Intention in Jordanian beauty centers (Salhab et al., 2023).

H7: Trust affects Purchase Intention

Social Media Use on Purchase Intention with Trust as Mediation

While research has established a direct positive relationship between social media use and purchase intention, a growing body of literature emphasizes the crucial mediating role of consumer trust in this relationship. Trust, in general, is a well-documented antecedent of purchase intention (Aydin et al., 2014; Punyatoya, 2019), as consumers are more likely to purchase from entities they perceive as trustworthy. This is particularly relevant in social media because information shared on these platforms is often seen as more credible and reliable than traditional advertising (Hur et al., 2017; Soleimani, 2022). Emerging research explicitly highlights that trust is a pivotal intermediary mechanism through which social media use influences purchase intention (Jan et al., 2023; Lacap & Isip, 2021; Salhab et al., 2023). This mediation suggests that the impact of social media on purchase behavior is not solely a direct effect; instead, a significant portion of this influence is channeled

indirectly via the establishment of trust. Consumers' engagement with social media, characterized by sociability, usability, dependence, and involvement, fosters trust in brands, products, or technologies, and this enhanced trust, in turn, strengthens their purchase intention. This nuanced understanding of the indirect effect of social media, mediated by trust, provides a more comprehensive framework for examining consumer behavior in digital environments.

H8: Social Media Use affects purchase intention with trust as mediation
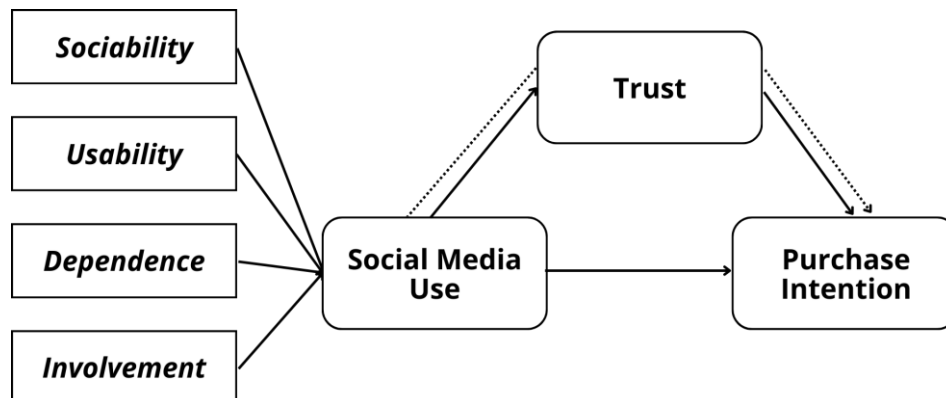
Conceptual Framework

Figure 1. Conceptual Framework

RESEARCH METHOD

This research uses a quantitative approach, with primary data as the main source. According to Sugiyono (2022), primary data refers to data obtained directly from the source. Furthermore, Sugiyono defines population as a generalization area or group of subjects or objects with specific qualities and characteristics set by researchers to study and draw conclusions. In this study, the population is students from public universities in Malang who use Generative AI (GenAI). This study uses a non-probability sampling technique, which means that the sample is selected without providing equal opportunities for all population members to be included. Using Sugiyono's approach, the sample size was calculated to be 160 respondents.

The participants in this study were university students in Malang, Indonesia, who frequently use generative AI tools to assist with their academic assignments. Data was collected through questionnaires distributed to respondents, which assessed their perceptions of Social Media Use, Trust, and Purchase Intention. The questionnaire comprised 38 items and additional questions covering demographic and personal information. A 4-point Likert scale was utilized for the measurement scale, with the following scoring: 4 = Strongly Agree, 3 = Agree, 2 = Disagree, and 1 = Strongly Disagree. Voramontri and Klieb (2019) noted that the Likert scale is one of the most commonly used rating scales, requiring respondents to express their agreement or disagreement with each statement. The measurement items were adapted from Liwei Chen's 2014 study. This study used the Partial Least Squares Path Modeling (PLS-PM) approach for data analysis. The analysis includes hypothesis testing, validity and reliability testing, linearity testing, and classical assumption evaluation.

RESULT AND DISCUSSION
Result
        The measurement model in this study was assessed based on the validity and reliability of the constructs used. The two main parameters evaluated were composite reliability (CR) and Cronbach's Alpha (CA). Both parameters are used to ensure the reliability of each construct, with a threshold value of 0.7 (Kock, 2014; Kock & Lynn, 2012). Based on the results listed in Table 1, all constructs: Sociability (CR: 0.969, CA: 0.962), Usability (CR: 0.958, CA: 0.946), Dependence (CR: 0.877, CA: 0.721), Involvement (CR: 0.950, CA: 0.936), Trust (CR: 0.912, CA: 0.970), Purchase Intention (CR: 0.951, CA: 0.932) met these reliability criteria. Convergent validity was tested through average variance extracted (AVE) and item loading of each construct. All item loadings were above the minimum 0.5 and significant (p < 0.05). In addition, the AVE values for all constructs are above the threshold value of 0.5, indicating that each construct can adequately explain the variance of its items.
        Discriminant validity is tested using the Fornell-Larcker criterion. Based on the Fornell-Larcker criterion, the square root of the AVE of each construct, the diagonal values in Table 1 are greater than the correlations between other constructs (the non-diagonal values). This indicates that each construct has adequate discriminant validity.
        Social media use is a second-order (higher-order) construct included in this study. The measurement model was evaluated by calculating the entire collinearity VIF values, outer weights and corresponding p-values, and the variance inflation factor (VIF). For every concept included in the study, the VIF values, outer weights, and significance of the formative indicators are shown in Table 3. Diamantopoulos and Siguaw (2006) suggested that a threshold of 3.30 or less was used to evaluate collinearity using VIF values. According to the table, every formative signal for the concept satisfied this requirement. Ramayah et al. (2018) state that each indicator has to have a p-value of 0.05 or less about outer weights. The findings validate that the second-order construct (social media) measurement model satisfied all the necessary thresholds.
        Full collinearity was analyzed to ensure the discriminant validity of the second-order construct (social media use), following the guidelines of Rasoolimanesh et al. (2017). For the structural model to be free from collinearity issues, the full collinearity VIF values must also be equal to or below 3.30, as stated by Kock (2015) and Kock and Lynn (2012). As shown in Table 3, the social media use construct remains within the acceptable thresholds.

Table 1. Convergent Validity & Reliability Measure

Construct/Item	Item Loading	AVE	CR	CA
Social Media Use				
Sociability		0.816	0.969	0.962
SOC1	0.773			
SOC2	0.936			
SOC3	0.943			
SOC4	0.938			
SOC5	0.934			
SOC6	0.906			
SOC7	0.883			
Usability		0.792	0.958	0.946
USA1	0.876			
USA2	0.939			
USA3	0.931			
USA4	0.931			
USA5	0.894			
USA6	0.756			
Dependence		0.721	0.877	0.721
DEP1	0.899			
DEP2	0.868			
Involvement		0.759	0.950	0.936
INV1	0.896			
INV2	0.902			
INV3	0.872			
INV4	0.907			
INV5	0.818			
INV6	0.827			
Trust		0.722	0.912	0.870
TRU1	0.911			
TRU2	0.767			
TRU3	0.815			
TRU4	0.898			
Purchase Intention		0.830	0.951	0.932
PI1	0.902			
PI2	0.886			
PI3	0.924			
PI4	0.931			

Source: Data Processed (2024)

Table 2. Discriminant Validity Using Fornell-Larcker Criterion

	DEP	INV	PI	SMU	SOC	TRU	USA
DEP	0.884						
INV	0.801	0.871					
PI	0.703	0.732	0.911				
SMU	0.865	0.949	0.777	0.836			
SOC	0.824	0.886	0.789	0.966	0.903		
TRU	0.766	0.759	0.924	0.791	0.786	0.850	
USA	0.753	0.825	0.663	0.927	0.845	0.664	0.890

Source: Data Processed (2024)

Table 3. Measurement Model Assessment

Higher-Order Formative Construct	Factor Weight	P-value	VIF	Full Colinearity VIF
Social Media Use				2.165
Sociability	0.252	<0.001	2.298	
Usability	0.255	<0.001	1.920	
Dependence	0.286	<0.001	1.467	
Involvement	0.304	<0.001	2.978	

Source: Data Processed (2024)

Based on the data processing results in Table 4, it is evident that the data support all the hypotheses proposed in this study. In terms of direct influence, sociability (SOC) has a powerful relationship with social media usage (SMU) with a path coefficient of 0.966, p-value <0.001, and an effect of 0.866. Similarly, usability (USA) shows a significant relationship with social media usage (SMU) with a path coefficient of 0.927, p-value <0.001, and an effect of 0.948.

Next, dependency (DEP) on SMU is also significant, with a path coefficient of 0.865, a p-value <0.001, and an effect of 0.122. Involvement (INV) contributes very strongly to SMU, with a path coefficient of 0.949, a p-value <0.001, and an effect size of 0.966. Additionally, social media use (SMU) has also been proven to strengthen Trust (TRU) with a path coefficient of 0.791, a p-value of <0.001, and an effect of 0.788, as well as having an influence on purchase intention (PI) with a path coefficient of 0.125, a p-value of 0.012, and an effect of 0.927. Moreover, Trust (TRU) also significantly contributes to Purchase Intention (PI) with a path coefficient of 0.825, a p-value of <0.001, and an effect size of 0.829. In the indirect effect, the path SMU -> TRU -> PI shows a significant relationship with a path coefficient of 0.652, a p-value <0.001, and an effect of 0.653. This indicates that Trust (TRU) has been proven to mediate the relationship between social media usage (SMU) and purchase intention (PI). These results confirm that the proposed research model has substantial and relevant validity.

Complete collinearity VIF analysis is conducted to detect and address potential standard method variance. Based on Kock (2015), a construct is considered free from standard method bias if its full collinearity VIF value is equal to or less than

3.3. The analysis results show that all constructs, namely Social media use, trust, and purchase intention, pass the standard method bias test.

Table 4. Results of Direct and Mediating Effects

Hypothesis	Path Coefficient	p-value	Standard Error	Effect Size	Decision
Direct Effect					
SOC -> SMU	0.966	<0.001	0.022	0.866	Supported
USA -> SMU	0.927	<0.001	0.012	0.948	Supported
DEP -> SMU	0.865	<0.001	0.050	0.122	Supported
INV -> SMU	0.949	<0.001	0.006	0.966	Supported
SMU -> PI	0.125	0.012	0.019	0.927	Supported
SMU -> TRU	0.791	<0.001	0.037	0.788	Supported
TRU -> PI	0.825	<0.001	0.045	0.829	Supported
Indirect Effect					
SMU -> TRU -> PI	0.652	<0.001	0.047	0.653	Supported

Source: Data Processed (2024)

Table 5. Common Method Bias, Predictive Relevance, and Coefficient of Determination

	Full Collinearity VIF	Q2	R2
SMU	2.165		
TRU	2.666	0.098	0.625
PI	2.719	0.445	0.859

Source: Data Processed (2024)

In addition, the analysis also includes the coefficient of determination (R^2) and predictive validity (Q^2) as part of the structural model evaluation. According to Cohen (1988) and Kock (2014), an R^2 value of less than 0.02 is considered too weak for practical relevance. The R^2 results of 0.221, 0.408, and 0.528 indicate effects ranging from weak to moderate. On the other hand, the Stone-Geisser Q^2 coefficient must be greater than zero for the variable to be considered to have predictive relevance (Kock, 2020). The Q^2 values of 0.210, 0.404, and 0.524 all meet the criteria. Based on the results in Table 5, all constructs – Social media use, trust, and purchase intention – meet the criteria for R^2 and Q^2.

Discussion
Sociability on social media use
In testing Hypothesis 1, which proposed a positive effect of sociability on social media usage, the study revealed compelling support. The findings underscore sociability as a potent predictor of how much students utilize social media. This outcome effectively emphasizes the fundamentally social nature of these digital environments. Students' desire to connect, interact, and foster online communities is a primary driver. Elevated sociability traits directly translate into greater engagement and activity within social media platforms, reinforcing the importance of social drivers in the realm of online interactions (Khan & Wang, 2018).

Usability of Social Media Use

Explored the influence of usability on social media usage, predicting a positive correlation. The data analysis provides strong affirmation for this hypothesis. Usability emerged as a very impactful factor, positively shaping the extent of social media usage. This decisively demonstrates the paramount importance of platform design and user-friendliness. Students are more likely to engage with and routinely utilize social media when they perceive these platforms as straightforward, efficient, and readily accessible. This observation highlights that an intuitive and user-centric interface is pivotal in promoting social media adoption and sustained engagement among the student demographic, echoing established principles of technology acceptance (Chen & Tudoran, 2014).

Dependence on Social Media Use

Centered on the premise that dependence positively affects social media usage. Dependence exhibited a noteworthy positive impact on the degree of social media usage. This implies that as students increasingly integrate social media into their daily lives, particularly for academic tasks and information retrieval related to GenAI, their overall engagement with social media escalates. This outcome points to the expanding role of social media as an indispensable and interwoven tool in students' routines, fostering heightened usage due to its perceived essentiality and daily reliance (Thadani & Cheung, 2011).

Involvement in Social Media Use

Investigated the prediction that involvement positively influences social media usage. Involvement displayed a pronounced positive effect on the extent of social media usage. This finding signifies that students who actively participate, generate content, and contribute to online communities within social media settings tend to exhibit higher overall platform utilization. Instead of passive consumption, proactive engagement and contribution are key determinants in maximizing social media use, reflecting a deeper integration and commitment to these digital spaces (Al-Debei et al., 2013).

Social Media Use on Purchase Intention

The findings demonstrate that increased social media use statistically predicts students' inclination to purchase premium GenAI functionalities or services. This result reinforces the notion within digital marketing and consumer behavior that platform engagement can act as a cornerstone for initiating purchase consideration. When individuals actively utilize social media platforms, they become more predisposed to contemplate purchasing the technologies and services they encounter within those environments. This is consistent with prior research that suggests social media exposure and usage can positively shape consumer purchasing decisions (Jan et al., 2023; Hu & Zhu, 2022). However, it is also important to acknowledge that the direct effect, while significant, is less pronounced than the indirect effect mediated by trust, indicating a more complex pathway deserving further consideration.

Social Media Use on Trust

Brands can interact and communicate with their customers through social media platforms, which can positively impact Trust (Elaydi, 2018). Schivinski &

Dabrowski (2016) revealed that consumers consider social media more trustworthy than traditional elements of the Marketing Mix. This may be because social media provides direct relationships between users, instant feedback, and real content by customers (Manzoor et al., 2020), as evidenced by Salhab et al. (2023) in their research, which proves that social media is a potentially effective tool for building trust. Meanwhile, research by Warner et al. (2018) proves that social media use directly affects trust, but it is not significant. This is also supported by Rusli's research (2019), which shows the same results.

Trust in Purchase Intention

Hypothesis 6 proposed that Trust in GenAI positively steers purchase intention for GenAI-related offerings. The study's outcomes strongly endorse this hypothesis. The findings reveal that students' confidence in GenAI significantly predicts their inclination to purchase premium GenAI functionalities or services. This outcome reinforces the well-established principle in marketing and consumer behavior that trust stands as a cornerstone of purchase decisions. When individuals trust a technology or a brand, they are substantially more predisposed to contemplate purchasing (Aydin et al., 2014; Punyatoya, 2019; Lacap & Isip, 2021).

Social Media Use on purchase intention with the mediation of trust

Trust in GenAI is an intermediary in the connection between social media usage and purchase intention. The mediation analysis undertaken in this study delivers compelling evidence validating this hypothesis. The results demonstrate that trust demonstrably functions as a significant mediating variable. While social media usage positively influences purchase intention, a considerable portion is indirectly channeled via the development of Trust in GenAI. This insightful finding emphasizes that social media's impact on purchase intention is not solely a direct pathway; instead, it operates significantly by nurturing trust, which propels purchase intention. This highlights the importance of trust-building initiatives within social media marketing strategies designed to encourage technology adoption.

CONCLUSION

This study successfully validated the proposed research model, as empirical evidence supported all hypothesized relationships. The findings demonstrate that sociability, usability, dependency, and involvement are critical determinants of social media usage, with sociability, usability, and involvement emerging as powerful drivers. Social media usage, in turn, significantly enhances user trust and also exerts a positive, albeit less pronounced, influence on purchase intention. Crucially, trust was identified as a powerful predictor of purchase intention. Furthermore, the analysis revealed that trust significantly mediates the relationship between social media usage and purchase intention. This highlights that the impact of social media usage on purchase intention is substantially channeled through the development of trust. Collectively, these results affirm the robustness of the proposed model, demonstrating meaningful connections between sociability, usability, dependency, involvement, social media usage, trust, and purchase intention. The significant mediating role of trust offers valuable theoretical contributions and practical implications, especially for digital marketing strategies and understanding student behavior within the context of GenAI utilization.

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APPENDIX

No.	Variabel	Indicator	Measurement Item
1.	*Social Media Use* (X), (Chen, 2014)	X1.1 *Sociability*	X1.1.1 I can find many people with the same interests or background on social media platforms.
			X1.1.2 I can develop more intimate relationships with others on social media platforms, which are not easy to form in the physical world.
			X1.1.3 I often share emotions and communicate my feelings with friends on social media platforms.
			X1.1.4 I want to be part of a community or interest group on social media platforms.
			X1.1.5 I often use the same social media identity to log into various social media platforms.
			X1.1.6 I often share content from other social media platforms and post it on one social media platform through a link.
			X1.1.7 I can edit and communicate information on social media platforms in the form of text, voice, images, videos, etc.
		X1.2 *Usability*	X1.2.1 I can use social media platforms for free.
			X1.2.2 I can join social media platforms freely.
			X1.2.3 I can obtain information and publish posts on social media platforms freely.
			X1.2.4 I do not need to know special and advanced skills to use social media platforms.
			X1.2.5 I find it easy to join groups and communities that interest me.
			X1.2.6 I can quickly browse the products and information I need on social media platforms.
			X1.2.7 The content I publish on social media platforms is quickly available to my friends.
			X1.2.8 I can instantly communicate with my friends on social media platforms without delay due to external factors.
		X1.3 *Dependence*	X1.3.1 When choosing a product or service, social media is my top priority for gathering information.
			X1.3.2 I am used to searching for information about products and services through social media platforms.
			X1.3.3 I spend more time on social media.
		X1.4 *Involvement*	X1.4.1 I often look for product and service information through social media platforms.
			X1.4.2 I often comment or share experiences with my friends about the products and services I have used previously through social media platforms.
			X1.4.3 I often start discussions about products and services on social media platforms.
			X1.4.4 I often participate in discussions about products and services proposed by my friends on social media platforms.

No.	Variabel	Indicator	Measurement Item
			X1.4.5 I often discuss products and services with friends on social media platforms.
			X1.4.6 I am willing to help a friend who has problems with social media usage.
2.	*Trust* (Z), (Chen, 2014)		Z1.1 The information on social media is reliable.
			Z1.2 Friends on social media can be trusted.
			Z1.3 The social media I use is trustworthy.
			Z1.4 I will share my good experiences with my friends about buying products or obtaining information about social media platforms.
3.	*Purchase Intention* (Y), (Chen, 2014)		Y1.1 Using social media platforms helps me make better decisions before purchasing goods and services.
			Y1.2 Using social media platforms increases interest in purchasing products and services.
			Y1.3 If I know that the usefulness of the product or service is greater than just personal devotion in terms of money, time, and effort, I will consider buying this product or service.
			Y1.4 I am very likely to buy products or services recommended by my friends on social media platforms.