

**The Effect of Outbound Brand Syariah and Social Media Marketing on Purchase Interest of BSI Auction Assets with Public Trust as an Intervening Variable**

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**Article's Information**

**DOI:**

10.32815/jibeka.v19i2.2370

**ISSN-E:**

2620-875X

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**ABSTRACT**

This study aims to analyze the influence of outbound sharia brand and social media marketing on public trust, analyze the influence of outbound sharia brand and social media marketing on interest in purchasing auction assets, analyze the influence of public trust on interest in purchasing auction assets, and analyze the influence of outbound sharia brand and social media marketing on interest in purchasing auction assets through public trust. The number of samples in this study involved 200 customers. The analysis technique used SmartPLS. The results of the analysis show that outbound sharia brand influences public trust. Social media marketing influences public trust. Outbound sharia brand influences interest in purchasing auction assets. Social media marketing influences interest in purchasing auction assets. Public trust influences interest in purchasing auction assets. Outbound sharia brand influences interest in purchasing auction assets through public trust. Social media marketing influences interest in purchasing auction assets through public trust.

**Keywords:** Public trust, Interest in purchasing auction assets, Outbound sharia brands, Social media marketing

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *outbound brand syariah* dan *social media marketing* terhadap kepercayaan masyarakat umum, menganalisis pengaruh *outbound brand syariah* dan *social media marketing* terhadap minat pembelian aset lelang, menganalisis pengaruh kepercayaan masyarakat umum terhadap minat pembelian aset lelang, dan menganalisis pengaruh *outbound brand syariah* dan *social media marketing* terhadap minat pembelian aset lelang melalui kepercayaan masyarakat umum. Jumlah sampel dalam penelitian ini melibatkan 200 nasabah. Teknik analisis menggunakan SmartPLS. Hasil analisis menunjukkan bahwa *outbound brand syariah* berpengaruh terhadap kepercayaan masyarakat umum. *Social media marketing* berpengaruh terhadap kepercayaan masyarakat umum. *Outbound brand syariah* berpengaruh terhadap minat pembelian aset Lelang. *Social media marketing* berpengaruh terhadap minat pembelian aset Lelang. Kepercayaan masyarakat umum berpengaruh terhadap minat pembelian aset Lelang. *Outbound brand syariah* berpengaruh terhadap minat pembelian aset lelang melalui kepercayaan masyarakat umum. *Social media marketing* berpengaruh terhadap minat pembelian aset lelang melalui kepercayaan masyarakat umum.

**Keywords:** Kepercayaan masyarakat umum, Minat pembelian aset lelang, *Outbound brand syariah*, *Social media marketing*

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## Introduction

In the era of globalization and rapid development of information technology, marketing has undergone a significant transformation. One form of marketing that is increasingly popular is marketing through social media. Social media is not only a platform for interaction, but also an effective tool for promoting products and services. In Indonesia, with a large population and increasing internet penetration rates, social media has become an effective means for business, including sharia products. The use of social media in marketing has been shown to increase sales volume for business actors. In a study conducted by Fadhilah, the use of data analytics from social media showed that the implementation of digital marketing through the platform greatly contributed to increasing sales, especially for sharia-oriented small and medium enterprises (SMEs) (Fadhilah, 2024). Sharia branding is an approach that prioritizes Islamic values in product marketing. In this context, Islamic financial institutions such as Bank Syariah Indonesia (BSI) strive to attract public interest in investing in the auction assets offered. Sharia auction assets have the potential to provide attractive benefits to the community, but purchasing interest in these assets still needs to be improved. Public trust is an important factor in influencing purchasing decisions. In this context, trust can function as an intervening variable that connects outbound sharia brands and social media marketing to the interest in purchasing BSI auction assets. Therefore, this study aims to analyze the effect of outbound sharia brands and social media marketing on the interest in purchasing BSI auction assets with public trust as an intervening variable. Research shows that consumer trust in brands contributes significantly to purchasing decisions, especially in the context of products related to religious values (Hakim, 2020).

Outbound sharia brand is a marketing strategy that emphasizes sharia values in product branding. This strategy aims to build a positive image and trust among consumers. On the other hand, social media marketing has become a very effective tool in reaching a wider audience, especially the younger generation who are active on digital platforms. By utilizing social media, BSI can increase the visibility of sharia auction products and attract the attention of potential buyers. However, despite the potential, purchasing interest in sharia auction assets is still relatively low. One of the factors that influences purchasing decisions is public trust. This trust can be influenced by various elements, including brand reputation, the quality of information conveyed through social media, and interactions between financial institutions and the public. Therefore, this study aims to analyze the effect of outbound sharia brand and social media marketing on purchasing interest in BSI auction assets, with public trust as an intervening variable.

## Method

### Population and Sample

The population in this study includes all people who have potential interest or attraction to BSI (Bank Syariah Indonesia) asset auction products, the number of which is not known with certainty. The sampling technique used is the purposive sampling method, with the following respondent criteria:

1. All BSI customers must be at least 20 years old and have a social media account.
2. Have an interest in investment or auctions.

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3. Have a basic understanding of asset auctions in Islamic banking.
  4. Respondents have accessed or interacted with BSI social media in the last three months.
  5. Respondents know or have participated in the BSI asset auction program.

The ideal sample size can be determined based on statistical formulas, but generally, for quantitative research, the expected sample size is between 100 and 200 respondents to obtain representative and valid data results. Thus, the sample size in this study is 200 respondents.

### **Definition of Variables and Operational Variables**

#### **a. Outbound Brand Syariah ( $X_1$ )**

Outbound brand sharia is a marketing strategy carried out by sharia financial institutions, such as Bank Syariah Indonesia (BSI), to introduce and promote its products. This strategy focuses on sharia principles such as transparency, ethics, and halal in every product promotion activity. The goal is to build trust and increase awareness and interest in the market share of the community towards the products offered.

Measurement Indicators:

- 1) Compliance with sharia principles in branding
- 2) Transparency of information about auction assets
- 3) Ethical commitment in auction product promotion
- 4) Message quality (clarity, relevance)
- 5) Frequency of communication (how often messages are delivered)
- 6) Public response to messages (level of interaction, feedback)
- 7) Brand awareness (level of public recognition of the BSI brand)
- 8) Brand image (public perception of the sharia values upheld by BSI)
- 9) Product quality (public assessment of the quality of auction assets offered)

#### **b. Social Media Marketing ( $X_2$ )**

A marketing strategy that uses social media platforms to promote products, services or services. The goal is to attract consumer attention, build relationships and increase consumer engagement with the auction assets offered.

Measurement Indicators:

- 1) Content upload frequency (how often BSI posts content on social media)
- 2) Interactivity of the number of followers into purchases with users through social media (level of community engagement with posted content) (likes, shares, comments)
- 3) Quality of relevant and informative content shared (type and quality of content)
- 4) Visual appeal in auction asset promotion is able to attract public attention

#### **c. Auction Asset Purchase Interest (Y)**

The level of interest of individuals or communities to participate in or make purchases of assets offered through auctions by BSI. This interest is influenced by the knowledge, experience, and beliefs of prospective buyers regarding the benefits of auction assets.

Indicator:

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- 1) Willingness to seek information about auction assets (how willing potential buyers are to dig up information about available auction assets)
  - 2) Interest in participating in the auction process (level of interest in participating in the auction process)
  - 3) Belief in the benefits of auction assets (potential buyers' perceptions of the value and benefits of auction assets)
  - 4) Intention to recommend BSI auctions to others

d. General Public Trust (Z)

The level of public confidence in the security, transparency, and trust in the sharia asset auction process conducted by BSI. This trust reflects how the public assesses integrity and professionalism and their belief that transactions will be conducted fairly and transparently at the auction organizing institution. In this study, public trust functions as an intervening variable.

Indicator:

- 1) Transparency of information about auctioned assets (To what extent is information about auctioned assets clear and easily accessible to the public)
- 2) Security of transactions and trust in the auction process (the level of public confidence that the auction process is carried out safely and free from the risk of inappropriate transactions)
- 3) BSI reputation (the public's view of BSI as a trusted Islamic bank with reliable credibility)
- 4) Positive community experiences in the auction process

The measurement scale for all variables uses a Likert scale of 1–5.

## Data Analysis Techniques

The data analysis technique in this study uses the Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS) with the help of SmartPLS software version 3.0.

## Results and Discussion

### PLS SEM Analysis Results

Data analysis in this study was carried out using the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS) through SmartPLS 3.0 software which is presented in Figure 1.

Based on the results of data processing, all indicators have outer loading values above 0.7, which indicates that all indicators have met the criteria for convergent validity. The AVE value for each construct is also above 0.5, and the CR and Cronbach's Alpha values for each construct are above 0.7, indicating that the instrument used is reliable.

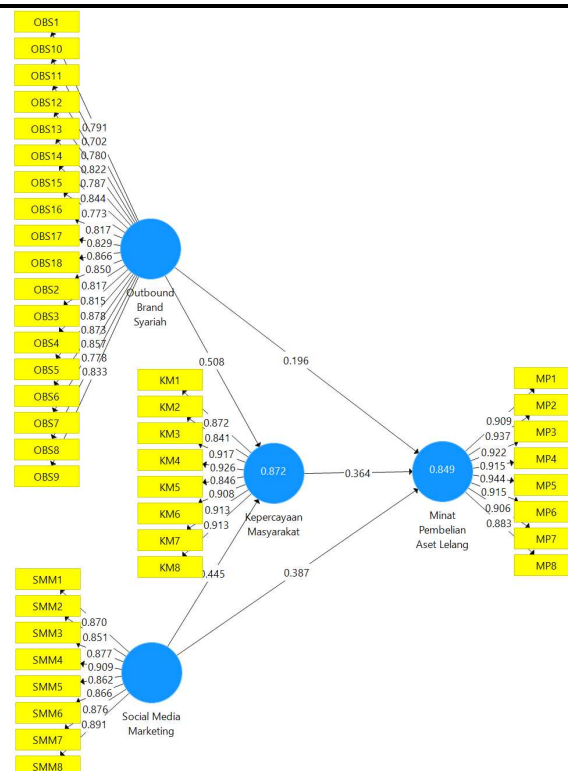


Figure 1. Outer Model of PLS-SEM Test Results

## Hypothesis Testing

Hypothesis testing in this study was conducted to evaluate the influence between variables that have been formulated in the research model. The analysis was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS), which allows testing of direct and mediation effects between variables. The following table presents the results of the research hypothesis testing which shows the significance and direction of the influence between variables.

Table 1. Hypothesis Testing

Hypothesis	Influence	Path coefficients	t- static tics	p-values	Information
H1	Outbound Sharia Brand→Public Trust	0.508	7.323	0.000	Significant
H2	Social Media Marketing→Public Trust	0.445	6.334	0.000	Significant
H3	Outbound Sharia Brand→Interest in Purchasing Auction Assets	0.196	2.213	0.027	Significant
H4	Social Media Marketing→Interest in Purchasing Auction Assets	0.387	3,862	0.000	Significant
H5	Public Trust→Interest in Purchasing Auction Assets	0.364	2.973	0.003	Significant
H6	Outbound Sharia Brand→Public Trust→Interest in Purchasing Auction Assets	0.185	2,737	0.006	Significant
H7	Social Media Marketing→Public Trust→Interest in Purchasing Auction Assets	0.162	2,629	0.009	Significant

Source: Processed primary data, 2025.

Based on the results of hypothesis testing in table 1, it can be explained as follows:

- 1) Outbound Brand Sharia has a positive and significant effect on Public Trust with a path coefficient value of 0.508, t-statistic of 7.323, and p-value of 0.000. This means that the stronger the sharia brand image built by BSI, the higher the public trust in the auction process held. Thus, H1 is statistically accepted.
- 2) Social Media Marketing has a positive and significant effect on Public Trust with a path coefficient value of 0.445, t-statistic 6.334, and p-value 0.000. This shows that the more active and quality marketing through social media carried out by BSI, the higher the level of public trust in the Islamic bank. Therefore, H2 is statistically accepted.
- 3) Outbound Brand Sharia has a positive and significant effect on the Interest in Purchasing Auction Assets with a path coefficient of 0.196, t-statistic of 2.213, and p-value of 0.027. This means that the sharia brand imaging carried out by BSI also encourages the emergence of public interest in purchasing auction assets. Thus, H3 is statistically accepted.
- 4) Social Media marketing has a positive and significant effect on the Interest in Purchasing Auction Assets with a path coefficient value of 0.387, t-statistic 3.862, and p-value 0.000. This shows that an interesting and informative marketing strategy through social media can increase public interest in participating in the asset auction process. Thus, H4 is statistically accepted.
- 5) Public Trust has a positive and significant effect on Interest in Purchasing Auction Assets with a path coefficient of 0.364, t-statistic of 2.973, and p-value of 0.003. This explains that the higher the public's trust in BSI, the greater the public's interest in participating in purchasing auction assets. Thus, H5 is statistically accepted.
- 6) Outbound Brand Sharia has a positive and significant effect on the Interest in Purchasing Auction Assets through Public Trust with a path coefficient of 0.185, t-statistic of 2.737, and p-value of 0.006. Thus, H6 is statistically accepted.
- 7) Social Media Marketing has a positive and significant effect on the Interest in Purchasing Auction Assets through Public Trust with a path coefficient value of 0.162, t-statistic 2.629, and p-value 0.009. This means that the effectiveness of marketing through social media also encourages interest in purchasing auction assets indirectly through the formation of public trust. Thus, H7 is statistically accepted.

## Discussion

### The Influence of Outbound Sharia Brands on Public Trust

Outbound branding Sharia has a significant influence on public trust, which means that a positive image built through a sharia brand can create confidence in the auction organizing institution, in this case BSI. The public will tend to trust institutions that consistently display sharia values in all their marketing and service activities. This trust arises because Islamic values such as honesty, justice, and transparency consider the basis for the operationalization of the brand. When a brand demonstrates compliance with these principles, the public will feel safer and more confident in making transactions. According to Alserhan (2017), Outbound Islamic Brands are halal brands originating from Islamic countries and have the potential to reach non-Muslim consumers, given the characteristics of products that are in accordance with sharia principles. Therefore, sharia brands are not

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only effective in reaching Muslim consumers, but are also able to build trust in the wider community, including non-Muslims.

Outbound-managed sharia brands have an approach that not only emphasizes religious elements but also prioritizes service quality and ethics in marketing. This allows the brand to be seen as more professional and of high integrity in the eyes of the public. Public trust is not only formed because of the "sharia" label alone, but because of real proof of these values in daily business practices. BSI as a sharia financial institution has a great responsibility in maintaining consistency between the brand promise and the reality on the ground. If the promise is kept, the level of public trust will increase and has the potential to encourage participation in activities such as purchasing auction assets. Alserhan (2017) also emphasized that the success of sharia brands in a global context cannot be separated from their ability to bridge universal values that can be accepted across religions and cultures.

Public trust in sharia brands is also closely related to the perception of the fairness and accountability of the institution. The public tends to judge the credibility of a brand based on how far the brand can demonstrate accountability in all its activities. Therefore, when BSI as a sharia brand actively builds a transparent and fair image through various channels, the public will be more open and interested in engaging in their services. In terms of asset auctions, this trust becomes very important because it involves a risky process and requires legal and moral security guarantees. This is where the role of outbound sharia brands becomes crucial as a bridge between religious values and modern market needs.

The public also looks at the consistency between the values campaigned by the brand and the actual actions of the institution. When a sharia brand successfully demonstrates a commitment to Islamic values in the form of fair, transparent, and trustworthy services, deep emotional loyalty will be formed from consumers. This loyalty is not only functional, but also spiritual and ideological, which is difficult to build by conventional brands. So it is not surprising that sharia brands that successfully implement outbound strategies have a strong influence in building long-term brand equity. The potential of Islamic brands that develop outbound is in their strength in bridging the spiritual and rational needs of consumers, both Muslims and non-Muslims. This is what makes brands like BSI trusted as credible and high-value asset auction organizers.

The influence of outbound sharia brands on public trust can also be understood within the framework of social identity. Sharia brands that have a strong identity will easily stick in the collective perception of society, thus creating a sense of belonging and attachment. In the case of BSI, the Islamic yet professional brand image gives a sense of pride to the Muslim community to be part of an ethical transaction. The community will feel that they are not only buying assets but also supporting an economic system that is in accordance with their moral and religious values. This collective identity strengthens social trust because it is supported by community norms and values. Outbound sharia brands have their own appeal because they harmoniously combine spiritual values and commercial needs.

Public trust in sharia brands is not only influenced by the religiosity aspect, but also by the image of professionalism and the capabilities of the institution. If BSI continues to develop service quality, strengthen its reputation and demonstrate compliance with sharia principles

in all its auction activities, then public trust will increase. This trust is the key to long-term success in attracting interest in products or services, including in the context of asset auctions. A strong brand will provide a sense of security in making economic decisions, especially in the context of auctions which are often considered complex and risky. Therefore, the role of outbound sharia brands is very strategic in building a stable relationship of trust with the public. The success of outbound sharia brands lies in their ability to display sharia values in a modern and globally relevant package.

### **The Influence of Social Media Marketing on Public Trust**

Social media marketing significantly influence public trust, which means that promotional activities through social media can shape positive public perceptions of an institution, including BSI. In asset auctions, the presence of consistent, informative, and interesting content on social media makes people feel close to the process being offered. When people often see auction information that is delivered transparently and communicatively, people will feel more confident and believe in BSI credibility. This trust grows along with the increasing frequency of interaction between users and the content provided. Research Kurniawan (2020) shows that Social Media Marketing has a great influence on consumer behavior, especially in increasing interaction and building consumer trust through relevant and interesting content. Therefore, the role of social media is very vital in building the foundation of public trust.

The visual quality and content of the message conveyed in BSI social media campaign can increase public trust. When the content design is visually appealing and equipped with complete information, the public will feel that the institution is professional and trustworthy. This credibility is strengthened through positive feedback, comments, and reactions from other users who interact with the upload. The higher the level of engagement on social media, the greater the opportunity to create public trust in sharia brands such as BSI. Two-way interactivity makes the public feel heard and appreciated as part of the service ecosystem. Interesting and interactive content is key to building an emotional connection between consumers and brands.

Not only about appearance, but also the speed and accuracy of BSI response in responding to public questions and comments on social media determines public trust. Fast, polite, and solution-oriented responses reflect the institution's commitment to serving the public optimally. This is real evidence that social media is not only a promotional tool, but also an effective communication channel for building long-term relationships with the public. When the public feels given space to ask questions and get satisfactory answers, trust in the brand grows by itself. Brand involvement in active communication on social media creates loyalty and a sense of security in consumers. Therefore, social media management must be carried out strategically and professionally.

Social media marketing implemented by BSI also creates an impression of openness and transparency in the asset auction process. Information that is posted regularly and clearly strengthens the perception that there is nothing hidden by the institution. In a situation where the public tends to be skeptical of the auction process, the presence of social media as a trusted source of information is a big added value. They find it easier to access data, schedules, and auction requirements just by using a mobile device. Thus, social media acts

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as a bridge of information between the institution and the wider community. Relevant and easily accessible content increases the perception of openness and public trust.

On the other hand, social media marketing also allows BSI to build a positive image through testimonials and user experiences. People tend to believe in other people's real experiences shared on social media, because they are considered more honest and authentic than conventional advertising. When someone shares a positive experience participating in a BSI auction, the post can be a factor that drives trust for other potential participants. This is known as electronic word of mouth, which has a major impact on shaping public opinion. With this strategy, social media not only builds trust directly, but also creates a network effect of trust between users. People's experiences shared digitally can significantly increase interest and trust in the brand.

Social media marketing which effectively creates a digital ecosystem that supports the growth of public trust in sharia brands such as BSI. When a marketing strategy is carried out by combining religious values, content quality, and high interactivity, a perception will be formed that the brand is responsible and trustworthy. This is especially important in the context of asset auctions, where purchasing decisions are sensitive and risky. By building trust through social media, BSI can increase public participation while strengthening the brand's position in the market. Therefore, social media is an important pillar in building public reputation and loyalty. A well-planned social media marketing strategy will have a direct impact on the level of consumer trust and engagement.

### **The Influence of Outbound Sharia Brands on Interest in Purchasing Auction Assets**

Outbound branding Sharia influences the interest in purchasing auction assets, which means that the stronger the sharia brand image displayed by BSI, the higher the public interest in participating in the auction process it organizes. The public tends to show greater interest in assets offered by institutions that uphold sharia values. This is due to the perception that the institution does not only prioritize profit but also prioritizes transparency and fairness in its business processes. For the Muslim community, the religious aspect is the main consideration in purchasing decisions, including in choosing an auction platform. According to Siregar (2021), the existence of sharia brands has a positive impact on consumer preferences in choosing products or services because of their conformity to religious principles. Therefore, outbound sharia brands are an important element in encouraging consumer interest in auction assets.

Purchase interest can increase because people feel that sharia brands such as BSI are committed to carrying out processes that are halal, clean, and free from manipulative practices. Strong branding creates trust that all activities, including auctions, are carried out according to Islamic principles. People who are sensitive to religious values tend to avoid platforms whose sharia status is unclear. The existence of a sharia label is not just a symbol, but becomes the main attraction in purchasing decisions. When the sharia identity is communicated well in every promotional activity, people will feel more comfortable and interested in participating. Consumer preferences are greatly influenced by the extent to which the brand reflects Islamic principles consistently.

The sharia brand image built by BSI also has a psychological impact on prospective buyers, because it is part of a transaction that is not only economically profitable, but also has

religious value. This is an emotional driver that strengthens the intention to buy assets through the sharia auction route. The stronger the Islamic values embedded in the brand, the greater the public's interest in being actively involved. On the other hand, the sharia brand also provides a sense of security to consumers in making decisions. Thus, a value-based approach has been proven to increase purchasing intentions. A religious brand identity is a primary consideration in choosing sharia-based services.

In addition, outbound sharia brands create differentiation in the market, especially in the context of tight competition between financial institutions. BSI, through its sharia approach, can stand out as a trusted alternative for people seeking legal and ethical clarity in economic transactions. When people see that BSI is not only focused on profit, but also provides social and spiritual impacts, interest in its asset auction program increases. A brand that is built on the principles of justice, openness, and blessings, can provide consumers with a sense of confidence in choosing to buy assets. Consumers also feel that their decisions are not just transactions, but part of a contribution to the sharia economy. Therefore, sharia brands have their own appeal that conventional brands do not have.

Through promotions that emphasize sharia principles, such as honesty, justice, and blessings, people feel more motivated to seek information and ultimately participate in the auction. This narrative strengthens BSI positioning as an institution that not only sells assets but also delivers value. In this situation, a brand is not just a name, but an ideological identity that represents consumer beliefs and expectations. Preference for sharia brands often arises from a combination of rationality and spirituality, which ultimately creates loyalty. Therefore, the strength of the sharia brand becomes a strategic asset in developing the asset auction market.

The influence of outbound sharia brand on the interest in purchasing auctioned assets reflects BSI success in integrating Islamic principles into modern business operations. This shows that sharia brands are not only relevant in ordinary banking products but can also be applied in non-conventional business schemes such as asset auctions. When consumers feel that community involvement in purchasing assets does not conflict with religious values, the decision to purchase becomes more solid. These emotional and spiritual factors are a strength in themselves in forming market loyalty and interest. By strengthening its sharia identity, BSI is not only targeting the Muslim market, but also general consumers who value business ethics. Modern society is now increasingly considering moral values in making economic decisions, and sharia brands are able to meet these needs. The results of this study support Hafez (2021) and Onofrei et al. (2022) who found that social media marketing activities have an impact on purchase intentions.

### **The Influence of Social Media Marketing on Interest in Purchasing Auction Assets**

Social media marketing influence on Interest in purchasing auction assets, which means that marketing activities through social media can encourage public interest in participating in auctions held by BSI. Digital marketing that is carried out consistently, with interesting and informative content, can build awareness of the products or services offered. When social media users are often exposed to information about asset auctions, the possibility of people finding out more and finally being interested in participating will be greater. According to Kaplan & Haenlein (2010) Social media plays an important role in disseminating information quickly and widely, as well as shaping consumer perceptions of

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brands. Marketing strategies through platforms such as Instagram, Facebook, and TikTok have a direct impact on potential buyers' decisions. The more active and targeted the social media marketing strategy carried out by BSI, the higher the public interest in the auction assets offered.

High interactivity on social media, such as comments, likes, and sharing of content, creates an environment that encourages participation and trust from the community. When other users provide positive testimonials or show their interest through public interactions, this fosters curiosity and confidence in other potential consumers. This phenomenon is known as electronic word of mouth (e-WOM), which is very influential in shaping purchasing intentions (Cheung & Thadani, 2012). In the context of asset auctions, testimonials from previous participants or successful sales shared on social media can increase positive perceptions and trust in the platform. Thus, marketing strategies that involve real experiences from previous consumers are very effective in attracting new interest. Study Hutter et al. (2013) also shows that interactive campaigns on social media contribute significantly to purchasing interest, especially in a competitive digital market.

Attractive visual content also plays an important role in increasing interest in purchasing auction assets through social media. The use of graphic design, promotional videos, and professional appearance of the auctioned assets can increase the perception of quality and value of the products offered. Good visualization gives a professional, transparent, and trustworthy impression, which is very important in an auction process that involves large economic value. Ashley & Tuten (2015) states that aesthetic and relevant visual content contributes to consumer engagement and purchase intention. In the case of BSI, the attractive content display not only strengthens the institution's image but also increases the credibility of the auction program itself. So, it is not surprising that purchasing interest increases along with the improvement in the quality of digital marketing content.

The frequency of content uploads also contributes to consumer interest. Consistence in presenting information, be it auction schedules, purchasing procedures, or types of assets available, ensures that the audience always gets the latest updates. This encourages them to engage continuously and not miss auction opportunities. According to De Vries et al. (2012), brands that regularly post relevant content are able to maintain engagement and increase consumer loyalty. BSI, which actively manages its social media accounts, can create a digital community that is informed and interested in the auction activities held. Thus, consistent marketing is not only about promotion, but also about building long-term relationships with potential buyers.

Social media marketing serves as an educational medium for the auction process that is often not understood by the public. Through educational content such as infographics, video tutorials, or Q&A sessions, the public is guided to understand how auctions work, the risks involved, and how to optimize purchasing opportunities. This education builds confidence and comfort for prospective buyers to participate in auctions. Tuten (2023) explains that social media has the power to shape consumer understanding of products and increase perceived value. In the context of BSI, delivering educational content can change public perception that auctions are not only for big investors, but are also open to the public. As a result, purchasing interest also increases along with increasing consumer knowledge.

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Trust built through social media marketing is the main foundation in forming purchasing intentions. A transparent and responsive content strategy to user questions or complaints creates credibility for BSI as an auction organizer. According to Keller (2013), consumer trust is a determining factor in purchasing decisions, especially in transactions involving high risks such as asset auctions. When the audience feels that they can rely on information from BSI official social media, they will be more open to taking real action, such as participating in auctions. Therefore, social media is not just an information channel, but a strategic tool to convert interest into purchasing action.

Social media marketing not only influences the initial perception of the auction asset, but also forms the intention to recommend to others. Consumers who are satisfied with the interaction on BSI social media will be more likely to share the information to their social circle, creating a positive viral effect. Recommendations from trusted friends or family are a strong factor in other consumers' purchasing decisions. This is supported Ismagilova et al. (2020) which confirms that social media-based recommendations have a significant impact on purchase intentions, especially in digital communities. With this approach, social media marketing not only strengthens direct purchase intentions, but also expands market reach through social effects. Therefore, the right digital marketing strategy will have a sustainable impact on the growth of participation in the BSI auction program.

### **The Influence of Public Trust on Interest in Purchasing Auctioned Assets**

Public trust has a significant effect on the interest in purchasing auction assets, which means that the higher the level of public trust in the auction organizing institution, the greater their interest in participating in the auction process. Trust is the main foundation in decision making, especially when it comes to large-value transactions such as asset purchases. When the public feels that institutions such as BSI are running the auction process transparently and safely, doubts will be reduced. Reputation factors and positive experiences from previous participants also help build this trust. According to Gefen et al. (2003), trust is key to driving purchase intent, especially in an environment full of uncertainty. Ghazali (2022) emphasizes that trust is a key factor in forming relationships between consumers and companies, especially in markets that focus on moral and ethical principles. Therefore, the greater the public's trust, the higher the interest in asset auctions.

Public trust in the security of transactions in auctions is an important indicator that drives interest in participating. This trust includes the perception that the auction process is free from fraud, is conducted fairly, and is supervised by authorized parties. If the public believes there is no significant risk, they will feel more comfortable getting involved. Research Pavlou (2003) shows that in e-commerce and digital-based systems, trust can directly increase consumer purchase intentions. This concept also applies to the digital and conventional asset auction systems carried out by BSI. Trust in the process will strengthen the perception that buying auction assets is a smart and safe action.

Transparency of information also contributes greatly to building trust. When information about the auctioned assets, such as condition, base price, and auction procedures, is conveyed clearly and openly, the public will feel valued and involved. This creates a positive relationship between the organizer and potential auction participants. Transparency of information increases the perception of the institution's reliability and integrity. If potential buyers feel they can easily access important information, their intention to purchase the

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asset from the auction will be strengthened. This proves that trust built through open communication encourages conversion from interest to action.

The reputation of an institution such as BSI is a long-term trust factor. A good reputation built from a history of service, previous auction successes, and positive publications will influence how the public views the institution. When the reputation is considered high, the perceived risk is lower. Reputation reflects the credibility and consistency of service over time. Therefore, building and maintaining a reputation is a key strategy in increasing interest in purchasing auction assets.

The positive experiences of people who have participated in previous auctions also have a domino effect on other potential participants. Testimonials and success stories from previous auction participants create a strong social trust effect. Potential buyers tend to feel more confident if they know that others have benefited from the auction process. Previous customer experiences shared online and offline can influence the perception and trust of potential buyers. Therefore, documentation of positive customer experience needs to be managed and disseminated as part of a public communication strategy. This will strengthen the purchasing intention of the public.

Trust plays a significant role in reducing risk perception. In the context of auctions, risks can include loss of money, misleading information, or doubts about the authenticity of an asset. When people believe that the auction organizer is providing a legitimate and trustworthy process, this risk perception decreases drastically. Trust acts as a risk neutralizer and increases purchase intention. This process is especially important in the Islamic financial sector which upholds the values of honesty and fairness. Thus, a high level of trust will be directly proportional to interest in auction assets.

Public trust forms a long-term relationship between the institution and the auction participants. This is not only about momentary transactions, but also the potential for repeat purchases and positive word-of-mouth promotion. Trust creates loyalty, and loyalty is an invaluable asset in building the sustainability of the auction program. Trust is key to building commitment and positive behavioral intentions towards the organization. Therefore, the stronger the public trust in BSI, the higher the opportunity for increased interest in purchasing auction assets in the future. This confirms that trust is the foundation of a successful marketing strategy in the context of sharia asset auctions.

### **The Influence of Outbound Sharia Brand on Purchase Interest of Auction Assets through Public Trust**

Outbound branding Sharia influences the interest in purchasing Auction assets through public trust, which means that the success of BSI sharia brand imaging has contributed not only directly to attracting public interest in auction assets, but also indirectly through strengthening public trust. The public tends to be more interested in participating in the auction process when they feel confident that the organizing institution has a good reputation and adheres to sharia principles. The existence of a sharia brand has a positive impact on consumer preferences in choosing products or services because of its conformity with religious principles. When the public believes that Islamic values are applied in real

terms in the auction process, the public will feel safer and more comfortable to be involved in it. Therefore, the sharia brand not only functions as an external image, but also as a mechanism that strengthens the psychological relationship between consumers and institutions.

The role of public trust as a mediator shows that a strong brand alone is not enough to increase interest in purchasing auction assets if it is not accompanied by public trust in the process being carried out. Trust functions as a link that strengthens the brand's influence on decision-making behavior. The public needs evidence that what is promised in the brand campaign is actually implemented in real auction practice. When these expectations are met, trust is formed, which then drives higher interest in participating in the auction. This process explains how the indirect path from outbound sharia brands to purchase interest through public trust becomes statistically significant.

People, especially those with a religious background, highly consider aspects of halalness, ethics, and sharia values in making financial decisions. Therefore, if the sharia brand carried by BSI is able to convince the public that the auction activity is not only legally valid but also in accordance with religious principles, then the public will be more motivated to get involved. In this case, trust is not only about the security aspect of the transaction, but also includes the integrity of the institution, reputation, and previous positive experiences of the community. This is in accordance with the opinion of Alserhan (2017) who emphasized that outbound Islamic brands have great potential to attract consumers, including non-Muslims, because of product characteristics that reflect universal values such as transparency and fairness. Therefore, the stronger the BSI sharia brand is built and communicated consistently, the greater the opportunity to build public trust.

Brand promotion is not enough with just claims but also needs to be strengthened with real evidence such as testimonials from previous auction participants, a transparent asset verification process, and responsive customer service. When brands and public trust go hand in hand, purchasing interest in auction assets is not just a momentary reaction, but develops into a sustainable attitude. High public trust will make them not hesitate to participate in repeated auctions or even recommend them to others. This shows that sharia brands not only strengthen direct purchasing interest but also pave the way for long-term loyalty through trust. Trust built from positive experiences, transparency of information, and institutional reputation will strengthen the public's perception that BSI is a reliable auction organizer. This combination will increase the effectiveness of the strategy in attracting public participation in the auction program offered. This mediation path shows that building a brand and trust are not two separate things, but rather a synergistic process that strengthens each other.

### **The Influence of Social Media Marketing on Interest in Purchasing Auction Assets through Public Trust**

Social media the interest in purchasing Auction assets through public trust, which means that the effectiveness of promotion through social media not only directly influences interest, but also strengthens public trust in the Auction organizing institution, in this case BSI. When the public feels that the information obtained from social media is transparent, accurate,

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and interactive, they will find it easier to build trust in the auction process. This trust then becomes an important bridge in encouraging their intention to participate in purchasing auction assets. The success of a social media marketing strategy lies in its ability to build emotional relationships and positive consumer perceptions of the brand. Therefore, when promotions are carried out consistently and informatively, it creates a perception of high reliability and credibility.

Trust that grows from social media marketing activities acts as a mediator that strengthens the influence of promotion on purchasing interest. Interesting, informative content that is in line with the expectations of the target audience creates a positive digital experience for the public, thereby increasing the perception that the auctions conducted by BSI are safe and worth participating in. As explained by Gefen et al. (2003), trust is an important element in technology-based transactions because it helps reduce uncertainty and risk in consumer perceptions. In this context, social media becomes an important channel to demonstrate the professionalism and transparency of the auction process. As a result, people who were initially only observers can turn into active prospective auction participants. Thus, social media marketing not only functions as a promotional tool but also as a strengthener of public trust in sharia services.

Content delivered through social media, such as previous customer testimonials, documentation of the auction process, and quick responses to consumer questions, further strengthens BSI credibility. Social interactions formed on social media encourage collective trust that impacts purchasing decisions. People who see other users' positive experiences tend to feel safer and more interested in participating in auction activities. In addition, this approach is in line with the principles of sharia service that uphold the values of openness and honesty. Therefore, trust built digitally through social media is able to drive real purchasing interest. In other words, social media becomes a means of preaching sharia economics as well as strengthening public participation.

As the use of social media among Indonesians grows, this strategy becomes increasingly relevant to reach various market segments. Social media is now an integral part of the marketing mix because it allows two-way communication and increases purchasing interest. BSI takes advantage of this opportunity to bridge public understanding of auctioned assets offered in accordance with sharia. The result is not only increased awareness, but also a real intention to purchase auctioned assets. This is important evidence that building trust through social media is an effective strategy to improve the performance of the sharia auction market.

The success of social media marketing in increasing buying interest is inseparable from its ability to form strong trust in the community. When people feel confident in the value, security, and benefits of the auctioned assets, they will be encouraged to become active buyers. This increased trust not only impacts short-term sales, but also creates long-term loyalty to the brand and the sharia economic system. Thus, social media marketing based on values, openness, and positive experiences is the key to driving the sharia-based auction market in the digital era.

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## Conclusion

Brand Sharia and Social Media Marketing both directly and indirectly influence Public Trust and the Interest in Purchasing Auction Assets. Specifically, a strong Sharia brand image (Brand Sharia) displayed by BSI positively and significantly increases public trust in the auction process. Similarly, BSI's active, informative, and interactive use of social media marketing builds positive perceptions and significantly boosts public trust. Furthermore, both Brand Sharia and social media Marketing directly impact the Interest in Purchasing Auction Assets. The inherent Sharia values in the BSI brand psychologically encourage prospective participants, while interesting and relevant social media content drives public interest in seeking information and participating in auctions. Notably, Public Trust itself has a positive and significant effect on the Interest in Purchasing Auction Assets, as high trust in BSI's transparency, security, and reputation encourages greater participation. This also indicates an indirect effect: Brand Sharia influences purchase interest through increased public trust, and effective Social Media Marketing content not only builds trust but also subsequently impacts the public's interest in buying auction assets.

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