

Female The Role of Social Media Marketing, Brand Image, and Brand Trust to Purchase Decision in Customer: Focus on Solaria Restaurant in Jakarta and Kuala Lumpur

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Abstract

This research aims to examine the influence of Social Media Marketing, Brand Image, and Brand Trust on Purchase Decisions of female customers at Solaria restaurants in Jakarta and Kuala Lumpur. A quantitative method with a causal-explanatory approach was employed in this study. The research sample consisted of 228 female consumers of Solaria restaurants selected purposively. Data were collected through questionnaires from February to March 2024. The data analysis method used in this research is Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS 3.0 software. The analysis results indicate a significant influence of Social Media Marketing, Brand Image, and Brand Trust on Purchase Decisions. The practical implications suggest that Solaria can enhance their social media presence, strengthen brand image, and build customer trust to influence purchase decisions. For future researchers, it is recommended to explore moderating variables and continue research with longitudinal and qualitative approaches to deepen the understanding of consumer behavior dynamics.

Keywords: Social Media Marketing, Brand Image, Brand Trust, Purchase Decisions, Solaria, Female, Jakarta, Kuala Lumpur.

1. Introduction

Female gender make up over half of the global population and wield significant influence, influencing roughly 80 percent of purchases. Marketing strategies aimed at female tend to be more lucrative. However, it's crucial for companies to carefully consider their approaches, as missteps in messaging can alienate this sensitive market segment, potentially resulting in a loss of market share among females consumers. It's important to note the growing role of females in both societal and familial spheres, which has led to the emergence of a distinct market catering to females. Consequently, understanding females behaviors has become a focal point of research, laying the groundwork for a new marketing approach dubbed "marketing to woman".

Many marketing campaigns targeting females tend to adopt a more feminine style, especially in their approach on social media platforms. This means they might use softer colors, imagery, and language that resonate with traditionally feminine traits or preferences. Social media provides an ideal platform for such campaigns because it allows for highly targeted advertising based on demographics, interests, and behaviors. Overall, the femininity of marketing campaigns targeting females on social media reflects an understanding of the preferences and sensibilities of this demographic, aiming to create connections and foster engagement in an increasingly digital world.

Solaria is described as one of Indonesia's native companies that has flourished in the market. Solaria is a network of Asian cuisine restaurants based in Jakarta, Indonesia. To date, Solaria has expanded to over 200 outlets across 55 cities in 31 provinces in Indonesia. Solaria offers dishes such as noodles, kwetiau, chicken noodles, fried noodles, I Fu Mie, meatballs, fried rice, spaghetti, various side dishes, and beverages. Until now, restaurants under the Solaria brand have been established in more than 31 provinces and 55 major cities. The number of outlets exceeds 200 restaurants. Recently, one of the Solaria restaurants was newly opened in Singapore.

The development of the internet in Indonesia has reached 150 million people out of a total population of 268.2 million (Muliyati et al., 2021). Out of this number, 130 million are active social media users via smartphones. This condition presents an opportunity for entrepreneurs to utilize social media to market their products. Thus, social media has now become an integral part of larger and more comprehensive sales, service, communication, and marketing strategies that reflect adaptation to the market (Ancillai et al., 2019).

The widespread use of smartphones and internet connectivity has been the main driver of social media growth. The most widely used social media platforms by people in Indonesia are Facebook and Instagram. Consumer purchasing decisions are influenced by the complexity of interactions between social media, brand image, and brand trust. Understanding the interplay between social media marketing, brand image, and brand trust in influencing female customers' purchase decisions at Solaria Restaurant is crucial. Research may explore the various touchpoints along the customer journey, from initial awareness and consideration to the final decision to dine at Solaria. This could involve investigating the role of online reviews and recommendations from trusted sources, the impact of visual content and user-generated experiences shared on social media, and the alignment between the restaurant's brand values and the preferences and priorities of female customers. Yuliantoro et al. (2019) highlighted the significance of a robust marketing plan, such as branding, in catering to consumer demands for similar products under different brands. Brand image, comprising consumer perceptions regarding a brand's attributes, advantages, and offerings, holds paramount importance for entrepreneurs as it shapes consumer buying choices (Yuliantoro et al., 2019). As per Kazmi and

Mehmood (2020), a favorable brand image can enhance the value proposition of a product or service, whereas a negative perception can dissuade consumers from making purchases. To sustain competitiveness, enterprises must deploy efficacious marketing tactics, including fostering a compelling brand image, as elucidated by Pramono et al. (2021).

Research conducted by Aydin et al. (2014) indicated that national brands can boost their purchase intent through the cultivation of brand trust. This suggests that once brand trust is established, it can yield a favorable impact on purchase intent (Takaya, 2019). Additionally, findings from Punyatoya's study (2016) proposed that brand trust correlates with heightened purchase intention. If consumers feel connected to a brand, trust the information they find on social media, and receive positive recommendations, their likelihood of making a purchase will increase. Social media serves not only as a channel for building brand image but also as a platform where trust.

This research aims to understand and analyze how these interconnected elements can help companies design holistic marketing strategies to build a positive brand image, enhance consumer trust, and leverage the influence of social media in the consumer purchasing decision process. There have been no research results analyzing these four constructs simultaneously as a development of this study, namely social media marketing, brand image, brand trust on customer purchase decisions on Facebook and Instagram. By focusing specifically on the female demographic, researchers can uncover nuanced insights into how social media marketing, brand image, and brand trust intersect to shape purchase decisions at Solaria Restaurant, offering valuable implications for marketing strategies aimed at engaging and retaining female patrons.

2. Literature Review

2.1 Social Media Marketing

According to Ciarapica et al. (2019), social networks are defined as a set of internet applications based on ideas and technologies of web 4.0, capable of creating and exchanging user-generated content. Social media provides marketers with more opportunities to interact with customers and engage with them authentically. The marketing landscape has evolved from a time when marketers held significant influence to today, where consumers have greater influence over their peers (Lu & Zhang, 2020).

Chatterjee & Kumar Kar (2020) define social media marketing as a process that empowers individuals and companies to promote their websites, products, and services online and communicate through social channels to reach a much larger community not available through traditional advertising channels. Social media marketing can be understood as using social media to persuade consumers that a company, product, or service (Shareef et al., 2019) is valuable.

Social media marketing is a process where companies create, communicate, and deliver marketing offers online through social media platforms to build and maintain relationships, enhancing value by facilitating interaction, sharing information, offering personalized purchase recommendations about existing and trending products and services (Koay et al., 2021). Social media platforms include various ones such as Facebook, TikTok, and Instagram. This research employs the variable measurements of social media marketing by Koay et al. (2021), which consist of: 1) Interactivity; 2) Informativeness; 3) Personalization; 4) Trendiness.

2.2 Brand Image

Image or brand image is a perception, the absorption of main impressions, or even shadows held by an individual about something, thus the image or brand image can be sustained (Jerslev & Mortensen, 2020). Brand image can be interpreted as the perception/signal elicited from consumers using the brand (Ryu et al., 2019).

Plumeyer et al. (2019) explain that brand image is an assumption about the brand reflected by consumers holding onto consumer memory. (Barreda et al., 2020) define brand image as the way people think about a brand abstractly in their minds, even though when they think about it, they are not directly faced with the product. Brand image represents the overall perception of the brand and is shaped by past information and experiences with the brand (BİLGİN, 2018).

Brand image indicates consumers' perception of the total brand personality arising from brand associations, influencing perceived value, satisfaction, and willingness to pay at a premium price (Cho et al., 2015). This research employs the variable measurements of brand image by Ryu et al. (2019), which consist of: 1) Consumer Image; 2) Corporate Image; 3) Product Image.

2.3 Brand Trust

Brand trust is consumers' view of a particular brand, based on information and experiences leading to product performance (Atulkar, 2020). According to Portal, brand trust is consumers' willingness to trust a brand with all risks because of the expectations promised by the brand to deliver positive results to consumers (Portal et al., 2019).

According to Jarvis, competence and benevolence are important components of brand trust. In this situation, the brand acts as a substitute for person-to-person relationships between the company and its customers, and trust can be built through the brand. This research employs the variable measurements of brand trust by Jarvis et al. (2003), which consist of: 1) Competence; 2) Benevolence.

2.4 Purchase Decision

Purchase decision is a series of processes starting from consumers recognizing their problem,

seeking information about specific products or brands, evaluating how well each alternative can solve their problem, which then leads to purchase decisions (von Helversen et al., 2018). Prasad et al. (2019) explain that purchase decision is defined in terms of purchase intention and loyalty as post-purchase behavior. Purchase decision is consumers' attitude toward buying a product (Zia et al., 2021).

According to Jiménez-Castillo and Sánchez-Fernández (2019), there are two factors that influence purchase decision-making, which will subsequently determine consumer responses. This research employs the variable measurements of purchase decision by Kotler & Keller (2016), which consist of: 1) Product Choice; 2) Brand Choice; 3) Dealer Choice; 4) Purchase Amount; 5) Purchase Timing; 6) Payment Method.

2.5 Social Media Marketing (Facebook and Instagram) Towards Purchase Decision

Research conducted by Goodrich & De Mooij (2014) found that social media marketing has a significant positive influence on purchase decisions. Studies by Prasad et al. (2017) and Permatasari (2021) explain that the use of social media and word-of-mouth electronic news has a positive impact on purchase decision involvement. Therefore, this study concludes that social media marketing affects purchase decisions.

H1: Social media marketing has a positive influence on purchase decisions.

2.6 Brand Trust Towards Purchase Decision

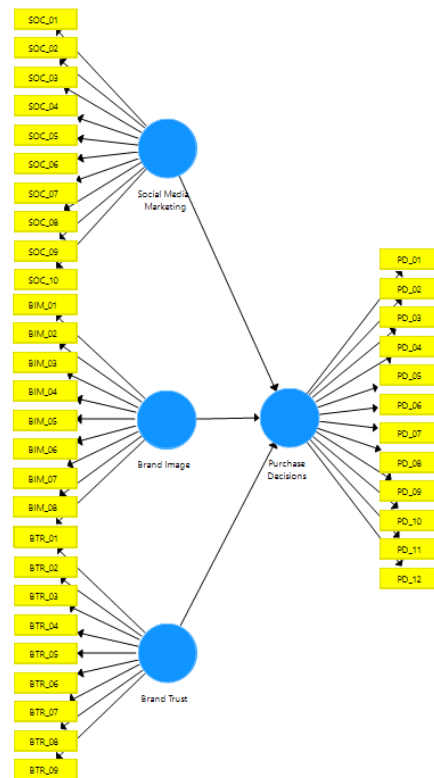
Research by Hasan & Sohail (2020) found that brand trust has a significant positive influence on purchase decisions. Studies by Nyadzayo et al. (2020) explain that brand trust affects purchase intention and positive referrals. Therefore, this study concludes that brand trust influences purchase decisions.

H2: Brand trust has a positive influence on purchase decisions.

2.7 Brand Image Towards Purchase Decision

Research by Ataman & Ülengin (2003) and Permatasari (2021) found that brand image has a significant positive influence on purchase decisions. Research by Djatmiko & Pradana (2016) explains that customers are influenced not only by the product but also by the price. Prasad et al. (2019) further reveals that brand image has a significant positive influence on purchase decisions. Therefore, this study concludes that brand image influences purchase decisions.

H3: Brand image has a positive influence on purchase decisions.



Figures 1. Model of the Research (Reference: SmartPLS 3.0, 2024)

3. Research Method

This study delves into the influence of social media marketing, brand image, and brand trust on the purchase decisions of female customers. Specifically, the research zooms in on Solaria restaurants, analyzing the behavior of female patrons in Jakarta and Kuala Lumpur.

This study adopts a quantitative research approach. Quantitative research involves the collection and analysis of numerical data to understand phenomena, relationships, or patterns. In this context, it aims to quantify the extent of influence that social media marketing, brand image, and brand trust have on the purchase decisions of female customers. Causal-explanatory research seeks to establish cause-and-effect relationships between variables. It aims to explain why certain phenomena occur by identifying causal links between factors. In this study, the researchers aim to elucidate how social media marketing, brand image, and brand trust causally impact the purchase decisions of female customers at Solaria restaurants.

The researchers employed a survey methodology with questionnaires to collect data for the study. Surveys are a common method of gathering information from a sample population. The questionnaires were designed to gather responses from female patrons of Solaria restaurants in

Jakarta and Kuala Lumpur regarding their perceptions of social media marketing, brand image, brand trust, and purchase decisions. Data collection took place from February to March 2024. The timing of data collection is crucial as it ensures that the study captures contemporary insights and trends in consumer behavior within the specified period.

The Population of this Research is Female Consumer of Solaria Restaurant. The sample of this research is Female Consumer of Solaria Restaurant in Jakarta and Kuala Lumpur. The Sampling methodology is non-random sampling, using purposive sampling. Focusing on female allows researchers to explore gender-specific patterns and preferences in purchase decisions, which may vary from those of male customers.

The questionnaire distributed to participants consisted of items related to four main variables: Social Media Marketing, Brand Image, Brand Trust, and Purchase Decisions. Each variable was assessed using multiple items to capture various aspects comprehensively. The researchers employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) as the data processing technique. SEM-PLS is a statistical method used to analyze complex relationships between variables in structural equation models. It is particularly suitable for examining causal relationships and latent constructs, making it well-suited for this study. By employing these methods and techniques, the study aims to provide a comprehensive understanding of the factors influencing the purchase decisions of female customers at Solaria restaurants in Jakarta and Kuala Lumpur.

4. Finding and Discussion

The questionnaire has been distributed via Google Forms, yielding a total of 228 respondents who met the applicable criteria. In this section, the researcher will discuss the data processing results conducted using SmartPLS 3.0.

In this section, the researcher will present the data processing results. Firstly, the characteristics of the respondents will be outlined. Secondly, the Outer Model will be discussed in terms of convergence validity, discriminant validity, and reliability. Thirdly, the Inner Model will be elaborated upon in the form of R-square and t-test analyses.

Table 1. Respondent's Demographical characteristics

		Frequency	Percent
Gender	Female/Perempuan	228	100.0
Age	17 - 25 years old	109	47.8
	26 - 30 years old	28	12.3

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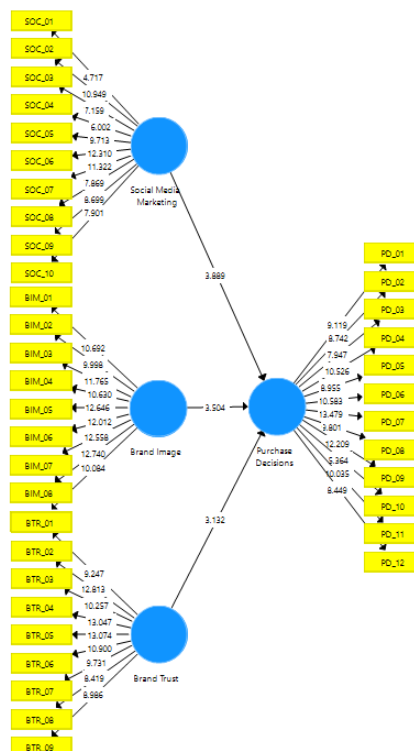
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		Frequency	Percent
	31- 35 years old	27	11.8
	> 35 years old	64	28.1
Education	High School/SMA	71	31.1
	Diploma/D1-D3	7	3.1
	Bachelor/S1	95	41.7
	Master/S2	45	19.7
	Doctoral/S3	10	4.4
Job	Civil Servant/PNS	11	4.8
	Entrepreneur/Wiraswasta	29	12.7
	Private Sector Employee/Pegawai Swasta	78	34.2
	Student/Pelajar	110	48.2
Domicile	Indonesian	150	65.8
	Kuala Lumpur (KL)	78	34.2
Social media	Both of them/Keduanya	48	21.1
	Facebook	22	9.6
	Instagram	158	69.3
Visiting Solaria with	Family/Keluarga	107	46.9
	Friends/Teman	17	7.5
	Myself/Diri Sendiri	104	45.6
Frequency of Visit	1 Time	51	22.4
	2 - 5 Times	116	50.9
	> 5 Times	61	26.8

		Frequency	Percent
Knowing Solaria From	Ads/Iklan	76	33.3
	Family/Keluarga	74	32.5
	Friends/Teman	78	34.2
Total		228	100.0

The majority summary of the highest items within each factor, among Female Solaria Customers, the most common age group is 17 - 25 years old, comprising 109 individuals. In terms of education, the majority hold a Bachelor's degree (S1), with 95 respondents. The predominant job category among them is being a student, with 110 participants. Most of the customers are Indonesian residents, totaling 150, while 158 individuals primarily use Instagram on social media. When visiting Solaria, they often come with their families, accounting for 107 visits. The frequency of visitation mostly falls into the range of 2 to 5 times, with 116 instances. Lastly, a significant portion of respondents, 78, got to know about Solaria through their friends or acquaintances.



Figures 1. Outer Model Testing (Reference: SmartPLS 3.0, 2024)

4.1 Convergent Validity

Convergent validity of the measurement model with reflective indicators is assessed based on the correlation between item scores and component scores calculated using PLS. Individual reflective measures are considered high if the loading factor value is above 0.7 for confirmatory research, and loading factor values between 0.6 - 0.7 are still acceptable for exploratory research. Additionally, the Average Variance Extracted (AVE) value should be greater than 0.5. However, according to Chin in (Ghozali & Latan, 2015), for initial stages of scale measurement development research, loading factor values of 0.5 - 0.6 are considered adequate. In the Questionnaire, there is 9 item(s) in Brand Image Variable. there is 9 item(s) in Brand Trust Variable, there is 12 item(s) in Purchase Decisions Variable, and 10 item(s) in Social Media Marketing. From the Convergent Validity, all item was having Loading Factor of more than 0.500. Loading factor scores above 0.500 indicate that each item adequately measures the construct being measured. This confirms that these items can be considered valid, meaning they can be relied upon to effectively represent the variables or constructs being measured in this study.

4.2 Discriminant Validity

Discriminant validity testing relates to the principle that measures of different constructs should not correlate highly with each other (Hair Jr, 2014). Discriminant validity is tested by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation values between that construct and other constructs in the model. According to Fornell and Larcker, as explained in (Ghozali & Latan, 2015),

Table 2. Discriminant Validity

	Brand Image	Brand Trust	Purchase Decisions	Social Media Marketing
Brand Image	0.616			
Brand Trust	0.737	0.609		
Purchase Decisions	0.657	0.647	0.567	
Social Media Marketing	0.644	0.657	0.626	0.554

The discriminant validity among items is valid because the correlation between the interpersonal communication variable with a value of 0.608 and the bullying variable with a

value of -0.602 shows different cross-loading values from one variable to another.

4.3 Reliability Testing

(Ghozali & Latan, 2015) explain that reliability is actually a measuring tool used to assess a questionnaire as an indicator of a variable or construct. A questionnaire is considered reliable if respondents' answers to statements in the questionnaire are consistent or stable over time. Reliability testing is conducted to demonstrate the accuracy, consistency, and precision of the instrument in measuring a construct. Reliability measurement of a construct with reflective indicators can be done through two methods, namely Cronbach Alpha and Composite Reliability. A construct is considered reliable if the Cronbach Alpha and Composite Reliability values are above 0.7 for confirmatory research, and values between 0.6 - 0.7 are still acceptable for exploratory research (Hair et al., 2011).

In SmartPLS, Cronbach Alpha and Composite Reliability are reliability measures used to assess the consistency and reliability of a construct or variable in a model. Cronbach Alpha measures the extent to which items in a construct are consistent with each other and reliable. High Cronbach Alpha values are usually desired because they indicate that the items have good consistency in measuring the same construct (Ghozali & Latan, 2015). Meanwhile, Composite Reliability is also a reliability measure similar to Cronbach Alpha, but it is more commonly used in measurement models that use reflective factor structures as typically implemented in the Partial Least Squares (PLS) method.

Table 3. Reliability

	Cronbach's Alpha	Composite Reliability
Brand Image	0.796	0.846
Brand Trust	0.787	0.841
Purchase Decisions	0.806	0.849
Social Media Marketing	0.747	0.814

Based on the processed data results in the table, it is shown that the results of composite reliability and Cronbach Alpha on constructs declared reliable can be used in the research (Ghozali & Latan, 2015).

4.4 R-Square

Table 4. R-Square

	R Square	R Square Adjusted
Purchase Decisions	0.526	0.520

Based on the data results in the table above, it shows that there is a calculation of the R-Square value in this study using SmartPLS 3.0. In the assessment of R-Square, the higher the value, the better the prediction. The result of the R-Square assessment in this study is 0.520.

4.5 Hypothesis Testing

In this study, T-test is used for hypothesis testing. To determine whether a hypothesis is accepted or rejected, the magnitude of the T-test can be observed. Resampling technique or bootstrapping is employed for testing. The significance of the relationships between variables is considered at the 5% level, and if the t-statistic value is greater than the t-table value, which is 1.96, it means that the hypothesis is accepted (Gozali in Ahmad, 2018).

Hypothesis testing can be observed from the t-statistic value and the probability value. For hypothesis testing using statistical values, the t-statistic value used for alpha 5% is 1.96. Therefore, the criterion for accepting or rejecting the hypothesis is H_a accepted and H_0 rejected when the t-statistic > 1.96 . To reject or accept the hypothesis using probabilities, H_a is accepted if the p-value < 0.05 (Ghozali & Latan, 2015).

- H_1 : Social media marketing has a positive influence on purchase decision
- H_2 : Brand image has a positive influence on purchase decision
- H_3 : Brand trust has a positive influence on purchase decision
-

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Purchase Decisions	0.300	0.303	0.086	3.504	0.000
Brand Trust -> Purchase	0.249	0.258	0.080	3.132	0.002

Decisions					
Social Media Marketing -> Purchase Decisions	0.269	0.276	0.069	3.889	0.000

Based on the table above, it is found that:

- On Hypothesis 1, it is found the t-value of 0.000 (< 0.05), and t-value of 7.104 that means that Social media marketing has a positive influence on purchase decision on Solaria consumers
- On Hypothesis 2, it is found the t-value of 0.000 (< 0.05), and t-value of 2.335 that means that Brand image has a positive influence on purchase decision on Solaria consumers
- On Hypothesis 3, it is found the t-value of 0.000 (< 0.05), and t-value of 2.654 that means that Brand trust has a positive influence on purchase decision on Solaria consumers

4.6 Influence of Social Media Marketing on Purchase Decisions:

This research reveals the significant influence of Social Media Marketing on Purchasing Decisions among female customers of Solaria restaurants in Jakarta and Kuala Lumpur. Social Media Marketing, as identified in this research, includes various strategies and activities companies use to interact with customers through social media platforms such as Facebook and Instagram. Leveraging insights gathered from survey data from February to March 2024, the social media platform facilitates direct engagement and interaction between restaurants and their customers. Women appreciate restaurants that are responsive to their questions, comments and feedback on social media, because it makes them feel valued and heard. Restaurants can leverage social media to build relationships with female customers, address their concerns, and personalize their dining experience, influencing their purchasing decisions and loyalty. This finding is in line with previous research conducted by Goodrich & De Mooij (2014) which emphasized the positive impact of social media marketing on purchasing decisions. Thus, it can be concluded that the effective utilization of social media marketing strategies by Solaria restaurants influences purchasing decisions among women in restaurants by providing visual appeal and engagement, facilitating personal recommendations and reviews, and enabling discovery and exploration of new restaurants. choices, shaping food trends and culture, and driving engagement and interaction with brands. Restaurants that effectively utilize social media to showcase their offerings, interact with customers, and stay relevant to current trends will be better able to attract and retain female customers in today's culinary competition.

4.7 Influence of Brand Image on Purchase Decisions:

Women often form strong emotional connections with brands that resonate with their values, aspirations, and lifestyle. A positive brand image can evoke feelings of trust, familiarity, and loyalty, which influence women's purchase decisions. Brands that align with women's preferences and beliefs are more likely to be chosen over competitors. Drawing upon insights from Ataman & Ülengin in Permatasari (2021), and Djatmiko & Pradana (2016), the research underscores the significance of brand image in influencing purchase decisions. A strong brand image contributes to a restaurant's reputation and credibility in the industry. Women are more likely to trust restaurants with a positive brand image that has earned recognition for its culinary excellence, customer service, and overall dining experience. A restaurant's reputable brand image builds trust and confidence among women, making them more likely to choose it over competitors. Therefore, Solaria restaurants can leverage the power of brand image to differentiate themselves in the competitive landscape, be the cause of women are more likely to trust restaurants with a positive brand image that has earned recognition for its culinary excellence, customer service, and overall dining experience. A restaurant's reputable brand image builds trust and confidence among women, making them more likely to choose it over competitors.

4.8 Influence of Brand Trust on Purchase Decisions:

Brand trust influences purchase decisions in Solaria restaurants among women by providing assurance of quality, reliability, safety, consistency, alignment with values, and positive emotional connections. Building and maintaining trust is essential for Solaria restaurant brands to attract and retain female customers and drive long-term success in the competitive dining industry. This finding corroborates the findings of Hasan & Sohail (2020) and Nyadzayo et al. (2020), which emphasize the significant positive impact of brand trust on purchase decisions. By fostering trust through consistent delivery of quality products, transparent communication, and ethical business practices, Solaria restaurants can establish strong relationships with female customers, instilling confidence in their brand and driving repeat purchases and advocacy. Hence, cultivating brand trust emerges as a strategic imperative for Solaria restaurants seeking to influence purchase decisions and build long-term customer loyalty.

5. Conclusion

The research reveals a significant influence of Social Media Marketing on Purchase Decisions among female customers of Solaria restaurants in Jakarta and Kuala Lumpur. The study also identifies a noteworthy impact of Brand Image on Purchase Decisions among female patrons of Solaria restaurants. Furthermore, the research highlights the considerable influence of Brand Trust on Purchase Decisions among female patrons of Solaria restaurants. Based on the research findings, Solaria restaurants can strategically leverage Social Media Marketing, Brand Image, and Brand Trust to enhance their influence on female customers' Purchase Decisions. By focusing on strengthening their social media presence and engaging with customers through interactive content and responsive communication, Solaria can increase brand visibility and engagement among its target audience. Moreover, by consistently delivering exceptional customer experiences and maintaining a positive online reputation, Solaria can bolster Brand

Trust, instilling confidence and loyalty among female patrons. Additionally, by crafting compelling brand messaging that emphasizes quality offerings and unique value propositions, Solaria can shape positive Brand Image perceptions, further influencing female customers' purchase decisions and fostering long-term relationships.

For future research endeavors, it is recommended to delve deeper into the moderating variables that may impact the relationships between Social Media Marketing, Brand Image, Brand Trust, and Purchase Decisions among female customers. Exploring factors such as cultural nuances, generational preferences, or regional differences could provide valuable insights into the nuanced dynamics at play. Furthermore, longitudinal studies tracking changes in consumer perceptions and behaviors over time could offer a more comprehensive understanding of the evolving relationship between these variables, especially in response to external stimuli or marketing interventions. Also, qualitative research methods could complement quantitative findings by delving into the underlying motivations and experiences driving female customers' decision-making processes within the context of Solaria restaurants. Such holistic approaches would enrich the body of knowledge and inform more targeted and effective marketing strategies for the food service industry.

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