

Social Media, Service Quality, and Trust: The Analysis on Sales Performance Of International Personal Shopper Service In Indonesia

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ABSTRACT

Digitalization makes it easier for people to get to know a wide variety of foreign products and make transactions. However, this is not enough to fulfil the needs of the community due to scarcity in the domestic market. This phenomenon is also supported by the inability of all people to access products needed abroad as the main problem in this study. This urgency encourages people who can afford to travel abroad to provide service to get the products needed and given to domestic customers. In this research, Indonesians are the main focus, both as customers and service providers. This service requires social media as a marketing and customer outreach platform. The promotion provided is inseparable from the quality of service and trust to customers delivered through social media marketing packaged in various related content. This research was conducted by examining data from 319 respondents whose responses were collected through Google Forms and data tested with the SEM-PLS model with the help of the SmartPLS application. The study proves that social media as a marketing method and the quality of service provided to customers have a significant positive relationship with the sales performance of personal shopper service providers.

Keywords: personal shopper; scarcity; service; social media; sales performance

INTRODUCTION

Over the past few decades, international business scholars have focused on globalization (Mariotti, 2024) and the efforts of multinational corporations to profit by entering markets through trade and foreign direct investment (FDI) (Mariotti, 2024). Globalization has opened up many opportunities for a country's economic progress through people's participation in the global market (Cerne & Elg, 2023). Thus, companies are re-quired to develop a good business strategy to survive (Edi et al., 2024). The country's economic progress must be seen through the sustainability of the trade cycle and oth (mendeley) er economic activities of the country. According to Juliao-Rossi et al. (2020), through their empirical evidence, firms with radical or gradual innovation gain access to better external financial resources and develop better interactions with the market, aspects that explain the persistence of their product innovation in the new international trade scenario. Consumers in the global market are more connected than ever due to digital marketing through internet access (Sinkovics & Sinkovics, 2020). Interesting and valuable considerations can be developed by considering concepts such as digital transformation and technological innovation applied in emerging markets (Malekpour et al., 2023). The phenomenon gives consumers access to a wide selection of products from different countries through social media marketing (Council & Olowoyo, 2024). The emergence of social media as a marketing tool has changed the way businesses talk to their customers and share information about their brands (Giawa et al., 2022).

Through digitalization(Jayadi, 2024), companies have new opportunities to increase their selling points to customers by developing innovative goods and services that create new business models and increase long-term success (Liao et al., 2024). Small and medium-sized enterprises (SMEs) face increasingly fierce global competition due to digitalization and globalization in all sectors (Qalati et al., 2022). The presence of social media is a new opportunity for the business sector to develop its consumer orientation because social media provides faster, easier, and cheaper communication opportunities (Nurfarida et al., 2021). Consumers are becoming more informed and less dependent on traditional sales initiatives (Ancillai et al., 2019). Of course, this does not just happen. Companies that intend to expand their marketing and sales accessibility in social media must pay attention to social media adoption. Social media adoption is the bridge that connects businesses with customers. Social media adoption enables cost-effective marketing strategies (Chaker & Zouaoui, 2023). Social media adoption offers unique opportunities for entrepreneurs to build and maintain valuable networks with customers and industry influencers, creating a supportive ecosystem for knowledge-sharing, collaboration, and mentorship (Mallios et al., n.d.).

Social media adoption includes the utilization of social media content that follows the latest algorithms and developments in social media dynamics. Social media consists of website and smartphone-based technologies that facilitate a highly interactive platform for individuals and communities to share, co-produce, discuss, and edit user-generated content (UGC) (Alhakimi & Albashiri, 2023). Engagement and participation in social media

content become potential sources of profit, including purchase intentions. The emergence of social media marketing has not only revolutionized the dynamics of society, but also equipped many businesses with new advertising channels (Khan et al., 2024). Social media marketing offers many benefits to small businesses, such as improving efficiency and performance (Obrenovic et al., 2020). With the benefits that social media offers to various business industries, such as cost-effectiveness, time efficiency, minimum level of computer skills required to use it, and high level of interaction with consumers, Small and Medium Enterprises (SMEs) are also doing social media adoption in social media marketing for better performance (Abed, 2020).

Social media brings positive changes to companies that have an effect on increasing customer satisfaction, creating value, increasing sales, building relationships with customers, creating knowledge, increasing the perception of company credibility, acquiring new customers, and improving company performance (Dwivedi et al., 2021). Sales through social media platforms are called e-commerce (He et al., 2024). However, there are still many e-commerce that do not provide quality services that are able to satisfy and convince consumers to make purchases with the e-commerce. Understanding customer perceptions of electronic service quality is necessary to align customer expectations with actual electronic service delivery (Ashiq & Hussain, 2024). This has an effect on decreasing consumer trust or trust in the premise that company advertising sometimes does not match the actual product or service.

The main problem in this social phenomenon is the limited variety of foreign products available in e-commerce. The limited variety of products in the local market limits consumers' choice of international products (Christofi et al., 2024; Jolly et al., 2024; Laine et al., 2024). Although consumers find alternatives by directly purchasing products in foreign countries, especially developed countries, this solution is not considered inclusive for the majority of consumers because it is more costly and time-consuming. Thus, there is an initiative (Ha et al., 2024; van Lunenburg, 2024) from some communities that become a personal shopper for those who want to buy goods that cannot be reached in the local market. Service quality that has been provided by a business and the level of satisfaction with the quality of business services can be a determining factor in the success of a business (Bond, 2024).

Although this issue is common among the public, no research has been found that discusses and analyzes the relationship between sales performance through the use of social media for international personal shopper service in Indonesia. Thus, this is a novelty in this research that explains the efforts to use social media in the digitalization era in improving sales performance and promotion of services provided to the Indonesian people. This research is supported by the importance or urgency that the rampant increase in personal shopper is difficult to experience growth in business because it does not utilize social media outreach properly to find the appropriate target market. Research related to this analysis is still small and not balanced with the increase in business actors and the problems that occur. Therefore, researchers want to provide exposure and analysis related

to social media adoption that follows a variety of social media content as the main capital of social media marketing. Through the consistency of service quality, it will create customer trust to the personal shopper. Thus, this article is written to analyze the influence of sales performance on personal shoppers service in the international landscape.

THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

An attempt to examine the factors that influence the marketing performance of personal shopper services in an international landscape. This study develops additional hypotheses based on the literature review and previous research. Each hypothesis aims to contribute to a more comprehensive understanding of how the use of social media and services affects the marketing of the services offered and market fluctuations.

Social Media Adoption

According to (Ali Abbasi et al. (2022), Social Media Adoption in economic operations has triggered innovative business models such as social commerce. The past few years, most organizations have integrated digital technologies into their way of working, reimagining their businesses for the digital age (Shabira et al., 2022). The benefit of marketing through social media is the opportunity for companies to interact with customers and deal with service issues quickly and effectively (Nurfarida et al., 2021b). The main purpose of the company's relationship with the market is to know the wishes of customers to achieve sales performance. Sales performance increases when digital technologies such as social media support its activities (Rodriguez & Boyer, 2020). It was found that the quality of the company's social media strategy has a positive impact on the use of social media in terms of information consumption, content creation, and active interaction with consumers (Dwivedi et al., 2021). Mudambi et al. (2019) emphasized the importance of CEOs of B2B companies to be present and active on social media.

H1. Social Media Adoption has a significant positive effect on Sales Performance.

Social Media Content

Social media can be defined as recognizable websites and mobile applications that provide opportunities to communicate, collaborate, connect with others, and share opinions and experiences through images, videos, or audio clips (Jiménez-Rodríguez et al., 2021). Social platforms are routinely used as tools for socializing, business, dating, politics, and everyday communication, continuously changing the way people interact on a global scale (Fernandes & Oliveira, 2024). According to (Hanifawati et al., 2019), the influence of Social Media Content at the consumer level and in social media, includes attachment and engagement. Social media activities include publishing content that is generally in the form of narratives, images, and videos (Kang et al., 2019) - to influence audience behavior and meet specific targets. The development of marketing in every company is an important and relevant area that can increase recognition and net profit (Ighomereho et al., 2023).

H2. Social Media Content has a significant positive effect on Sales Performance.

Social Media Marketing

According to (Alkateeb & Abdalla, 2021), social media is proven to help companies in the form of marketing support and certain jobs that are easier to do with social media. The rising trend in Social Media Marketing has greatly impacted social media influencers (Salhab, 2024). (Haudi et al., 2022), state that increased product presence on social media leads to higher levels of product mentions which can encourage promotion through recommendations of cyber friends. The use and application of the internet and electronic platforms have brought important transformations to the main activities of marketing programs (Yeboah et al., 2023). The management of the company must accept and realize the positive side of technology in the aim of utilizing social media as a useful marketing tool (Samat et al., 2020).

H3. Social Media Marketing has a significant positive effect on Sales Performance.

Service Quality

Service is an activity or benefit offered by one person to another which is essentially intangible and does not result in any ownership (Valin, 2024). In principle, Service Quality focuses on fulfilling customer needs and desires and providing accuracy in balancing customer expectations (Martini et al., 2019). Service Quality is an assessment of how well a service is delivered in accordance with consumer expectations. According to Mayasari et al. (2020), Service Quality can affect sales on e-commerce websites, poor service can result in poor sales. Service is a service provided by a company to customers which aims to meet the needs and desires desired by customers (Hasan, 2024). Customer satisfaction refers to the level of satisfaction expressed by customers after the service delivery process (Zygiaris et al., 2022). Therefore, it is important for companies to pay attention to service quality to maintain customer satisfaction (Angela & Kesumahati, 2023).

H4. Quality Service has a significant positive effect on Sales Performance.

Trust

Trust is recognized as a fundamental element in interorganizational relationships, embodying a readiness to accept vulnerability based on positive expectations of another organization's intentions or behaviour (Pikos et al., 2024). Trust barriers to consumers towards online transactions are due to the need for greater trust and the prevalence of security and privacy concerns in the online shopping environment (Ashiq & Hussain, 2024). However, managerial tools such as multiple hierarchical regression show significant variation in predicting consumer behaviours such as Trust and willingness to buy online, thus better understanding social media theory and practice (Anjum et al., 2019). Buyer behaviour has changed (Teller et al., 2019), with Trust playing a central role in the online shopping process (Nosi et al., 2022).

H5. Trust has a significant positive effect on Sales Performance.

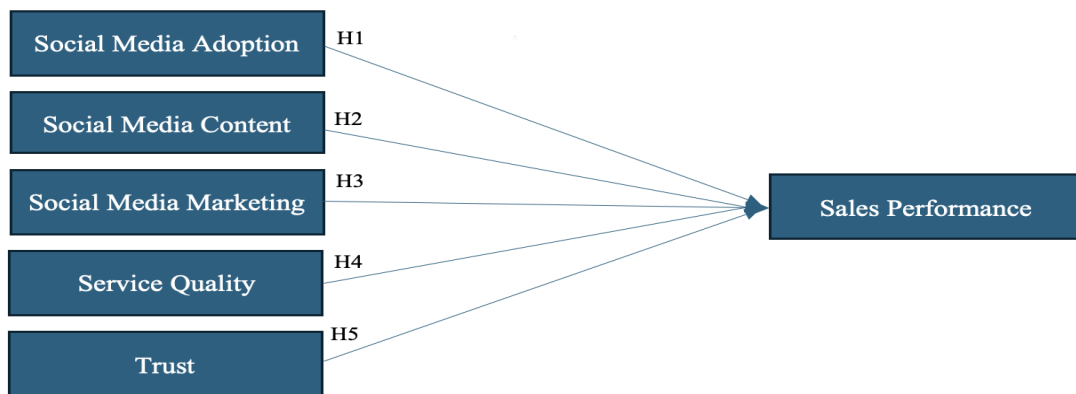


Figure.1 Research Model

RESEARCH METHODS

This research uses a quantitative approach. The main data collected comes from questionnaires distributed to respondents (Maslim & Pasaribu, 2021). The research population includes Indonesians with a focus on users of international product Personal Shopper services. Data collection was done through a Google Form-based questionnaire. The sample selection refers to the rule of thumb principle, namely the sample size is at least ten times the largest number of formative indicators used in variable measurement (Hair et al, 2021).

Primary data was obtained from the results of filling out a questionnaire which included 32 questions, with five independent variables and one dependent variable. The sampling technique used was purposive sampling, with the condition that the respondent is an Indonesian citizen who has ever been or is a personal shopper for international products. From a total of 319 respondents, 62 respondents were eliminated because they did not meet the criteria, such as never using a personal shopper service or becoming a personal shopper but not utilizing social media in their sales interests, even though they had filled out the questionnaire. Finally, the number of valid respondents used in the analysis was 257, consisting of 101 male respondents (39.3%) and 156 female respondents (60.7%). Most of the respondents were between 17 to 26 years old (51.4%), with the last educational background of Bachelor (S1) at 44.4%, employment status as private employees at 45.9%, and monthly income between Rp5,000,001 to Rp10,000,000 at 51.4%. Instagram is the social media most often used by respondents in selling and promoting the their products.

This section elaborates the results of the research completely and is usually followed by a discussion of the newly-obtained results toward the underpinning theories. The discussion can either confirm or reject prevailing theories or generate new theoretical foundations and understanding of the world phenomena from different theoretical standpoints. Submission in this section can be in the form of a narrative. Statistical output

tables have been re-created so that they are more informative (it is not recommended to copy and paste directly from the results by statistical software).

Table 1. Variable Measurement Indicator

Variable	Indicator
<i>Social Media Adoption (X1)</i> (Bowen, 2021) (Guenzi, 2020)	SMA1: Recently Personal Shopper often uses social media for business.
	SMA2: Personal Shopper always uses social media for business.
	SMA3: Personal Shopper's competitor uses social media to interact with customers.
	SMA4: Personal Shopper's business supports the use of social media for business purposes.
	SMA5: Personal Shopper has the facilities and capabilities to use social media.
<i>Social Media Content (X2)</i> (Jiménez-Rodríguez et al., 2021)	SMC1: Customers want to utilize social media to solidify their knowledge about Personal Shopper services.
	SCM2: Customers find the use of social media useful for improving Personal Shopper services.
	SCM3: The use of social media motivates customers to use Personal Shopper services.
	SCM4: Customers usually check information found on social media about Personal Shopper services.
	SCM5: The information that customers get from social media is in accordance with the knowledge that customers have about Personal Shopper services.
<i>Social Media Marketing (X3)</i> (Suwandi et al., 2023)	SMM1: Social media has made information about Personal Shopper products easier for customers.
	SMM2: The appearance of product photos or videos posted by Personal Shopper through social media makes customers interested in Personal Shopper products.
	SMM3: Social media has provided complete and precise knowledge about Personal Shopper products.
	SMM4: I am interested in how to sell Personal Shopper products using social media.
	SMM5: Personal Shopper products displayed on social media are in line with customer expectations.
<i>Service Quality (X4)</i> (Maslim & Pasaribu, 2021)	SQ1: Information on Personal Shopper's social media is easy to find.
	SQ2: Information on Personal Shopper's social media is easy to understand.
	SQ3: Personal Shopper handles customer queries and complaints well on social media.
	SQ4: Personal Shopper handles customer queries and complaints quickly on social media.
	SQ5: Personal Shopper's customer service quality is good.
<i>Trust (X5)</i> (Quintus et al., 2024)	T1: Personal Shopper keep their promises.
	T2: Customers trust the information provided by the Personal Shopper.
	T3: Customers believe Personal Shopper's services are looking out for consumer interests.
	T4: Personal Shopper are trustworthy.
	T5: Personal Shopper have more to lose if they don't keep their promises.
	T6: Personal Shopper' service meet customer expectations.

Sales Performance (Y) (Murshed et al., 2018)	SP1: The majority of customers know a lot of information about Personal Shopper Service.
	SP2: The majority of customers compare Personal Shopper rate prices on the internet.
	SP3: The majority of customers compare the rebates offered by different services.
	SP4: The majority of customers check invoice prices on the internet.
	SP5: The majority of customers compare prices of various Personal Shopper services on the internet.
	SP6: The majority of customers check customer ratings on the internet.

Source: Questionnaire Questions (2025)

Each question item for each variable was taken and adapted from previous research as listed in Table 1. The questionnaire began with questions related to respondents' demographic data, such as name, gender, age, last education level, type of work, average monthly income, and the main social media used to market Personal Shopper international products. After that, followed by questions regarding Social Media Adoption, Social Media Content, Social Media Marketing, Service Quality, and Trust. The data that has been collected is then analyzed using SmartPLS and SPSS software. This analysis includes testing the outer model which aims to assess the validity and reliability between indicators and variables, and the inner model to evaluate the relationship between independent variables and dependent variables (Duryadi, 2021).

RESULT AND DISCUSSIONS

RESULT

Data management is carried out in accordance with the provisions and purely from respondents' answers. Data management aims to prove the relevance and significance of the variables involved in the study. Data test efforts are made to support the hypotheses in the previous chapter. The following is an explanation of related data analysis.

Table 2. Variable Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Sd. Deviation
Social Media Adoption	257	9.00	25.00	215.175	259.670
Social Media Content	257	12.00	25.00	214.981	234.542
Social Media Marketing	257	11.00	25.00	215.370	235.841
Service Quality	257	8.00	25.00	211.790	276.118
Trust	257	11.00	30.00	255.058	290.624
Sales Performance	257	10.00	30.00	253.502	308.631
Valid N (listwise)	257				

Source: Data Processing (2025)

Social Media Adoption

Based on the results of descriptive statistics, the amount of data analyzed for the Social Media Adoption variable is 257 respondent data. The average value (mean) of respondents'

answers is 21.517, which shows that in general the respondents' responses range around this value. The lowest value given is 9.00, while the highest value reaches 25.00. The standard deviation is 2.596 which shows the significance of the spread of data from the average. Based on Duryadi (2021), if the standard deviation is more than 33% of the average value, the data is categorized as having high variation. In this case, the standard deviation only covers about 12.06% of the average value, so the data is considered to have a low level of variation or not too varied.

Social Media Content

Based on the results of descriptive statistics, the amount of data analyzed for the Social Media Content variable is 257 respondent data. The average respondent's answer is 21.498. The minimum value recorded is 12.00 and the maximum value is 25.00. The standard deviation obtained is 2.345, or equivalent to 10.90% of the average value. This shows that the data variation is low because the standard deviation value is far below the 33% threshold of the average.

Social Media Marketing

Based on the results of descriptive statistics, the amount of data analyzed for the Social Media Marketing variable is 257 respondent data. The average response is 21.537. The lowest value recorded is 11.00 and the highest value reaches 25.00. Meanwhile, the standard deviation of 2.358 shows the level of data dispersion, which in percentage terms is equivalent to 10.95% of the average value. Thus, the data on this variable is also classified as having low variation because it is far below the 33% limit set to assess the high and low variation of data.

Service Quality

Based on the results of descriptive statistics, the amount of data analyzed for the Service Quality variable is 257 respondent data. The average value (mean) for the Service Quality variable is 21.179, which indicates that in general the respondents' answers are around this figure. The lowest value given is 8.00, while the highest value is 25.00. The standard deviation of 2.761 illustrates the level of data distribution. Data is considered to have high variation when the standard deviation exceeds 33% of the mean. With a standard deviation of 13.03% of the average value, it can be concluded that the spread of data is not too large or quite consistent.

Trust

Based on the results of descriptive statistics, the amount of data analyzed for the Trust variable is 257 respondent data. The average respondent's answer to the Trust variable is 25.505. The smallest value of the respondent is 11.00, and the highest value is 30.00. The standard deviation recorded is 2.906. This value is only 11.39% of the average, which indicates that the data has low variation.

Sales Performance

Based on the results of descriptive statistics, the amount of data analyzed for the Sales Performance variable is 257 respondent data. The average respondent's answer is 25.350. The minimum value given is 10.00 and the maximum value reaches 30.00. The standard deviation of 3.086 shows the spread of data which is only 12.17%.

Descriptive Table of Characteristics

Table 3. Variable Descriptive Characteristics

			Frequency	Percent	Valid Percent	Cumulative Percent
Age	Valid	< 17 years old	7	2,7	2,7	2,7
		17 - 26 years old	132	51,4	51,4	54,1
		27 - 36 years old	78	30,4	30,4	84,4
		37 - 46 years old	31	12,1	12,1	96,5
		> 46 years old	9	3,5	3,5	100
		Total	257	100	100	
Education	Valid	Junior High School	3	1,2	1,2	49,8
		Senior High School	96	37,4	37,4	60,7
		D3/D4	28	10,9	10,9	86
		Undergraduates (S1)	112	43,6	43,6	99,2
		Post- Graduates (S2)	18	7	7	100
		Total	257	100	100	
Gender	Valid	Female	156	60,7	60,9	60,9
		Male	100	38,9	39,1	100
		Total	256	99,6	100	
	Missing System		1	0,4		
		Total	257	100		
Revenue	Valid	< Rp5.000.000	71	27,6	27,6	27,6
		Rp5.000.001 - Rp10.000.000	132	51,4	51,4	79
		Rp10.000.001 - Rp15.000.000	36	14	14	93

		> Rp15.000.001	18	7	7	100
		Total	257	100	100	
Social Medial	Valid	Instagram	128	49,8	49,8	49,8
		Facebook	28	10,9	10,9	60,7
		Tiktok	65	25,3	25,3	86
		WhatsApp	34	13,2	13,2	99,2
		Others	2	0,8	0,8	100
		Total	257	100	100	
Travellin g Frequenc y	Valid	1 month 1 time	59	23	23	23
		2 months 1 time	80	31,1	31,1	54,1
		3 months 1 time	68	26,5	26,5	80,5
		More than 3 time 1 time	46	17,9	17,9	98,4
		Others	4	1,6	1,6	100
		Total	257	100	100	

Source: Data Processing (2025)

Based on the results of the respondent characteristic data that has been collected, the highest percentage of respondents who own or provide international Personal Shopper services are female respondents. It can be assumed that women prefer to shop and are willing to provide Personal Shopper services. Women tend to be more interested in doing economic activities online and uploading lifestyle support products than men. The average respondent is 17-26 years old and is an undergraduate student (S1). In terms of income, the average respondent already earns within the Regional Minimum Wage (UMR) standard. The majority of respondents utilize the Instagram application as the main social media in promoting services and reaching audiences. The frequency of traveling abroad for respondents is on average 2 months and 1 time.

Common Method Variance (CMV) Analysis

Common Method Variance (CMV) is an indicator used to evaluate the VIF (Variance Inflation Factor) value to ensure the influence of CMV on research data. Based on the available calculation results, all variables show a VIF value below 5, which indicates that

there is no CMV problem. Thus, the data in this study are considered valid and can be used for the next analysis process.

Outer Model Analysis

Validity Test

Average Variance Extracted

According to (Duryadi (2021), the AVE value can be declared valid if the value is above 0.5. After the data was collected, the researchers tested the validity and reliability through the calculation of AVE (Average Variance Extracted) as in Table 4. Based on Table 4 it can be concluded that all variables are valid so that the researchers proceed to the next testing stage.

Outer Loadings

According to Duryadi (2021), each measurement indicator must have an outer loadings value that exceeds 0.6. Some indicators that do not meet these requirements include 2 indicators in the Social Media Adoption variable, 3 indicators in the Social Media Content variable, 3 indicators in the Social Media Marketing variable, 3 indicators in the Service Quality variable, 4 indicators in the Trust variable, and 4 indicators in the Sales Performance variable. Because the value of these indicators is below the minimum limit of 0.6, the indicators are eliminated to maintain the quality of data testing and research continuity.

Cross-Loadings

The results of the discriminant validity test show differences in the strength of the relationship between variables. One of the efforts to test discriminant validity can be done with the Cross Loading test. The requirement for Cross Loading is that each indicator must be included in its own variable, with a minimum value of 0.7 (Duryadi, 2021). The indicators included can be seen in Table 6.

Fornell Larcker Criterion

The results of the discriminant validity test can also be tested through the Fornell Larcker Criterion. In Table 7, the results of the discriminant validity test conducted can be declared valid because the correlation value between variables between indicators is greater than the correlation value between different indicators, so it can be concluded that the discriminant validity test has been fulfilled.

HTMT Criterion Assessment

The following discriminant validity data test results can also be tested through HTMT Criterion Assessment. In Table 8, the results of the discriminant validity test carried out are declared valid because all variables do not exceed the value limit of 1.

Reliability Test

Cronbach Alpha & Composite Reliability

Testing Cronbach alpha and Composite Reliability aims to test reliability with data results. The data results in Table 9 show that the data is declared valid and reliable because all composite reliability results have passed the 0.60 value limit.

Inner Model Analysis

Direct Effect

The results of Direct Effect testing are shown in Table 10. The data show that there is a positive direct and significant effect for relationships H1, H3, and H4 while there is an insignificant effect for relationships H2 and H5. The following is the explanation, among others:

Table 10. Direct Effect Result

Effect	Original Sample	P – Values	Conclusion
Social Media Adoption → Sales Performance	0,209	0,001	Significant Positive
Social Media Content → Sales Performance	-0,028	0,313	Insignificant
Social Media Marketing → Sales Performance	0,151	0,019	Significant Positive
Service Quality → Sales Performance	0,341	0,000	Significant Positive
Trust → Sales Performance	0,036	0,329	Insignificant

Source: Data Processing (2025)

H1: There is a significant positive effect of Social Media Adoption on Sales Performance

The data results in Table 10 shows that there is a direct and significant positive effect of the Social Media Adoption relationship on Sales Performance. This can be seen from the original sample results with a number 0.209 and p-values with a number 0.001. The results indicate that the adoption of the use of social media in the promotion of Personal Shopper services will improve the performance of Personal Shopper international products in achieving sales targets, so H1 can be accepted. Similar to previous empirical research by Appel et al., (2020) and Mason et al. (2021) which has determined that social media has a significant impact on marketing strategies by bridging the gap between businesses and consumers. This statement is also supported by research Dubbelink et al. (2021) that social media provides opportunities for training and personal development in organizations by offering many resources and information. This leads to the ability of social media to reach a wider target audience, so it makes it easier for Personal Shopper service providers to collaborate, collaborate, and innovate regarding marketing through social media.

H2: There is an insignificant effect of Social Media Content on Sales Performance

The data results in Table 10 shows that there is no direct and insignificant effect of the Social Media Content relationship on Sales Performance. This can be seen from the original sample results with a number -0.028 and p-values with a number 0.313. The results indicate that social media content does not affect the sales performance of international Personal Shopper services, so H2 cannot be accepted. This is because social media content is not the main benchmark that determines the quality of Personal Shopper sales performance and service offerings to customers. In addition, the direction of the variable relationship is negative, which means that the variables are not related.

H3: There is a positive significant effect of Social Media Marketing on Sales Performance

The data results in Table 16 shows that there is a positive direct and significant effect of the Social Media Marketing relationship on Sales Performance. This can be seen from the original sample results with a number 0.151 and p-values with a number 0.019. The results indicate that content in marketing through social media affects the sales performance of international Personal Shopper services, so H3 can be accepted. This is because marketing techniques are able to increase customer awareness and stimulate customer interest in the Personal Shopper services offered. (Djakasaputra et al., 2021) Djakasaputra et al. (2021) agrees that companies can increase brand awareness by using digital marketing techniques such as click-paid advertising and social media marketing. According to Koay et al. (2021), elements of social media communication provide opportunities for businesses to engage directly with their customers, including activities such as handling customer complaints, sharing information, growing brand awareness, and growing brand image. (Buzohera, 2025) Consequently, proficient social media marketing initiatives play an important role in shaping favourable consumer-based brand equity, which includes aspects such as brand loyalty, perceived quality, and brand awareness.

H4: There is a positive significant effect of Service Quality on Sales Performance

The data in Table 10 shows that there is a positive direct and significant effect of the Service Quality relationship on Sales Performance. This can be seen from the original sample results with a number 0.341 and p-values with a number 0.000. The results indicate that service quality affects the sales performance of international Personal Shopper services, so H3 can be accepted. This is because the quality of service provided to customers has an effect on increasing sales performance in achieving customer satisfaction and loyalty. (Oh & Son, 2020) By examining how effectively a company meets client expectations, one can ensure the quality of its services. (Chikazhe et al., 2022.) Service quality can be improved if organizations maintain an old customer base, so organizations design products that are expected for their clients. (Lovemore et al., 2023) Businesses are adopting online marketing as a way to improve service quality and increase sales.

H5: There is an insignificant effect of Trust on Sales Performance

The data in Table 10 shows that there is a direct and insignificant effect of the Trust relationship on Sales Performance. This can be seen from the original sample results with a number 0.036 and p-values with a number 0.329. The results indicate that customer trust does not affect the sales performance of the international Personal Shopper service, so H5 cannot be accepted. This is because customer trust does not affect the quality of Personal Shopper sales performance and service offerings to customers even though the direction of the variable relationship is positive, which indicates that the variable relationship is not too influential.

Coefficient of Determination (R2) Analysis

Testing the coefficient of determination aims to identify the effect of the independent variable on the dependent variable. Based on Table 11, it is concluded that all variables have a strong effect with Sales Performance of 32.6%, which means that Social Media Adoption, Social Media Content, Social Media Marketing, Service Quality, and Trust are able to explain the Sales Performance variable by 13.48%.

Table 11. Coefficient of Determination (R2) Result

Variable	R-Square Adjusted	Conclusion
Sales Performance	0,326	Moderate

Source: Data Processing (2025)

Standardized Root Mean Square Residual (SRMR) Analysis

SRMR is a measure that describes the difference between the observed correlation and the inferred correlation matrix of a model. Therefore, SRMR is also an indicator of the fit of the correlation matrix in a model. According to the Rule of Thumbs, an SRMR value of less than 0.1 states that the model created is suitable or fits the existing data. Based on the output available in Table 12, it can be seen that the SRMR value has met these criteria. Based on the R Square test results in the table above, it is known that the Sales Performance variable is 32.6%. Based on the criteria described by (TomassMHultt, n.d.)this gain is in the moderate criteria in explaining the independent variable.

Table 12. SRMR Result

	Sample Mean	Conclusion
Saturated Model	0,089	Valid
Estimated Model	0,089	Valid

Source: Data Processing (2025)

Goodness of Fit (GoF) Analysis

In order for the overall quality of the research model, testing is carried out using the Goodness of Fit (GoF) value. Based on the calculation description below, the results show a GoF value of 0.462 which indicates that the model being tested falls into the strong model criteria category.

$$\text{Comm: } \frac{0,528+0,703+0,720+0,536+0,729+0,717}{6} = 0,655$$

$$R^2: 0,316$$

$$\begin{aligned} \text{GoF} &= 2 \sqrt{0,655 \times 0,326} \\ &= 0,462 \end{aligned}$$

DISCUSSION

Researcher's Interpretation

The results indicate that variables Social Media Adoption, Social Media Marketing, and Service Quality significantly improve the sales performance of international personal shopper services in Indonesia. Among these variables, Service Quality demonstrates the strongest impact, indicating that customer-oriented services remain the primary determinant of business success despite the rapid growth of digital marketing platforms. This suggests that service that is given by the shoppers can sustain customers more beyond the reliability to social media development. The significant influence of Social Media Adoption implies that the ability of personal shopper businesses to integrate social media into their daily operations contributes directly to improving business performance that facilitates customer engagement, product promotion, and relationship building. Therefore, personal shoppers who consistently utilize social media features, monitor market trends, and actively interact with customers are more likely to achieve higher sales performance.

On the other hand, Social Media Content does not significantly influence Sales Performance. This finding suggests that attractive content alone is insufficient to generate higher sales if it is not accompanied by effective marketing strategies and excellent customer service. Consumers purchasing international products through personal shopper services generally require assurance regarding product authenticity, transaction security, and service reliability rather than relying solely on appealing social media content. Similarly, Trust was found to have no significant effect on Sales Performance. Respondents in this study appear to consider trust as a basic requirement rather than a determinant that affects the sales and marketing performance of a personal Shopper. Customers may already assume that personal shopper providers have established a sufficient level of credibility, making service quality and marketing effectiveness more influential in determining purchasing behavior. Overall, the model explains 32.6% of the variation in Sales Performance, indicating that other factors beyond the current research model, such as price competitiveness, customer satisfaction, electronic word-of-mouth, brand reputation, customer loyalty, or purchasing experience, may also influence business performance and should be explored in future studies.

Comparison of Previous Studies

The result of Social Media Adoption has a positive and significant effect on Sales Performance is consistent with the studies conducted by Appel et al. (2020), Mason et al.

(2021), and Dwivedi et al. (2023), which concluded that the adoption of social media enables businesses to expand market reach, strengthen customer engagement, and improve overall business performance. Similarly, Rodriguez and Boyer (2020) found that digital technologies positively contribute to organizational sales performance by enhancing communication and customer relationship management. These similarities indicate that social media adoption has become an essential strategic capability for businesses operating in the digital economy, including international personal shopper services.

The result of Social Media Marketing positively influences Sales Performance is also in line with Djakasaputra et al. (2021), who reported that digital marketing strategies significantly improve business performance through increased brand awareness and customer acquisition. Likewise, Koay et al. (2021) argued that effective social media marketing enhances customer engagement, perceived brand quality, and purchase intention. These previous findings support the conclusion that well-designed social media marketing activities contribute to higher sales performance. Furthermore, the result of Service Quality has the strongest positive effect on Sales Performance supports the studies of Chikazhe et al. (2022), Lovemore et al. (2023), and Zygiaris et al. (2022). These researchers emphasized that superior service quality increases customer satisfaction, encourages repeat purchases, and strengthens customer loyalty, all of which contribute directly to business performance. The consistency between the present study and previous research confirms that service quality remains a critical determinant of organizational success, even in digitally mediated business environments.

In comparison, the result of Social Media Content does not significantly affect Sales Performance contradicts the findings of Hanifawati et al. (2019), Kang et al. (2019), and Khan et al. (2024), who concluded that engaging and informative social media content positively influences consumer engagement and purchase intention. The discrepancy may be explained by the characteristics of international personal shopper services, where customers prioritize transaction security, product authenticity, and service responsiveness over the attractiveness of promotional content. Therefore, content quality alone is insufficient to improve sales performance without being supported by effective marketing strategies and excellent service. Similarly, the result of Trust has no significant effect on Sales Performance differs from the studies of Nosi et al. (2022), Ashiq and Hussain (2024), and Pikos et al. (2024), which identified trust as a fundamental determinant of online purchasing decisions. Overall, this study confirms that although digital marketing capabilities remain essential for improving business performance, service quality plays a more dominant role in determining the sales performance of international personal shopper services in Indonesia. At the same time, the insignificant effects of Social Media Content and Trust suggest that the determinants of sales performance may differ across business contexts and consumer characteristics, highlighting the importance of contextualizing previous research findings.

Theoretical Implication

This study contributes to the development of digital marketing and service marketing literature by providing empirical evidence regarding the determinants of sales performance in the context of international personal shopper services in Indonesia. The researches confirm that Social Media Adoption, Social Media Marketing, and Service Quality have significant impact on Sales Performance, thereby reinforcing the theoretical perspective that organizational capability in utilizing digital technology and delivering superior service quality remains essential for improving business performance. Furthermore, this study extends previous research by demonstrating that Social Media Content does not directly influence Sales Performance. This finding suggests that the effectiveness of social media content should not be viewed as an independent determinant of business performance but rather as a supporting component that requires integration with broader marketing strategies and high-quality service delivery. Consequently, the study refines the existing understanding of digital marketing by indicating that content attractiveness alone is insufficient to generate superior sales outcomes.

Another theoretical contribution concerns the insignificant effect of Trust on Sales Performance. While previous studies have generally positioned trust as a direct antecedent of purchasing behavior, the present findings indicate that trust may function as a basic prerequisite rather than a direct driver of sales performance in the international personal shopper context. This suggests that once customers perceive an acceptable level of trust, other factors, particularly service quality and effective social media marketing, become more influential in determining purchasing decisions and business performance. Overall, this study enriches the literature by demonstrating that the determinants of sales performance vary according to business context. In service-based businesses operating through social media platforms, business performance is influenced more strongly by firms' capability to adopt digital technology, execute effective social media marketing strategies, and provide excellent service quality than by social media content or customer trust. May these findings provide a theoretical basis for future studies to develop more comprehensive models by incorporating additional variables, such as customer satisfaction, electronic word-of-mouth (e-WOM), customer loyalty, and so on.

Empirical and Practical Implications

Researchers find this study provides several practical implications for the international personal shoppers in Indonesia. The significant influence of Social Media Adoption indicates that business owners should optimize the utilization of social media platforms as an integral part of their business operations rather than merely as promotional tools to expand market reach and strengthen customer engagement. The significant effect of Social Media Marketing suggests that marketing activities should be strategically designed to improve brand visibility and customer acquisition. Business owners should develop structured digital marketing campaigns, collaborate with influencers or content creators

when appropriate, implement promotional programs, and monitor social media analytics to evaluate campaign effectiveness. These efforts can improve brand awareness and increase customer purchase intentions.

As the Service Quality is identified as the strongest determinant of Sales Performance, personal shopper providers should prioritize service excellence to customers. Continuous improvements in service quality are expected to strengthen customer satisfaction, encourage repeat purchases, and enhance long-term customer loyalty. Furthermore, the insignificant effects of Social Media Content and Trust imply that businesses should not rely solely on producing visually attractive content or assuming that customer trust alone will improve sales performance. Instead, social media content should be integrated with effective marketing strategies and supported by reliable service delivery. Likewise, trust should be maintained through consistent business practices, transparent communication, and fulfillment of customer expectations rather than being treated as the primary driver of sales performance.

Overall, the empirical findings suggest that sustainable business growth in the international personal shopper industry depends on balancing digital marketing capabilities with high-quality customer service. Therefore, business practitioners should allocate resources not only to content creation but also to employee training, customer relationship management, service standardization, and continuous evaluation of digital marketing performance to achieve superior sales performance.

CONCLUSION, SUGGESTIONS, AND LIMITATION

The conclusion that can be summarized based on the information and analysis of the research data is that the H1, H3, and H4 hypotheses can be accepted, namely the variables Social Media Adoption, Social Media Marketing, and Service Quality have a significant positive effect on Sales Performance. This study shows that to improve the Sales Performance of Personal Shopper services for international products in Indonesia, Personal Shopper service providers must utilize social media properly, such as maximizing the use of available features, paying attention to interactions with customers, uploading content at the right time to increase the chances of content being seen, etc. Personal Shopper service providers must implement Social Media Adoption in their promotions and services to reach customers widely and provide solutions for customer needs through awareness and self-branding that is built. In addition, Personal Shopper service providers must also follow the trends and progress of digital marketing through Social Media Marketing to attract customer attention and awareness of the services provided. This can make it easier for service providers to reach customers because social media algorithms will definitely support the distribution of content if it is in accordance with the trends that are happening at that time. Thus, Personal Shopper service providers can create a Quality of Service that is centered on customer interests and provides maximum service satisfaction to maintain customer loyalty in the long term.

The implication of this study is that international product of Personal Shopper service providers in Indonesia should pay attention to Social Media Adoption to develop Social Media Marketing which aims to provide the best Service Quality in increasing Sales Performance. In the process of carrying out this research, of course, it is not free from limitations, resulting in it not being optimal. Among them, the research that was carried out only discussed the influence of six independent variables so that it still needs to be developed. The researcher concluded that there are still other things that can be discussed and analyzed by other researchers in further research, such as the influence of consumer satisfaction on service services, supporters of improving service quality, utilization of social media for e-commerce development, and others. Therefore, further research can be carried out that examines related topics so that there are suggestions or recommendations that can be conveyed so that subsequent research can expand the reach or population in researching related topics.

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