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## **The Influence of Digital Marketing Content on Purchase Intention Mediated by Trust Variables in Erigo Fashion Products**

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### **Abstract**

The development of social media, e-commerce platforms, and online advertising technology has opened new opportunities and transformed the way companies interact with consumers. Digital marketing has evolved beyond being merely a promotional tool; it also significantly influences overall purchasing decisions. This research aims to examine the impact of digital marketing content on purchase intention, mediated by the variable of trust. The study's population consists of individuals who have viewed Erigo's marketing content. Using a non-probability sampling

method to determine the sample size, 100 respondents were selected. As a quantitative study, primary data were collected through the distribution of questionnaires using Google Forms. The data were analyzed descriptively using SEM PLS software. The research findings indicate that digital marketing content influences trust, trust affects purchase intention, and digital marketing content does not directly impact purchase intention. This signifies that trust, as a mediating variable, plays a crucial role in the relationship between these variables.

**Keywords:** Digital Marketing Content, Trust, Purchase Intention, and Consumers

### **1. Introduction**

The significant advancement in technology and the widespread use of the internet have transformed the paradigm of business-consumer interaction, particularly in the context of digital marketing. The digital era has exerted a profound influence on the evolution of marketing styles, where companies strive to deliver content that serves as a source of information for consumers, shapes attitudes, and enhances interest in products through online media. Online advertisements, social media, and data-driven campaigns have ushered in a new paradigm in building relationships with customers.

Digitalization continues to evolve, propelled by economic growth and the ease of internet access. The Ministry of Industry of the Republic of Indonesia notes that in 2021, the value of the digital creative industry in Indonesia reached \$70 billion (Source: kemenprin.go.id). This indicates significant potential in the digital sector for the Indonesian economy. Indonesian consumers are increasingly accustomed to using the internet and social media as sources of information and entertainment. Therefore, marketing strategies must adapt to changes in consumer behavior and utilize digital marketing content as a promotional tool to influence and connect with consumers. Internet penetration in Indonesia continues to increase, reaching 77% of the total population in 2023. However, there are still approximately 23% of the population who are not connected to the internet. Internet users in Indonesia predominantly access the internet through mobile devices, with an average user spending nearly eight hours a day online (wearesocial.com).

The importance of social media is also evident, where platforms such as Instagram, TikTok, YouTube, and Facebook play a crucial role in providing direct feedback to companies. Focusing on consumer needs and preferences is key to building a satisfying experience for them. Digital marketing content serves as a strong foundation for understanding consumer needs, building close relationships, and driving customer engagement with brands.

The Indonesian fashion industry has experienced growth, especially after the COVID-19 pandemic. Local products are gaining attention, supported by initiatives from local businesses and the government. Erigo, one of the local fashion brands, has successfully entered the international market and has become one of the leaders in the global market. The brand is active in online marketing strategies, collaborating with influencers, and continuously updating content to remain relevant to consumers. Erigo has a significant following on social media compared to other local competitors, with 2.4 million followers on Instagram. Through innovative digital marketing strategies, Erigo set a sales record of five billion Indonesian rupiahs in less than 10

minutes during a Shopee Live session with Rafi Ahmad and JKT48 personnel. The brand is also known for collaborating with various public figures, actively participating in Paris Fashion Week and advertising on the Times Square New York billboard. Consumer usage and satisfaction with Erigo products are reflected in the number of social media followers and reviews on e-commerce platforms. Consumer reviews indicate high satisfaction levels, with 88% giving a five-star rating, indicating that Erigo's digital marketing content successfully influences consumer purchasing intentions.

Erigo is one of the local brands that have successfully implemented marketing strategies, particularly through digital marketing content. This can be seen in Erigo's social media following, which surpasses that of other local brands. Erigo's achievements are also reflected in its participation in New York Fashion Week and advertisements displayed on Times Square billboards, indicating efforts to expand Erigo's marketing internationally. However, based on data from the TOP Brand Index 2023, Erigo did not meet the expected category.

Research conducted by Mukhlis & Jumadil (2022)<sup>[30]</sup> states that marketing content has a positive and significant effect on purchase intentions. However, research by Andasari & Anshori (2023)<sup>[1]</sup> on digital marketing content for Sambal Ning Niniek products shows different results, indicating that marketing content has no significant effect on the purchase intention of those products. This study uses four dimensions of use gratification to define factors influencing consumers in consuming digital content (Bu *et al.*, 2021)<sup>[2]</sup>.

This study provides a different scope from previous research, which only focused on the food tourism industry. The discussion will be expanded with three dimensions of trust, namely ability, benevolence, and integrity, which play a role as supporting factors in influencing buyers' trust beliefs and ultimately affecting customer loyalty (Zhang & Li, 2019)<sup>[31]</sup>. The researchers chose Erigo as the object of study because it is one of the local brands competing globally and excelling in the domestic market with a highly competitive marketing pattern.

This study focuses on analyzing the influence of digital marketing content on purchase intentions, with the mediating variable of trust in Erigo fashion products. By involving the Use and Gratification theory and the concept of the Theory of Planned Behavior, this research aims to gain a deeper understanding of the relationship between digital marketing content, trust, and consumer purchase intentions in the context of the fashion industry in the digital era.

## 2. Literature Review

### 2.1 Digital Marketing

The simultaneous application of the internet and digital technology along with traditional communication to achieve marketing objectives is the essence of digital marketing (Chaffey & Ellis, 2016)<sup>[4]</sup>. Marketing is the organizational action of analyzing the market, both at the macro and micro levels (Khairunnisaa *et al.*, 2020)<sup>[17]</sup>. Digital marketing can be defined as any form of advertising that uses digital media or the internet to communicate with customers about the products and services offered.

In the era of rapid technological and informational development, digital marketing has become an indispensable marketing strategy. The focus of digital marketing

determines how companies develop their brands through websites using various platforms and digital media to interact with customers to add value to their brands and meet marketing objectives (Chaffey, 2015)<sup>[3]</sup>.

Digital marketing has a broader scope in the future as consumers feel more satisfied with online purchases due to perceived security compared to traditional markets. Most consumers use social media in the purchasing process through digital channels (Dwivedi *et al.*, 2023)<sup>[8]</sup>.

### 2.2 Digital Content Marketing

Digital marketing content is the management process responsible for identifying, anticipating, and satisfying customer needs profitably through relevant digital content (Hollebeek & Macky, 2019)<sup>[13]</sup>. Digital marketing content plays a role in building engagement, trust, and value for consumers toward brands (Hollebeek & Macky, 2019)<sup>[13]</sup>. Digital marketing content is one of the marketing strategies that use digital content to promote products or services (Bu *et al.*, 2021)<sup>[2]</sup>.

The Use and Gratification Theory plays a crucial role in understanding consumer behavior in the context of digital marketing content. Consumers using digital marketing content are influenced by various motivational factors such as seeking information, entertainment, social interaction, and self-expression (Bu *et al.*, 2021)<sup>[2]</sup>. The Use and Gratification Theory is one of the social media communication theories introduced by Elihu Katz, Jay G Blumler, and Michael Gurevitch in 1973<sup>[15]</sup>. This theory is based on five elements of the usage and satisfaction model: Firstly, the audience is considered active, secondly, media usage is a directed goal, thirdly, the audience has needs and desires that can be satisfied through media, fourthly, the audience selects the media that most satisfies their needs, and fifthly, media influence depends on social and psychological factors (Katz *et al.*, 1973)<sup>[15]</sup>.

Digital marketing content indirectly influences trust positively through information, positive experiences, and other consumer reviews (Bu *et al.*, 2021)<sup>[2]</sup>. Consistently high-quality and useful content has a positive impact on consumer trust in digital marketing (Hollebeek & Macky, 2019)<sup>[13]</sup>. Brand actions as aspects of digital marketing content influence purchase intentions (Taiminen & Ranaweera, 2019)<sup>[26]</sup>.

### 2.3 Consumer Trust

The Commitment-Trust Theory of Relationship Marketing states that the success of relationship marketing requires commitment and trust between the parties involved in the relationship (Morgan & Hunt, 1994)<sup>[21]</sup>. There are three components in influencing buyer trust beliefs and ultimately affecting customer loyalty: Ability, benevolence, and integrity (Zhang & Li, 2019)<sup>[31]</sup>. Ability is used to measure the ability to meet the needs and interests of customers. Benevolence is used to understand the concern for understanding the interests and well-being of buyers and the desire to provide mutually beneficial solutions for both parties. Integrity is used to see honesty and compliance with promises given to consumers.

Trust is the expectation, belief, or certainty of an individual about the likelihood that their actions will provide benefits or at least not reduce other benefits (Bu *et al.*, 2021)<sup>[2]</sup>. Trust is the desire of the trusting party (trustor) to be vulnerable to the actions of the trusted party (trustee) based

on the expectation that the trusted party (trustee) will take certain actions that are important to the trusting party (trustor), regardless of the ability to monitor or control the trusted party (trustee) (Mayer *et al.*, 1995) [20]. Trust is considered important in negotiation situations between buyers and sellers, where trust can help achieve cooperative problem-solving and constructive dialogue (Morgan & Hunt, 1994) [21].

Environmental trust has been shown to increase consumer intention to purchase environmentally friendly products (Yang & Zhao, 2019) [29]. Trust significantly influences future purchase intentions (Garbarino & Johnson, 1999) [10]. Green trust has a positive influence on green purchase intentions (Wang *et al.*, 2022) [27]. Trust mediates the relationship between digital marketing content and the intention to purchase personal care products based on natural ingredients (Subasinghe & Weerasisri, n.d.). Online trust plays a crucial role in mediating the relationship between digital marketing content and online consumer purchase intentions through customer relationship management (Yunus *et al.*, 2022) [30]. Research has found that brand trust mediates the relationship between digital marketing content and purchase intentions, with flow experience and advertising value as mediators (Hanaysha, 2022) [12].

**2.4 Purchase Intentions**

The Theory of Planned Behavior is a social psychology theory that proposes that human behavior is influenced by the intention to perform that behavior (Son *et al.*, 2013) [23]. The Theory of Planned Behavior was first introduced by Icek Ajzen in 1985 as an extension of the Theory of Reasoned Action introduced in 1975 (Son *et al.*, 2013) [23]. Purchase intention is the individual's desire to purchase products and services in the future (Chiu *et al.*, 2018) [6]. Factors influencing purchase intentions include consumer attitudes towards products or services, subjective norms or social influences perceived by consumers, and behavioral control or consumer perceptions of their ability to make purchasing behavior (Chiu *et al.*, 2018) [6]. Purchase intention is an attitude variable used to measure consumer contributions in the future in purchasing products. The formation of consumer purchase intentions depends on their general attitudes towards specific products. The better the attitude, the better the purchase intention (Cheruiyot & Maru, 2013) [5]. Positive purchase intentions often reflect positive customer engagement or loyalty to products (Hong & Cho, 2011) [14].

Digital marketing content significantly influences consumer

purchase intentions toward personal care products based on natural ingredients (Subasinghe & Weerasisri, n.d.). Research results show that there is a significant positive relationship between digital marketing content and tourist purchase intentions (Yatgan Pektas & Hassan, 2020) [22]. Digital marketing content plays a crucial role in influencing purchase intentions through factors such as perceived value, attitudes, environmental knowledge, and brand trust (Li *et al.*, 2022) [19]. Based on previous research, hypotheses are developed as follows:

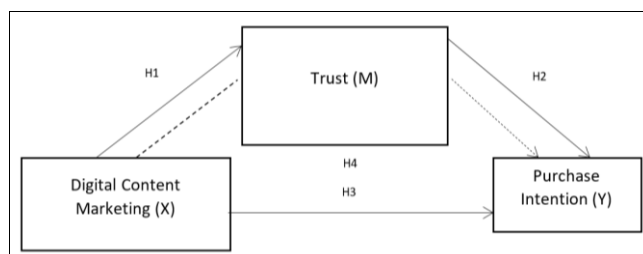
H1 Digital Marketing Content has a positive and significant effect on Purchase Intentions.

H2 Trust has a positive and significant effect on Purchase Intentions.

H3 Digital Marketing Content has a positive and significant effect on Purchase Intentions.

H4 Digital marketing content has a positive and significant effect on consumer purchase intentions through trust as a mediating variable.

Based on the development of these hypotheses, a conceptual framework will be analyzed as follows:



Source: Bu *et al.* (2021) [2], Zhang & Li (2019) [31] and Chiu *et al.* (2018) [6]

Image 1: Thinking framework

**3. Research Method**

This research employs a quantitative method as the applied scientific approach, thus yielding numerical data obtained through statistical analysis (Sugiyono, 2017) [25]. The research falls into the category of associative research due to the existence of a cause-and-effect relationship between independent variables (X) and dependent variables (Y). This study utilizes non-probability sampling techniques through purposive sampling, which involves selecting samples based on specific considerations (Sugiyono, 2017) [25]. The research involves a total of 100 respondents through questionnaire distribution. Variables in this study are measured using Likert scales with various accompanying indicators. The following table outlines each indicator:

Table 1: Variable Indicators

Variable	Dimension	Indicators	Scale
Digital Content Marketing (Bu <i>et al.</i> , 2021) [2]	Information	1. Content on social media is efficient for obtaining information. 2. Content on social media provides the latest information. 3. Content on social media fulfills needs.	Likert
	Entertainment	1. Content on social media is enjoyable. 2. Content on social media is entertaining. 3. Content on social media is engaging.	Likert
	Social Interaction	1. Content on social media makes one feel connected. 2. Content on social media can motivate engagement in sharing. 3. Content on social media can fulfill expectations for interacting with similar people.	Likert
	Self-Expression	1. Content on social media can fulfill expectations to express one's personality. 2. Content on social media makes one feel part of a group.	Likert

Trust (M) (Zhang & Li, 2019) [31]	Ability	3. I feel that others perceive me as a friendly person. 1. Having good qualifications. 2. Being highly knowledgeable about the products owned. 3. Being able to demonstrate that they are a successful brand.	Likert
	Benevolence	1. Caring for consumers. 2. Acting like a friend. 3. Supporting consumers.	Likert
	Integrity	1. Not making false claims. 2. Promises made are reliable. 3. Engaging in fair trade with consumers.	Likert
Purchase Intention (Y) (Chiu et al., 2018) [6]	Attitude	1. I think that buying items online is a good thing. 2. I think that buying items online is a wise action. 3. I think that buying items online is a worthwhile thing. 4. I think that buying items online is a beneficial thing.	Likert
	Subjective norm	1. Most of the important people to me agree with me in buying items online. 2. Most of the important people to me support me in buying items online. 3. Most of the important people to me understand that I buy items online. 4. Most of the important people to me recommend me to buy items online.	Likert
	Perceived behavioral control	1. Whether to buy products online or not is my decision. 2. If I want to, I can buy items online. 3. I am capable of purchasing items online. 4. I have sufficient resources (money and time) to buy items online	Likert

**4. Research Results and Discussion**

**4.1 Respondent Description**

This research aims to explain the influence of digital marketing content on purchase intention mediated by trust

variables. The number of samples used in this study was 100 respondents. The data analysis process was conducted using the SMART PLS application. The following are the results of the respondent description data in this study:

**Table 2:** Respondent Description

Age		
Age	Frequency	Percent
18-23	54	54 %
24-28	26	26 %
29-33	13	13 %
34-38	7	7 %
39 or over 38	0	0%
Total count	100	100 %
Gender		
Gender	Frequency	Percent
Male	57	57 %
Female	43	43 %
Total count	100	100 %
Job		
Job	Frequency	Percent
Students	49	49 %
Employees	20	20 %
Civil servants	12	12 %
Entrepreneurs	15	15 %
Others	14	14 %
Total count	100	100 %
Monthly income (in Indonesian rupiah)		
Monthly income (in Indonesian rupiah)	Frequency	Percent
< 1.000.000	43	43 %
1,000,000 – 5,000,000	33	33 %
5,000,000 - 10,000,000	14	14 %
10,000,000 – 15,000,000	5	5 %
15,000,000 – 20,000,000	1	1 %
>20,000,000	4	4 %
Total count	100	100 %

Source: Primary data/Questionnaire

**4.2 Data Analysis**

**a. Outer Model Analysis (Measurement Model)**

**1. Convergent Validity**

This calculation can be observed through the Average Variance Extracted (AVE) values, which are used to

demonstrate the results of convergent validity testing. These values provide an overview of the discrimination or average variance captured in each indicator. The rule of thumb for convergent validity is an AVE value greater than 0.5.

**Table 3:** Average Variance Extracted

Variable	AVE	Description
Digital content marketing	0,533	Valid
Trust	0,510	Valid
Purchase Intention	0,538	Valid

Source: Primary data

Based on the table, the Average Variance Extracted (AVE) values for each construct are above 0.5, with the value for digital marketing content being 0.533, trust being 0.510, and purchase intention being 0.538. This indicates that each variable of digital marketing content, trust, and purchase intention has good discriminant validity.

**2. Discriminant Validity**

In this stage, discriminant validity can be observed through the cross-loading values of measurements with their constructs. The model is considered to meet discriminant validity when the cross-loading values are higher for one variable compared to others.

**Table 4:** Cross Loading

Variable	Digital content marketing	Purchase intention	Trust
DKMED2	<b>0.724</b>	0.252	0.531
DKMIS1	<b>0.732</b>	0.339	0.413
DKMIS2	<b>0.683</b>	0.333	0.453
DKMKI1	<b>0.727</b>	0.360	0.553
DKMKI3	<b>0.782</b>	0.340	0.590
KA1	0.520	0.478	<b>0.752</b>
KA2	0.535	0.444	<b>0.759</b>
KI1	0.455	0.302	<b>0.650</b>
KI2	0.495	0.288	<b>0.688</b>
NBKS4	0.351	<b>0.787</b>	0.487
NBNS1	0.263	<b>0.699</b>	0.320
NBNS2	0.419	<b>0.752</b>	0.390
NBSP4	0.252	<b>0.692</b>	0.359

Source: Primary data

Based on the results in Table 4 it shows that the cross-loading values for each construct are higher compared to the other indicators. Therefore, it can be concluded that the indicators used in this study already have good discriminant validity.

**3. Reliability Test and Cronbach's Alpha**

In this stage, reliability can be assessed through Cronbach's alpha value and composite reliability, with the rule of thumb stating it should be greater than 0.7, although a value of 0.6 is still acceptable (Hair *et al.*, 2008).

**Table 5:** Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability
Digital content marketing	0.781	0.851
Purchase intention	0.717	0.823
Trust	0.680	0.805

Source: Primary data

Table 5 shows the results of calculations for composite reliability and Cronbach's alpha, both above 0.60 and 0.70. According to the criterion, composite reliability is considered valid if it exceeds 0.70, and Cronbach's alpha is considered valid if it is above 0.60. From the table, it can be observed that each construct or variable has a Composite Reliability value above 0.7, indicating that the interval consistency of the Digital Marketing Content, Trust, and Purchase Intention variables exhibits good reliability.

**b. Inner Model Analysis**

**1. R-square Value (R<sup>2</sup>)**

The R-square value measures how well the independent variables predict the dependent variable, with higher R<sup>2</sup> values indicating a better model.

**Table 6:** R-Square

Variable	R Square
Trust	0,494
Purchase Intention	0,300

Source: Primary data

Table 6 shows the R-square values for the trust variable at 0.494, indicating that 49% of the trust variable is influenced by ability, benevolence, and integrity, while the remaining 51% is influenced by other variables outside the scope of the study. For the purchase intention variable, the value is 0.300, indicating that 30% of the purchase intention variable is influenced by attitudes, subjective norms, and social control, while the remaining 70% is influenced by other variables outside the scope of the study. These results also indicate that digital marketing content can explain 47.4% of the trust variable and 30% of the purchase intention variable.

**2. Hypothesis Testing**

The path coefficient value indicates the significance level in a hypothesis test. The result is significant if the probability value (P-value) is less than 0.05 and not significant if the P-value is above 0.05. Below is the table showing the results of hypothesis testing in the structural model.

**Table 7:** Path Coefisien

Path	Original Sample (O)	T Value	P Values	Hypothesis
Digital content marketing_ -> Trust_	0.703	10.912	0.000	Accepted
Trust_ -> Purchase intention_	0.448	3.423	0.001	Accepted
Digital content marketing_ -> Purchase intention_	0.131	0.851	0.395	Not accepted
Digital content marketing_ -> Trust_ -> Purchase intention_	0.315	3.189	0.001	Accepted

Source: Primary data

Based on the table, the following conclusions can be drawn:

a. The first hypothesis (H1) states that Digital Marketing Content has a positive and significant effect on trust. The coefficient value T-value is 10.912, which is greater than 1.96, and the P-value is 0.000, which is less than 0.05. Therefore, the first hypothesis is accepted, indicating a positive and significant effect.

b. The second hypothesis (H2) suggests that Trust has a positive and significant influence on purchase intention. The coefficient value T Value is 3.423, exceeding 1.96, and the P-value is 0.026, less than 0.05. Thus, the second hypothesis is accepted, indicating a positive and significant effect.

- c. The third hypothesis (H3) states that digital marketing content does not significantly affect purchase intention. The coefficient value T Value is 0.851, less than 1.96, and the P-value is 0.395, exceeding 0.05. Hence, the third hypothesis is rejected, indicating no significant effect.
- d. The fourth hypothesis (H4) suggests that Digital Content has a positive and significant impact on purchase intention through mediation. The coefficient value T-value is 3.189, greater than 1.96, and the P-Value is 0.001, less than 0.05. Therefore, the fourth hypothesis is accepted, indicating mediation between digital marketing content and purchase intention.

## 5. Discussion

### 5.1 Influence of Digital Marketing Content on Trust

The research findings indicate that digital marketing content significantly and positively affects trust. This suggests that the quality of marketing content, including the information, entertainment, interaction, and self-expression it provides, influences the trust consumers have in the products and services offered. This aligns with previous research indicating that digital content marketing significantly impacts purchase intention (Subasinghe & Weerasisri, 2019)<sup>[24]</sup>. Therefore, companies can focus on developing content strategies that not only attract attention but also nurture and reinforce consumer trust, leading to positive perceptions of the products and services offered.

### 5.2 Influence of Trust on Purchase Intention

The research results show that trust has a positive and significant effect. This implies that higher levels of established consumer trust influence their purchase intentions for the products offered. This is consistent with previous research indicating that trust significantly influences purchase intention (Dam, 2020)<sup>[7]</sup>. Therefore, companies should focus on efforts aimed at building trust as a strong foundation to stimulate consumer purchase intentions, such as transparency, positive reviews, responsive services, quality assurance, and others.

### 5.3 Influence of Digital Marketing Content on Purchase Intention

The research findings indicate that digital marketing content has a positive but not significant effect on purchase intention. This means that the digital marketing content provided does not directly increase consumers' purchase intentions for the products offered. This aligns with previous research indicating that marketing content does not affect purchase intent (Andasari & Anshori, 2023)<sup>[1]</sup>. This condition may occur when digital marketing content fails to meet consumer needs, resulting in no interest in purchasing the displayed products. Therefore, companies need to understand that not all digital marketing content will automatically create purchase intentions. Factors such as relevance, quality, and consumer needs need to be considered in content development. Companies need to better understand the preferences and needs of their target audience to create more engaging and relevant content.

### 5.4 Trust Mediates the Relationship Between Digital Marketing Content and Purchase Intention

The research findings indicate that trust mediates the relationship between digital marketing content and purchase

intention. This suggests that for consumers to have purchase intentions from the displayed digital marketing content, trust must first be established through the content they see. This aligns with previous research indicating that trust plays a crucial role in mediating between digital marketing content and purchase intention in the digital marketing context (Khwaja *et al.*, 2020)<sup>[18]</sup>. Companies can benefit from this finding by designing marketing strategies that not only prioritize attractive content quality but also actively build and reinforce consumer trust. Implementing practices such as providing transparent information, offering positive customer reviews, and demonstrating corporate social responsibility can be concrete steps to mediate the positive effects of digital marketing content on purchase intention.

## 6. Conclusions and Recommendation

Based on the conducted research, it can be concluded that digital marketing content plays a crucial role in building consumer trust. The findings indicate a positive and significant influence of informational content on trust, although the interactive content aspect may require improvement. This trust, in turn, demonstrates a positive and significant influence on consumer purchase intentions, underscoring the importance of trust as a catalyst for purchasing decisions. Although digital marketing content does not directly affect purchase intentions, various factors such as price, brand, and consumer reviews may also play a role.

Trust has proven to be a mediator between marketing content and purchase intention, highlighting the importance of trust-building in marketing strategies. For future research improvement, it is suggested that further studies could explore a wider range of respondent ages and refine findings regarding the insignificant direct influence of marketing content on purchase intention. For businesses, focusing on content that meets consumer needs, product innovation, and trust-building are key steps in enhancing the effectiveness of digital marketing campaigns.

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