

The Effect of Content Marketing and Brand Image on Purchase Decisions with Trust as an Intervening Variable

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ABSTRACT: This study analyzes the effect of content marketing and brand image on purchasing decisions, with trust as an intervening or mediating variable. The subject of this research is a study of TikTok users who use Grace and Glow Body Wash with a sample size of 152 respondents using a purposive sampling technique based on the criteria of consumers who have purchased at least once. The analytical method used is Structural Equation Modeling (SEM) which is processed using the AMOS program.

KEYWORDS: Content Marketing, Brand Image, Trust, Purchase Decision.

I. INTRODUCTION

The development of the internet today provides a new understanding of marketing with modern and evolving marketing. Online marketing by utilizing smartphones is one of the modern and contemporary forms of marketing. McKinsey reports that almost 75% of people use smartphones to buy things online.

Business people are also starting to switch to marketing their products through the Tiktok platform. TikTok has become one of the promotional media starting to be loved. By business people, from small businesses to well-known businesses, to offer their products or services. With so many videos being produced and shared, it makes it easier for businesses to reach a broader target market. Plus, TikTok users now dominate.

Business competition, especially in skin and beauty care, is starting to bloom, one of which is Grace and Glow Body Wash. ce, and Glow is a new brand of beauty products established at the end of 2021. Grace and Glow have several product variants, including body wash, body serum, shampoo, hair mist, and hair mask. By focusing on developing online sales, Grace and Glow have achieved a turnover of 150 million/month (Compas.co.id). According to Compas.co.id, Grace, and Glow is still a new brand but has become the top 3 best-selling products alongside the old products as of March 17-31, 2022, from compas.co.id.

From the explanation above, the purpose of this study is to analyze the influence of content marketing, brand image, trust, and purchasing decisions with the title "The Influence of Content Marketing and Brand Image on Purchase Decisions with Trust as Intervening Variables (Studies on TikTok Users and Using Grace and Glow Body wash).

II. LITERATURE REVIEW & HYPOTHESIS

Content Marketing

According to Rebecca Lieb in her book, content marketing is a marketing strategy by producing content that aims to provide persuasive information to targets (consumers) for their products. Persuasion is an invitation to give reasons and good prospects to convince. This strategic marketing approach focuses on creating and distributing valuable, relevant, consistent content to attract and retain a clearly defined audience and drive profitable customer action. Websites, social network pages, blog uploads to videos, white papers, and e-books (Pertiwi & Gusfa, 2018).

Content has two factors, namely as follows:

- Design, information quality, design elements, style, and mood are aesthetic aspects.
- Communication, product, fulfillment, price, promotion, and attributes are examples of marketing mix components.

Brand Image

Brand image, according to (Kotler; Keller, 2009), is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers. Brand image is an association that appears in the minds of consumers when remembering a particular brand. If there is no brand, consumers must evaluate all products every time they purchase. In Sutra (2021), Kotler and Armstrong discuss the monetary price paid for products exchanged for excess use.

Nugroho (2019) brand image has three indicators, namely:

- a. The strength of brand associations or strength of brand associations, namely active customers when describing the meaning of information in a product, will create strong product associations. Novetiza & Khasanah (2016) contend that marketing and presentation to a larger audience are necessary to enhance brand image.
- b. Research Pratama & Santoso (2018) states that a quality product will bring benefits and satisfy consumer needs, attracting consumers to buy the product and bringing a good image because the company understands consumer needs. The benefits of brand association or affordable brand association explain that the brand's purpose is to meet their needs, which leads to a positive attitude towards the brand.
- c. The distinctiveness of brand associations means that a brand has features that can differentiate it from competing brands.

Trust

Trust is the customer's response to evaluating the discrepancy between expectations and the product's performance in the wearer (Tjiptono, 2001). Companies are required to offer quality products and also have added value in the current competition, it does not rule out the possibility that in developing a product, businesses must have quality that supports them to occupy a good position in the market (Machfoedz, 2010) in (Citra & Santoso, 2016) Consumers those who have confidence in certain brands are more confident in deciding to buy, these internal factors greatly influence purchasing decisions (Maslichah, 2013) in (Citra & Santoso, 2016). For consumers to be willing to make purchasing decisions, they must be able to create consumer trust in a brand.

McKnight, Kacmar, and Choudry (Rozjiqin & Ridlawan, 2020) mention that trust has three indicators, namely:

- a. Benevolence marketing or sellers will provide services and information about products to bring consumers confidence.
- b. Integrity, namely when consumers expect product quality and meet the seller's expectations.
- c. Ability (Competence), consumers will be satisfied with the products sold with good service and quality from the seller.

Buying decision

Kotler Armstrong (2012) defines purchasing decisions as a decision process by consumers regarding what brand to buy.

According to Kotler & Armstrong (2012), there are four indicators of purchasing decisions: a. Confidence to buy

Before making a purchase decision, people will first research the product they intend to buy to feel confident.

- b. Considerations in buying

Consumers will first consider the product to be purchased to follow their needs and desires for its benefits before making a purchasing decision.

- c. Recommend products

Some consumers will buy products suggested by others because they have received ratings from other consumers before purchasing a product.

- d. The need and desire for a product

Consumers will buy products based on their needs that are needed so that the value of the benefits of these products will be helpful for consumers.

HYPOTHESIS DEVELOPMENT

The effect of content marketing on trust

Consumers will feel confident with goods that will facilitate and provide solutions to ease the achievement of goals. In (Higgins and Scholer 2009) that companies prefer content marketing by creating content compared to advertising because with created content, blind consumers can get more information about products and knowledge and preferences for a product. According to a study (Holliman and Rowley 2014), content marketing will encourage companies to think in a direction relevant to consumers to provide more value to build trust.

Bimrew Sendekie Belay (2022), Lius (2021), and Santoso & Dwijayanti (2022) show that there is a positive relationship between the quality of content marketing and trust.

H1: Content Marketing Has a Positive and Significant Influence on Trust

The effect of brand image on trust

Perceived brand image is a perception; buyers can assume or expect things that constitute an opinion about the company without objective evidence. Buyers' perceptions of quality will affect purchase decisions and loyalty, especially when buyers are not motivated or able to conduct detailed analyses (Walley et al., 2007).

Faizal & Nurjanah (2019), Trust will be formed if marketers can maintain good relationships with consumers and create and maintain emotional relationships with consumers. Based on previous research conducted by Putri Ghaisani & Purbawati (2020) and Maramis et al. (2022) shows that there is a positive and significant influence between brand image and trust.

H2: Brand Image Has a Positive and Significant Influence on Trust. The effect of content marketing on purchasing decisions

(Puilizi 2014) content marketing is a form of content to shape, encourage and attract to engage and engage audiences with worthwhile goals. Content marketing will influence consumers' decisions by providing relevant content and generating trust. Research (Khoziyah & Lubis, 2021) and (Shadrina & Sulistyanto, 2022) states that content marketing can influence purchasing decisions. Based on the research described above and also the theory presented, the relationship between content marketing and purchasing decisions is as follows:

H3: Content Marketing Has a Positive and Significant Influence on Purchase Decisions

The effect of brand image on Purchase Decisions

Kotler and Keller (2016) explain that brand image is a reflection of the associations that exist in the minds of consumers. A good brand image will increase trust, leading to purchasing decisions for someone. The relationship from a brand image will be better if knowledge about a product can provide education and become a benchmark for someone in purchasing decisions.

Research Nugroho (2021), Ustadriatul Mukarromah et al. (2022), and Maramis et al. (2022) that brand image has a positive and significant effect on purchasing decisions.

Based on previous research, the relationship between brand image variables and purchasing decisions is as follows:

H4: Brand Image Has a Positive and Significant Influence on Purchasing Decisions

The Influence of Trust on Purchasing Decisions

Competition According to (Ferrinadewi 2008: 148) that, trust is a crucial thing; where if there is good trust in the minds of consumers for an item or product, it will also give a good impression, and it will encourage repurchasing of a product because it already has trust and doesn't hesitate to buy.

Maramis et al. (2022) and Nugroho (2021) show trust significantly influences purchasing decisions.

H5: Trust has a positive and significant effect on purchasing decisions

The influence of content marketing on purchasing decisions with trust as mediation A lot of Content Marketing will attract consumers by spreading or sending content that contains information, entertainment, and solutions offered that will make changes and bring up new potential customers so that they can lead to opportunities to generate profits for those in power without having to force the will of consumers and nothing coercion from the company.

The results of research by Bimrew Sendekie Belay (2022) and Santoso & Dwijayanti (2022) show that content marketing can increase credibility, as evidenced by the high number of views on advertising content presentation included in content marketing.

H6: Content Marketing Influences Purchase Decisions Mediated by Trust. Influence of Brand Image on Purchase Decisions with Trust as Mediation

According to Kotler and Armstrong (2012), four factors influence consumer purchasing behavior: cultural, social, personal, and psychological. Psychological factors include motivation, perception, learning, beliefs, and attitudes. Perception and trust are components of brand image and brand trust, respectively.

The research conducted by Karamang (2018), Putri Ghaisani & Purbawati (2020), and Nugroho (2021) stated that brand image variables influence Brand Trust.

H7: Brand Image Influences Purchase Decisions Mediated by Trust

Research Model

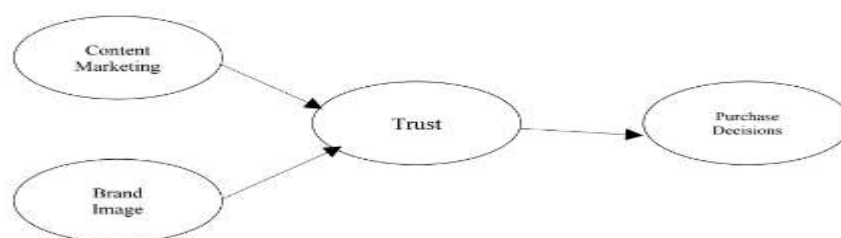


Figure 2

III. METHODOLOGY & PROCEDURES

Research Objects and Subjects

The object of this research is Grace and Glow Body Wash, while the subjects are TikTok users and use Grace and Glow Body Wash.

Types of Data and Types of Research

The type of data used in this research is primary data; the type of research is quantitative research.

Sampling technique

Sampling in this study used a nonprobability sampling technique using purposive sampling. Respondent criteria selected in this study are:

1. Owns the TikTok platform
2. Have seen Grace and Glow Body Wash content on the TikTok platform
3. I have bought Grace and Glow Body Wash
4. The minimum age of the respondent is 17 years

Method of collecting data

In this study, the research method used was a survey method with a questionnaire technique which would become a benchmark in this research data. In using the questionnaire technique, the researcher uses the scoring method using a Likert scale rating.

Instrument Quality Test

Validity testing uses CFA (Confirmatory Factor Analysis). If the CFA value is less than 0.5, the statement in this study can reveal the indicators measured by the questionnaire (Ghozali, 2017). Meanwhile, the reliability test is a measurement aimed at measuring concepts and assessing a consumer's suitability (Sekaran & Bougie, 2017). Reliability testing uses CR (Construct Reliability), and if the CR value is less than 0.7, the respondents' answers can be explained as consistent or stable (Ghozali, 2017).

Data analysis technique

The data analysis technique used in this study is SEM analysis using AMOS.

IV. RESULT ANALYSIS & DISCUSSION

Instrument Quality Test

Test the validity and reliability to check the quality of the questionnaire. The following table shows the results:

Table 1 Validity Test Results

No.	Variable	Indicator	Loading Factor	Limit	Information
1.	Content Marketing	PK1	,798	>0.5	Valid
		PK2	,881		Valid
		PK3	,793		Valid
		PK4	,801		Valid
		CM1	,801		Valid
2.	Brand Image	CM2	,785	>0.5	Valid
		CM3	,714		Valid
3.	Trust	KN1	,783		Valid
		KN2	,854		Valid
		KN3	,825		Valid
4.	Buying decision	KP1	,856		Valid
		KP2	,855		Valid
		KP3	,748		Valid
		KP4	,759		Valid

Table 2 : Reliability Test Results

No.	Variable	Construct Reliability	Limit	Information
1.	Content Marketing	0.890	>0.70	Reliable
2.	Brand Image	0.811		Reliable
3.	Trust	0.831		Reliable
4.	Buying decision	0.861		Reliable

Data Analysis and Hypothesis Testing

1. Analysis of SEM

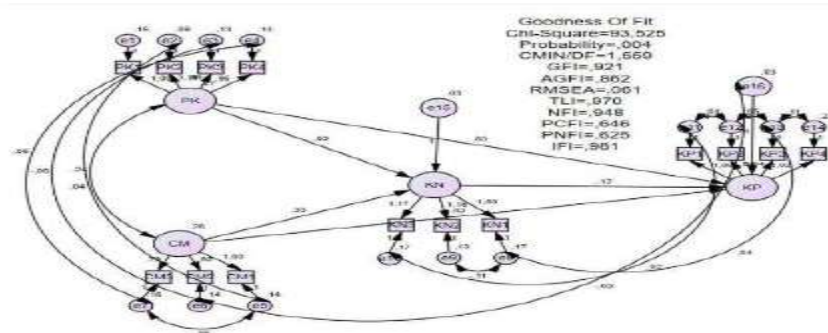


Figure 2 Modified Models

Input Matrix and Model Estimation

1. Test Normality

Normality test by looking at the value (Critical Ratio) CR for kurtosis and skewness in the range -2.58 to 2.58. If a CR value is more significant than the critical value, then the data distribution is univariately abnormal. The results of the normality test in this study are as follows:

Table 3 : Normality test

Variables	min	max	skew	cr	kurtosis	cr
KP4	2,000	5,000	-,301	-1.514	-,824	-2,074
KP3	2,000	5,000	-,307	-1,546	-,755	-1,900
KP2	2,333	5,000	-,235	-1.182	-,691	-1,739
KP1	2,500	5,000	-,186	-,938	-,895	-2,253
KN3	2,000	5,000	-,351	-1,769	-,487	-1,227
KN2	2,000	5,000	-,493	-2,482	-,124	-,313
KN1	2,500	5,000	-,079	-,400	-,680	-1,710
CM3	3,000	5,000	-,311	-1,566	-,624	-1,571
CM2	2,333	5,000	-,468	-2,358	-,365	-,918
CM1	2,667	5,000	-,046	-,231	-,790	-1,988
PK4	2,667	5,000	-,259	-1,301	-,595	-1,496
PK3	2,500	5,000	-,309	-1,554	-,113	-,286
PK2	2,250	5,000	-,223	-1,124	-,496	-1,247
PK1	2,000	5,000	-,375	-1,889	-,121	-,305
Multivariate					33,123	9,647

Based on table 3 shows that the normality test is univariate, mainly normally distributed, indicated by the many values of cr for both kurtosis and skewness is still in the range of ± 2.58 . However, some data are not normally distributed for univariates. While the multivariate value is 9.647 and above 2.58, so the data is not generally distributed in a multivariate manner. The data may not be standard because the data in this study are primary data obtained directly from various respondents. Analysis of abnormal data can lead to biased interpretations because the chi-square value of the analysis results tends to increase.

Assessing Goodness-of-Fit Criteria

Table 4 : Goodness-of-Fit

No.	Criteria	Model Results	Information
1	Chi-Square	93,525	Unwell
2	probability	0.004	Unwell
3	RMSEA	0.061	fit
4	CMIN/DF	□ 11559	fit
5	GFI	0.921	fit
6	AGFI	□ 0.862 □	Marginal Fit
7	TLI	0.970	fit
8	PCFI	0.625	Unwell
9	IFI	0.981	fit

Hypothesis Testing and Discussion

In testing the hypothesis, the results of data analysis refer to the output of standardized weight values. If the critical ratio (CR) is > 1.96 and the significance value is $(\alpha = 5\%)$ or < 0.05 , then the exogenous variable affects the endogenous variable. The following are the results of hypothesis testing in this study:

Table5 : Hypothesis Test Results

No.	hypothesis	H	Estimates	CR	P	Information
1.	MarketingContent → Trust	H1	,633	4,501	***	Significant
2.	Brand Image → Trust	H2	,329	2,346	,019	Significant
3.	Content Marketing → Buying decision	H3	, 827	3,345	***	Significant
4.	Brand Image → Purchase Decision	H4	, 429	1,968	.049	Significant
5.	Trust → Purchase Decision	H5	-,119	-,476	,634	Rejected
	hypothesis	H	Direct	Indirect		Information
6	Content Marketing → Purchase Decision Through Trust	H6	,717	-,065		Not Mediation
7	Brand Image → Purchase Decision Through Trust	H7	,365	,033		Not Mediation

The Effect of Content Marketing on Trust

Based on the results of the H1 test stating that content marketing positively and significantly influences the trust in Grace and Glow Body Wash, hypothesis 1 is accepted. The results of this study are in line with the results of research from (Bimrew Sendekie Belay, 2022) (Santoso & Dwijayanti, 2022), which in his research stated that there was a significant and positive effect of the Content Marketing variable on trust.

The findings show that Grace and Glow has an excellent content marketing approach for its product Grace and Glow Body Wash because consumers believe that Grace and Glow Body Wash is a trustworthy product they can use daily.

The Effect of Brand Image on Trust

According to the H2 test findings, H2 in this study is accepted because the brand image on trust significantly affects consumers' decisions to buy Grace and Glow Body Wash. The results of this study align with the results of research conducted by research (Ferinandewi, 2008: 150) (Faizal & Nurjanah, 2019), which shows positive and significant results between brand image and trust.

This finding indicates that the higher a person's brand image towards Grace and Glow Body Wash products, such as having good quality and a unique design, the higher his trust in Grace and Glow Body Wash products. The brand image inspires trust in Grace and Glow Body Wash. Glow Body Wash.

The Influence of Content Marketing on Purchasing Decisions

Based on the results of the H3 test, content marketing has a positive and significant influence on the purchasing decisions of Grace and Glow consumers, so hypothesis 3 is accepted. The results of this study align with research conducted by (Yusuf et al., 2020) and (Khoziyah & Lubis, 2021), which stated that content marketing variables had a significant and positive effect on purchasing decisions.

This fact shows that the marketing of Grace and Glow Body Wash content directly affects purchasing decisions for Grace and Glow Body Wash products.

The Effect of Brand Image on Purchasing Decisions

Based on the H4 Brand Image test results, it positively and significantly affects purchasing decisions for Grace and Glow Body Wash, so H4 in this study is accepted. The results of this study align with the results of research conducted by (Karamang, 2018) and (Ustadriatul Mukarromah et al., 2022) that brand image has a significant effect on purchasing decisions. Based on the results of testing this hypothesis, it turns out that the brand image variable can influence purchasing decisions, meaning that the higher the brand image in the minds of consumers, the higher the influence on the purchase decision of Grace and Glow—bath soap products.

The Effect of Trust on Purchasing Decisions

Based on the results of the H5 test, consumer trust in purchasing decisions does not significantly influence the purchase decisions of Grace and Glow Body Wash consumers, so H5 in this study is rejected. The results align with research (Bimrew Sendekie Belay, 2022), which states that trust has no positive or significant effect on purchasing decisions. There are Body Washes that imitate Body Wash, Grace and Glow; because Body Wash Grace and Glow are booming, sellers are looking for opportunities to imitate body washes and sell their products. So some consumers buy Grace and Glow Body Wash and get counterfeit products.

In this study, trust does not directly affect purchasing decisions for Grace and Glow Body Wash products.

The Influence of Content Marketing on Purchasing Decisions with Trust as an Intervening Variable

Based on the results of the H6 test, this hypothesis is not supported because there is no relationship between variables. Content marketing cannot mediate the purchasing decisions of Grace and Glow Body Wash customers through trust as an intervening variable. According to research (Santoso & Dwijayanti, 2022), the customer trust variable cannot mediate the relationship between content marketing and purchasing decisions, which aligns with this hypothesis. These results indicate that the existing trust in Grace and Glow Body Wash users has not been able to increase to the product purchase decision stage. In other words, consumer trust cannot mediate the effect of content marketing on purchasing decisions, so it is better if marketing is done directly through content marketing to consumers—purchase decisions without going through trust.

The Effect of Brand Image on Purchase Decision with Trust as Intervening Variables

Based on the results of the H7 test, brand image cannot mediate the purchasing decisions of Grace and Glow Body Wash consumers through trust as an intervening variable, so this hypothesis is rejected because there is no relationship between variables. This hypothesis aligns with research conducted by (Dharmayanti (2020), where the consumer trust variable cannot mediate the relationship between brand image and purchasing decisions. These results indicate that the trust embedded in Grace and Glow Body Wash consumers has not been able to increase to the product purchase decision stage. In other words, trust cannot mediate the effect of brand image on purchasing decisions, so marketing should be done directly through brand image on purchasing decisions.

V. CONCLUSION

Content Marketing and Brand Image positively and significantly affect the Trust of Grace and Glow of BodyWash users. Content Marketing and Brand image have a positive and significant effect on purchasing decisions for Grace and Glow Body Wash. Trust has no positive and significant effect on purchasing decisions of Grace and Glow Body Wash users. Trust does not mediate the influence of Content Marketing and Brand Image on purchasing decisions.

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