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Digital marketing's impact on consumer trust and purchasing decisions for makeover cosmetics on shopee

Acu Kusnandar^{*)}

Equity College of Economics STIE Ekuitas, Bandung, Indonesia

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ABSTRACT

With the increasing complexity of business today, competition in the e-commerce sector is becoming increasingly fierce. One major challenge faced by businesses is declining sales trends and difficulties in building consumer trust on e-commerce platforms. To address this, companies leverage digital marketing strategies, including Shopee Live, to expand their marketing reach and strengthen consumer engagement. This study aims to analyze the effect of digital marketing on consumer trust and purchasing decisions. Conducted in Bandung, Indonesia, the research employed a quantitative approach involving 170 respondents aged 17 to over 35 years, selected using purposive sampling. Data were collected through structured questionnaires using a Likert scale (1-5) and analyzed using multiple linear regression with SPSS version 17.0. The results reveal a significant positive effect of digital marketing on consumer trust, with a coefficient value of 0.295, as well as a significant positive effect on purchasing decisions, with a coefficient value of 0.226. These findings indicate that Shopee Live as a digital marketing tool plays a critical role in enhancing consumer trust and influencing purchasing decisions. The results can be utilized to develop more targeted digital marketing strategies and improve platform performance, ultimately driving better consumer engagement and sales growth.



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Corresponding Author:

Acu Kusnandar
Equity College of Economics STIE Ekuitas
Email: acu.kusnandar@ekuitas.ac.id

Introduction

Indonesia is currently facing an era of globalization marked by rapid technological advances. The open economic system has intensified competition in various sectors, ranging from small businesses to large industries (Bātuşaru, 2019). Innovations arising from technological advances are essential in modern marketing, where the ability to adapt to a rapidly changing landscape is key to survival (Wibisono & Supoyo, 2023). In this dynamic, technology plays an important role in driving growth, particularly in the cosmetics business sector.

The cosmetics market in Indonesia has experienced significant growth in recent years. According to data from the Ministry of Industry, the Indonesian cosmetics market grew at an annual average of 9.67% between 2016 and 2021, and in 2019 this market reached a value of IDR 46.4 trillion (Yahmardiana et al., 2024). This growth is fueled by increased consumer awareness of the importance of self-care, as well as the growing trend of online cosmetic shopping. E-commerce has become a major channel in the distribution of cosmetic products, with platforms such as Shopee, Tokopedia, and Lazada leading the market (Nakawiroj et al., 2020). Along with the rapid development of the cosmetics market, e-commerce platforms are increasingly playing an important role in facilitating consumers in acquiring cosmetic products (Ivanova et al., 2021).

Users of Shopee, as one of the largest e-commerce platforms in Indonesia, show an increasing trend of purchasing cosmetics online, especially among young consumers who are more accustomed to shopping online (Nusraningrum, 2023). Shopee's active users in Indonesia mostly consist of women with an age range of 18 to 34 years old, who are highly influenced by live product reviews from influencers through the Shopee Live feature (Firmanza & Artanti, 2022). Users of this platform also tend to prioritize ease of transactions, discounts, and security in transactions as important factors in their purchasing decisions (Dilla & Usman, 2021). This trend further demonstrates how the right digital marketing strategy can influence consumer behavior in choosing cosmetic products that suit their needs and preferences.

However, many companies face a major challenge in building and maintaining consumer trust, especially in e-commerce platforms (Aslam et al., 2020). Consumer trust in brands greatly influences purchasing decisions, especially in the context of online shopping, where consumers cannot see and feel the product directly before buying (Kaplan et al., 2020). Therefore, a key issue facing many brands is how to create and maintain consumer trust through transparent communication, reliable interactions, and the implementation of strict data security practices (Singh et al., 2024). This is all the more relevant given the development of the cosmetics industry in Indonesia, which faces similar dynamics, where digital marketing strategies and managing consumer trust are key success factors.

Table 1 <Make Over Cosmetics Sales Growth Percentage in 2018-2022>

Year	Sales Growth (%)
2018	48,84
2019	47,89
2020	46,35
2021	44,67
2022	42,72

Source: GoodStats.id

Growing competition in the cosmetics industry, from both local and international brands, is a clear example of this challenge. Although Make Over, a local cosmetics brand founded by PT Paragon Technology and Innovation in 2003, has successfully built a reputation through bold branding and high-quality products, declining sales data from 2018 to 2022 indicates a shift in consumer preferences. This change, in addition to indicating increased competition, also reflects the challenge of maintaining consumer trust amidst intense competition. This phenomenon shows how important it is for brands to not only rely on product quality, but also build closeness with consumers through more open and interactive digital channels.

This research is important to provide a deeper understanding of how digital marketing can influence consumer trust and purchase decisions in the cosmetics sector. Previously, many studies have highlighted the relationship between digital marketing and consumer trust in various industries. Some studies, such as the one conducted by (Dastane, 2020), mention the importance of consumer engagement through digital platforms to build trust. However, few studies have specialized on how elements such as transparency and direct interaction with consumers influence purchasing decisions in the cosmetics industry, especially in local brands. Studies by (Choedon & Lee, 2020) and (Al-Azzam & Al-Mizeed, 2021) focus more on the general aspects of digital marketing, while research on the direct influence on local cosmetic brands, especially in the context of Shopee using Shopee Live feature in Indonesia, is still limited.

In this study, there are several important variables that will be tested to determine their relationship with consumer purchasing decisions on the Shopee platform, especially in the context of digital marketing of Make Over cosmetic products using Shopee Live. The first variable is Digital Marketing, which refers to the utilization of the Shopee platform. Digital marketing is measured based on how effectively companies utilize the platform to interact with consumers, provide information, and build relationships (Dastane, 2020). Activities in digital marketing include campaigns and the use of influencers, which are considered to strengthen brand image and bring brands closer to consumers (Agustian et al., 2023). The second variable is Consumer Trust, which refers to consumers' belief in the reliability and integrity of a brand or product. Consumer trust is formed through previous experience, brand reputation, and the level of transparency shown by the company (Kaplan et al., 2020). In the context of this study, consumer trust is measured based on consumer perceptions regarding the transparency of information provided by the brand and the credibility of the brand in fulfilling product quality promises.

The third variable is Purchase Decision, which refers to the consumer's action in deciding to buy a product after evaluating various alternatives. In this study, purchasing decisions are focused on the factors that influence consumers in choosing cosmetic products through the Shopee platform. This purchasing decision is influenced by the level of consumer trust in the brand and the effectiveness of digital marketing carried out (Fatema &

Siddiqui, 2021). The relationship between these three variables will then be tested through several hypotheses. The first hypothesis is that Digital Marketing has a positive effect on Consumer Trust. In the context of digital marketing, transparency in interacting with consumers and the use of trusted platforms can increase consumer trust in brands (Hollebeek & Macky, 2019). Effective digital marketing can reduce consumer uncertainty, which in turn will increase their trust in the quality of the products offered (Al-Adwan et al., 2022). The second hypothesis proposes that Digital Marketing has a positive effect on Purchasing Decisions, through Consumer Trust as a Mediating Variable. Previous research shows that effective digital marketing can increase consumer trust, which in turn can influence consumer purchasing decisions (Al-Azzam & Al-Mizeed, 2021). Thus, consumer trust serves as a mediating variable in the relationship between digital marketing and purchase decisions.

This research will fill a gap in the existing literature by highlighting how digital marketing can influence consumer trust in the Indonesian cosmetics industry, particularly in local brands such as Make Over. By examining the relationship between these three variables, this study aims to provide deeper insights into how brands can use digital marketing to strengthen consumer trust and drive purchase decisions in a highly competitive market. The contributions of this research are not only relevant to the development of digital marketing theory, but also provide practical contributions to the development of more effective marketing strategies. This research can provide guidance for cosmetics companies in designing marketing strategies that are more adaptive to the needs of consumers who are increasingly critical of transparency and safety in online shopping, while strengthening brand competitiveness in a highly dynamic market.

Method

This study uses descriptive and verification methods. (Sugiyono, 2019a) states that the descriptive analysis method is a statistic used to analyze data by describing or describing the data as it is without the intention of making general conclusions or generalizations. (Narimawati et al., 2021) states that the verification method means testing hypotheses using statistical analysis. This method is used to show the relationship or influence between variables through data collection, processing, and hypothesis testing. The data source intended for this research is the subject from which the data of faith can be obtained, and the type of data used in this research is quantitative data.

The data sources were used by the authors in this study is primary data sources, which are direct data collected directly by researchers or their officers from their initial sources, for example questionnaires. That research design considered suitable for achieving the objectives of the study as it allows for the systematic collection of quantitative data from a relatively large population. A survey design was chosen because it enables researchers to collect detailed information about respondents' perceptions, attitudes, and behaviors regarding digital marketing, consumer trust, and purchasing decisions. This method is particularly relevant for the study's objective of testing relationships between variables, as it facilitates the collection of standardized data that can be statistically analyzed to draw conclusions about the population.

The research was conducted in Bandung, with a sample size of 170 respondents drawn from the city's population. The target population includes individuals aged 17 years and older, encompassing diverse age groups such as 17-25, 26-35, and over 35 years. This demographic was selected because it represents active consumers of e-commerce and digital platforms, making them highly relevant for evaluating the effects of digital marketing and consumer trust on purchasing decisions. The inclusion of a wide age range ensures that the findings are generalizable across different segments of the population, and the focus on Bandung provides a geographically specific context that aligns with the study's goals.

In this study, a questionnaire, which is a number of written questions, was used to collect information from respondents about things they know or their personal reports (Arikunto, 2019). (Sugiyono, 2019b) said that a questionnaire is a data collection method in which respondents are given a number of questions or written statements to answer. Variables are measured by giving isocores based on a certain scale. According to Ferdinand (2020), an interval scale is a data measurement tool that can produce data with various significant values, even though the absolute value is not significant. To measure the variables, this study utilized a Likert scale ranging from 1 to 5, where 1 indicates "Strongly Disagree" and 5 indicates "Strongly Agree." This scale was chosen for its ability to capture the intensity of respondents' agreement or disagreement with various statements, enabling the generation of interval data suitable for statistical analysis. The scale was applied to questions designed to assess digital marketing activities, consumer trust, and purchasing decisions.

This study uses multiple linear regression methods to analyze variables X (digital marketing) and Y1 (consumer trust) on Y2 (purchasing decisions). To assist in analyzing statistical data processing, this study used the Statistical Program for Social Sciences or SPSS, version 17.0. In this study, the beta coefficient is used to

evaluate how each independent variable affects the dependent variable (Rochaety et al., 2017). Prior to conducting regression analysis, the study performed several prerequisite statistical tests to ensure the validity of the analysis. These tests included a normality test to confirm that the data distribution approximates a normal curve, and a heteroskedasticity test to ensure the variance of errors in the regression model is constant across all levels of the independent variables. These preliminary checks are critical for meeting the assumptions of multiple linear regression and ensuring the reliability of the results.

Ethical considerations were an integral part of the research process. All respondents provided informed consent, which included a clear explanation of the study's purpose, procedures, and their rights as participants. Measures were taken to ensure anonymity and confidentiality, including the removal of identifying information and secure storage of the collected data. Respondents were assured that their participation was voluntary and that their responses would be used solely for research purposes. The methods used in this study are designed to support the research objectives and answer the research questions effectively. By combining a survey design with statistical hypothesis testing, the research provides empirical evidence of the relationships between digital marketing, consumer trust, and purchasing decisions. The quantitative approach ensures that the findings are measurable and replicable, while the use of regression analysis allows for the examination of both direct and mediated effects of the variables, providing a comprehensive understanding of the phenomena under investigation.

Results and Discussions

Respondent Characteristics

The following will explain the characteristics of Shopee Live consumer respondents in Bandung City.

Table 2 <Gender of Respondents>

No.	Gender	Frequency	%
1	Male	41	34%
2	Female	79	66%
	Total	120	100 %

Source: Research Data (processed) Year 2024

Based on the table above, it can be seen that of the 120 respondents, 35% were male and 66% were female. This indicates that the average buyer who shops at live Shopee is mostly women. This explains that women like shopping more than men.

Table 3 <Age Group of Respondents>

Age	Frequency	%
17-25 Th	108	90 %
26 - 35Th	3	3%
>35Th	7	7%
Total	120	100%

Source: Research Data (processed) Year 2024

Based on the table above, it can be seen that of the 120 respondents, 90% are 17-25 years old, 3% are 26-35 years old, and 7% are > 35 years old. This indicates that the average shoppe live consumer is 17-25 years old. This is because at the age of 17-25 years consumers have their own choices in shopping for Marketplace ideas.

Table 4 <Jobs>

Job	Frequency	%
Student	90	75%
Private employee	21	23%
PNS	9	2%
Total	120	100%

Source: Research Data (processed) Year 2024

Based on the table above, it can be seen that of the 120 respondents, 75% were students, 23% were employees and 2% were civil servants. This indicates that the average shoppe live consumer is a student. This means that shoppe live consumers are more loved by students.

Classical Assumption Test Results

Data Normality Test

To test normality using Chi-squared, as for the steps theoretically as a condition for the normality test, it is calculated based on the average and standard deviation for the variables X_1 , X_2 and Y . Normality is carried out with the aim of knowing whether the data under study is normally distributed or not and or to determine the research statistical testing tool. Below will be explained the results of the Normality test using the SPSS Version 17.0 application as follows:

Table 5 <One-Sample Kolmogorov-Smirnov Test>

		X	Y1	Y2
N		120	120	120
Normal Parameters ^{a,b}	Mean	89.5083	72.9000	54.4833
	Std. Deviation	10.60521	8.06424	6.13022
Most Extreme Differences	Absolute	.161	.189	.184
	Positive	.161	.189	.184
	Negative	-.139	-.136	-.149
Test Statistic		.161	.189	.184
Asymp. Sig. (2-tailed)		.111 ^c	.103 ^c	.132 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

From the results of the data calculations above, it can be seen that the results of the data normality test using a sample ($n = 120$) according to the data above before, that the data shows normally distributed data, because seen from the Kolmogorov-Smirnov table the significance level of the data in each variable shows a number less than ($=$) 0.05 (α) the specified significance level or with other ties the data in each variable is following the Normal distribution data. For data results. Data normality test for variable X is sig $0.111 > 0.05$, variable $Y1$ is sig $0.103 > 0.05$. For the $Y2$ Variable Data Normality Test of $0.132 > 0.05$. Based on the analysis of the table above, each data in this study is normally distributed because the data is > 0.05 .

Heteroscedasticity Test

Heteroscedasticity must be eliminated from the regression model so that the regression coefficients are not misleading. This is because this situation causes the estimation of the regression coefficients to be inefficient, and the estimated results may be less or more than expected. The Glejser test, which counts the independent variables against the absolute value of the residual (error), is used to determine whether the variance of the residuals is homogeneous. if the correlation coefficient value of each independent variable against the absolute value of the residual (error) is significant, then the result is that there is heteroscedasticity (Ferdinand et al., 2020; Gujarati, 2013).

In addition, heteroscedasticity can be observed by creating a scatterplot graph between the predicted value of the dependent variable, $ZPRED$, and its residual, $SDRESID$, using the SPSS program. Heteroscedasticity occurs if patterns, such as dots, form a certain regular pattern; conversely, it does not occur if the pattern does not form a certain regular pattern.

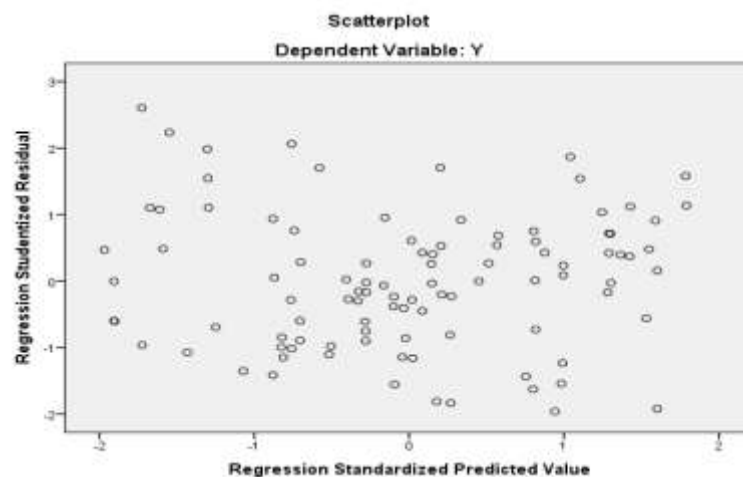


Figure 1 <Scatterplot for Dependent Variable>

From Figure 1 above, the dots spread above and below zero and do not form a pattern. So, it can be concluded that the multiple linear regression model does not occur heterodecasticity.

Regression Analysis Results

The Effect of Digital Marketing on Consumer Trust

To see the regression equation between digital marketing and consumer trust, it can be seen from the results of the calculation of SPSS 17.0 for Windows in **Coefficients^a** below.

Table 6 <Statistical Analysis Results>

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized iCoefficients	
		B	Std. Error	Beta	t
1	(Constant)	18.383	9.619		1.911
	x1	.939	.274	.543	3.424
					Sig.
					.066
					.002

a. Dependent Variable: y1

Regression equation: $Y1 = 18.383 + 0.939 X$. The constant of 18,383 states that if there are no digital marketing variables, then consumer trust is 18,383 units. The regression coefficient of 0.939 states that each increase of one unit of digital marketing value will increase consumer confidence by 0.939 units.

Coefficient of Determination

The coefficient of determination (R^2) is used to measure how far the model's ability to explain the dependent variable. The coefficient of determination is between 0 and 1. If the coefficient of determination value is closer to one, it means that the independent variable provides almost all the information needed to predict the dependent variable, the following is the result of the coefficient of determination partially can be seen in the *summary model* based on the results of SPSS 17.0 below. To find out the effect of digital marketing on consumer trust, the results can be seen in the table below.

Table 7 <Model Summary>

Model	R	R Square	Adjusted R iSquare	Std. Error of the iEstimate
1	.543 ^a	.295	.270	4.52323

a. Predictors: (Constant), x1

The magnitude of the *R square* number (R^2) or the coefficient of determination (KD) is 0.295. This figure shows the magnitude of the influence of digital marketing, together on consumer confidence is 29.5%.

Hypothesis Test Results

To test the significant effect of the independent variables on the dependent variable individually (partially), the t-test is used. The influence between digital marketing on consumer trust can be done with the following analysis steps. 1) Hypothesis formulation: $H_0: \beta = 0$ There is no influence between digital marketing on consumer trust. $H_1: \beta > 0$ There is an influence between digital marketing on consumer trust. 2) Based on the statistical results, the t_{count} of digital marketing (X) is 3.424. 3) Calculating the magnitude of the t number t_{tabel} . 4) Conditions: Significance level 0.05 and degrees of freedom (df) = $n - 2$ or $120 - 2 = 118$. From the provisions obtained t_{tabel} of 1.657. 5) Testing criteria: If $t_{count} > t_{tabel}$ then H_0 is rejected and H_1 is accepted. If $t_{count} < t_{tabel}$, then H_0 is accepted and H_1 is rejected. 6) Decision. Based on the results of the calculation, it is obtained that the number is calculated $> t_{tabel}$, namely $3.424 > 1.657$. Therefore, H_0 is rejected and H_1 is accepted. This means that there is a significant influence between digital marketing on consumer trust. This finding suggests that effective digital marketing strategies, such as personalized content, social proof, and transparent communication, play a crucial role in reducing uncertainty and fostering trust, consistent with trust-based marketing theory (Hollebeek & Macky, 2019). The ability of digital platforms Shopee to facilitate real-time interactions and provide accessible information—such as product details, pricing, and policies—enhances transparency and aligns with the technology acceptance model, which emphasizes perceived usefulness and ease of use as key drivers of trust (Singh et al., 2024). Moreover, the competitive nature of the digital space encourages businesses to maintain ethical and transparent practices to build credibility.

The Effect of Digital Marketing on Purchasing Decisions

To see the regression equation between digital marketing on purchasing decisions, it can be seen from the results of the calculation of SPSS 17.0 for Windows in **Coefficients^a** below.

Table 8 <Statistical Analysis Results>

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized iCoefficients		
1	(Constant)	16.849	7.743	2.176	.038
	x1	.632	.221	.476	.008

a. Dependent Variable: y2

Regression equation: $Y_2 = 16.849 + 0.632X$. The constant of 16,849 states that if there are no digital marketing variables, then consumer trust is 16,849 units. The regression coefficient of 0.632 states that each increase of one unit of digital marketing value will increase consumer confidence by 0.632 units.

Coefficient of Determination

The coefficient of determination (R^2) is used to measure how far the model's ability to explain the dependent variable. The coefficient of determination is between 0 and 1. If the coefficient of determination value is closer to one, it means that the independent variable provides almost all the information needed to predict the dependent variable, the following is the result of the coefficient of determination partially can be seen in the summary model based on the results of SPSS 17.0 below. To find out the effect of digital marketing on purchasing decisions, the results can be seen in the table below.

Table 9 <Model Summar>

Model	R	R Square	Adjusted R Square	Std. Error of the iEstimate
1	.476 ^a	.226	.199	3.64112

a. Predictors: (Constant), x1

The magnitude of the *R square* number (R^2) or the coefficient of determination (KD) is 0.226. This figure shows the magnitude of the influence of digital marketing, together on consumer trust is 22.6%.

Hypothesis Test Results

To test the significant effect of the independent variables on the dependent variable individually (partially), the t-test is used. The influence between digital marketing on purchasing decisions can be done with the following analysis steps. 1) Hypothesis formulation: $H_0 : \beta = 0$ There is no influence between digital marketing on purchasing decisions. $H_1 : \beta > 0$ There is an influence between digital marketing on purchasing decisions. 2) Based on the statistical results, the *tcount* of digital marketing (X) is 2.863. Calculating the magnitude of the *t* number_{table}. Conditions: Significance level 0.05 and degrees of freedom (*df*)= $n - 2$ or $120 - 2 = 118$. From the provisions obtained *t*_{table} of 1.657. 3) Testing criteria: If *tcount* > *t*_{table}, then H_0 is rejected and H_1 is accepted. If *tcount* < *t*_{table} then H_0 is accepted and H_1 is rejected. 4) Decision. Based on the calculation results, the *tcount* > *t*_{table} is $2.863 > 1.657$. Therefore, H_0 is rejected and H_1 is accepted. This means that there is a significant influence between digital marketing on purchasing decisions. Digital marketing strategies, such as targeted promotions and engaging campaigns when holding Shopee Live, provide consumers with easily accessible and relevant information, thus facilitating their decision-making process (Al-Azzam & Al-Mizeed, 2021). According to the stimulus-organism-response (SOR) model, digital marketing acts as an external stimulus that influences consumers' internal evaluation process, ultimately prompting them to make a purchase action. For example, clear and transparent communication through Shopee reduces perceived risk, while attractive offers and testimonials from other consumers increase the attractiveness and credibility of the product.

The findings of this study contribute to the understanding of the relationship between digital marketing and purchasing decisions by supporting and extending existing literature. Consistent with previous studies (Al-Azzam & Al-Mizeed, 2021), the results confirm the significant impact of digital marketing strategies, such as targeted advertisements and personalized promotions, on consumer purchasing behavior. However, this study offers new insights by focusing on a specific context, namely consumer interactions on the Shopee platform, which enriches the broader discussion of digital marketing effectiveness in e-commerce settings.

The practical implications of these findings are substantial. Businesses should leverage personalized marketing strategies, optimize user experiences, and focus on building trust through transparent communication to enhance consumer engagement on platforms like Shopee. For instance, integrating AI-driven recommendation systems and maintaining consistent customer feedback channels can further strengthen purchasing decisions. Additionally, marketers should align their strategies with the preferences of different demographic groups to maximize their reach and impact. Each result directly addresses the research objectives, demonstrating how digital marketing influences purchasing decisions and offering actionable insights for

improving strategies in the e-commerce landscape. This alignment ensures that the study fulfills its aim of exploring the effectiveness of digital marketing within this specific context.

However, this study has limitations that should be considered. The sample is limited to consumers in Bandung, which may not fully represent broader consumer behaviors in different regions or demographics. Additionally, external factors, such as economic conditions or platform-specific policies, might influence purchasing decisions but were not accounted for in this research. Future studies could address these limitations by expanding the sample size and geographic scope, incorporating qualitative methods to explore consumer motivations in depth, or examining the role of external factors in shaping consumer behavior. Overall, this study provides a solid foundation for understanding the role of digital marketing in purchasing decisions while highlighting opportunities for further research and practical application.

Conclusion

Based on the results of data analysis, the analysis shows that digital marketing has a significant influence on consumer trust, with a *t*-count value of 3.424, which is greater than the *t*-table value of 1.657. This indicates a strong and positive relationship between digital marketing efforts, such as interactive engagement, and the level of consumer trust in the Make Over in Shopee. The results also demonstrate a significant influence of digital marketing on purchasing decisions, with a *t*-count value of 2.863, which exceeds the *t*-table value of 1.657. This finding highlights that effective digital marketing strategies in Shopee Live, such as targeted promotions and seamless user experiences, play a pivotal role in encouraging consumers to make purchase decisions. These findings quantitatively confirm the importance of digital marketing in shaping consumer trust and purchasing decisions. Qualitatively, they emphasize the need for businesses to design marketing strategies that resonate with consumer preferences and build long-term trust.

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