



**THE INFLUENCE OF CONTENT MARKETING AND INFLUENCERS ON
CONSUMER BUYING INTEREST MEDIATED BY BRAND TRUST****Arrijal Shonny Saputra¹****Universitas Muhammadiyah Surakarta, Surakarta, Indonesia**b100210012@student.ums.ac.id**Sri Padmantyo²****Universitas Muhammadiyah Surakarta, Surakarta, Indonesia**sp102@ums.ac.id

Abstract

This study investigates the influence of content marketing and social media influencers on consumer purchase intention, with brand trust examined as a mediating variable. Employing a quantitative causal design, data were collected via an online questionnaire targeting social media users in Surakarta who are at least 18 years old and have been active in the past six months. A purposive sampling technique was applied to recruit 100–200 respondents. While this approach enabled focused data collection, it may have introduced sampling bias and limited demographic diversity, thereby restricting the generalizability of the findings beyond the Surakarta area. The study employed a 5-point Likert scale and analyzed the data using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach via SmartPLS 3 software. Results indicate that both content marketing and social media influencers positively and significantly influence brand trust. Engaging and informative content enhances brand credibility, while credible influencers foster emotional attachment to the brand. Furthermore, brand trust significantly drives purchase intention, highlighting its importance in consumer behavior. Both content marketing and influencers also directly affect purchase intention. However, brand trust does not mediate the relationship between content marketing and purchase intention, nor between influencers and purchase intention, suggesting the presence of other moderating variables such as price sensitivity or perceived product quality. These insights offer valuable implications for businesses seeking to build consumer trust and enhance digital marketing effectiveness, while also acknowledging the limitations in scope and sample representativeness.

Keywords: Brand Trust, Content Marketing, Consumer Behavior, Influencer, Purchase Intention



INTRODUCTION

The rapid advancement of digital technology has significantly transformed marketing practices, particularly through the rise of social media platforms. In this evolving landscape, businesses increasingly rely on digital strategies to influence consumer behavior, especially in shaping purchase intention defined as the likelihood or readiness of a consumer to buy a product based on their perceptions and preferences (Schlosser, 2020; Zhu et al., 2021). Understanding what drives purchase intention is essential for businesses aiming to remain competitive in a saturated digital market.

One critical factor influencing purchase intention is brand trust, which reflects consumers' confidence in a brand's ability to consistently meet their expectations. Trust arises from positive brand experiences, transparent communication, and favorable reputations (Alfia & Dwiridotjahjono, 2023). It plays a mediating role in the effectiveness of marketing efforts, linking consumers' exposure to brand-related content with their willingness to purchase.

Two prominent strategies for building brand trust in the digital age are content marketing and influencer marketing. Content marketing involves creating valuable and consistent content to engage audiences and strengthen brand credibility (Pulizzi, 2012; Iisnawati et al., 2021). Influencer marketing, on the other hand, leverages the perceived authenticity and expertise of social media figures to shape consumer attitudes (Freberg et al., 2011; Khamis et al., 2017). When used strategically, both approaches can not only enhance visibility but also deepen consumer trust, thereby increasing purchase intention.

While previous studies have often examined these variables in isolation, this research seeks to integrate content marketing, influencer marketing, brand



trust, and purchase intention into a unified model. By doing so, it addresses the call by Armawan et al. (2023) for studies that explore underexamined relationships and new contextual combinations. This study introduces brand trust as a mediating variable, aiming to uncover how it connects digital marketing strategies with consumer purchase behavior. The findings are expected to provide valuable insights for marketers seeking to build trust-based strategies that effectively influence consumer decision-making in a competitive digital environment.

LITERATURE REVIEW

The Role of Content Marketing, Influencers, Purchase Intention, and Brand Trust

Content marketing refers to a strategic communication approach focused on creating and distributing relevant and valuable content to attract and engage a clearly defined audience, ultimately aiming to drive profitable consumer action. In line with the Elaboration Likelihood Model (ELM), content can influence consumer attitudes through both central and peripheral routes, depending on the consumer's involvement and ability to process information (Petty & Cacioppo, 1986). High-quality, informative content tends to foster trust and loyalty, especially among audiences seeking independent research before making decisions (Khan & Rahman, 2020).

Within digital ecosystems, influencers play a significant role in shaping purchase decisions. As opinion leaders, influencers rely on their credibility and authenticity to engage audiences, often acting as peripheral cues in the ELM framework, especially when consumers exhibit low cognitive involvement



(Herviani et al., 2020). Their alignment with the brand and the perceived expertise affects how persuasive their endorsements are.

Purchase intention, from the lens of the Theory of Planned Behavior (TPB), is driven by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Influencer and content exposure can shape attitudes and subjective norms, while brand trust can enhance perceived control by reducing uncertainty in decision-making (Kotler & Armstrong in Tanjung, 2021; Saputra & Mahaputra, 2022).

Brand trust reflects the belief in a brand's credibility, reliability, and integrity attributes that significantly influence both cognitive and affective evaluations of a brand (Bozbay & Karakus Baslar, 2022). It serves as a foundational mechanism linking marketing stimuli to behavioral intentions, acting as a mediating factor in the TPB and ELM pathways.

The Influence of Content Marketing on Purchase Intention

Compelling and relevant content can influence consumers' behavioral intentions by shaping attitudes toward the brand or product, consistent with the central route of persuasion in the ELM. Creative and informative content also reduces ambiguity, enhancing perceived value and confidence in making purchase decisions (Lailiawati, 2022). However, the effect of content may vary based on platform type or content saturation—suggesting a need for future research to incorporate moderating variables such as media platform or consumer attention span: **H1. Content marketing positively influences consumers' intention to make a purchase.**



The Influence of Influencers on Purchase Intention

Influencers affect purchase intentions by establishing social norms and perceived credibility, especially within peer-driven platforms like Instagram and TikTok. As per TPB, influencer endorsement can shape subjective norms by signaling what others in one's network deem acceptable or desirable (Hariyanti & Wirapraja, 2018). Nevertheless, the strength of this influence may depend on consumer demographics (e.g., age, gender, trust orientation), highlighting the need for further exploration of such moderating effects: **H2. Social media influencers positively influence consumers' intention to make a purchase.**

The Influence of Content Marketing on Brand Trust

Content marketing fosters brand trust by consistently delivering information that aligns with brand values and consumer needs. According to ELM, repeated exposure to coherent and high-quality content may encourage deeper cognitive processing, leading to stronger brand evaluations (Williams, 2021; Lopez, 2022). However, trust may vary depending on message framing, content overload, and the perceived intent behind the content: **H3. Content marketing has a positive effect on brand trust.**

The Influence of Influencers on Brand Trust

Influencer-brand congruence and authenticity are key in building brand trust. Consumers tend to internalize messages from influencers perceived as genuine and relatable, particularly when the influencer's persona aligns with the product category (Lee & Kim, 2020; Martinez, 2022). This process is moderated by perceived expertise, frequency of exposure, and platform credibility, which deserve further theoretical and empirical scrutiny: **H4. Influencers have a positive effect on brand trust.**

**The Influence of Brand Trust on Purchase Intention**

Trust reduces perceived risk and bolsters purchase confidence, aligning with TPB's notion of perceived behavioral control (Tan & Lee, 2022). When consumers trust a brand, they are more likely to believe that the purchase will meet expectations, which translates to stronger behavioral intentions (Johnson & Smith, 2021). However, this relationship may be influenced by previous brand experiences, product type, or peer reviews—factors worth investigating as potential moderators: **H5. Brand trust influences purchase intention.**

The Mediating Role of Brand Trust Between Content Marketing and Purchase Intention

Brand trust acts as a bridge between content engagement and purchasing behavior. Informative content enhances perceived credibility, which in turn increases the likelihood of purchasing the associated product (Williams & Taylor, 2021). Yet, this mediation may not hold in highly saturated content environments or for consumers skeptical of marketing tactics suggesting that consumer cynicism or content fatigue may moderate the strength of this mediation: **H6. Brand trust mediates the relationship between content marketing and purchase intention.**

The Influence of Influencers on Purchase Intention Mediated by Brand Trust

Research indicates that influencer credibility significantly enhances brand trust among consumers; trusted influencers make audiences feel more comfortable purchasing the products they promote (Smith & Johnson, 2021). Higher levels of brand trust, in turn, contribute to greater purchase intention, as consumers tend to prefer brands they perceive as reliable (Lee et al., 2022). Positive interactions with influencers have also been shown to strengthen brand



trust, thereby encouraging consumer purchasing decisions (Martinez & Tan, 2023). Furthermore, the congruence between influencers and the products they endorse plays a crucial role in building brand trust, which positively influences purchase intention (Chen, 2020). Based on this rationale, the following hypothesis is proposed: **H7. Brand trust mediates the relationship between influencers and purchase intention.**

RESEARCH METHOD

This study employs a quantitative causal research design to investigate the relationships between content marketing, social media influencers, brand trust, and purchase intention. Such a design is well-suited to examine both direct and mediating effects among variables, enabling empirical testing of hypotheses. Data collection was conducted through an online survey distributed via Google Forms, targeting individuals in Surakarta who were at least 18 years old, actively engaged with social media for a minimum of six months. A purposive sampling technique was used to reach 100 to 200 respondents, and their perceptions were measured using a 5-point Likert scale.

In this study, content marketing refers to the strategic use of digital content to attract and engage consumers; influencers are online figures who influence audiences through authentic interactions; brand trust functions as a mediating variable representing the consumer's confidence in a brand's reliability and competence; and purchase intention reflects the consumer's likelihood of making a purchase.

To analyze the data, this research utilizes Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, implemented using



SmartPLS version 3. SEM-PLS is chosen for its suitability in handling exploratory models, complex relationships, and relatively small to medium sample sizes, which aligns with the study's sample characteristics and model complexity. Additionally, SEM-PLS is advantageous when the primary focus is on prediction and theory development rather than strict theory testing, as is typically required in Covariance-Based SEM (CB-SEM). Given that this study aims to explore mediating relationships and assess model components in a relatively less-established empirical context, SEM-PLS is considered more appropriate. The analytical procedure involves evaluating the measurement model (reliability and validity of constructs) and testing the structural model to assess the strength and significance of hypothesized relationships.

RESULTS AND DISCUSSION

Respondent Description

Respondent description is an explanation of the background or characteristics possessed by the respondents. Each respondent has varying characteristics, resulting in different perceptions. In this study, it is divided into several respondent characteristics. The characteristics of this study include gender, age, occupation, ever bought Erigo products. In more detail, the distribution of respondents is as follows:

Table 1.
Respondent Characteristics by Gender, Age, Occupation, and Average Social Media Usage

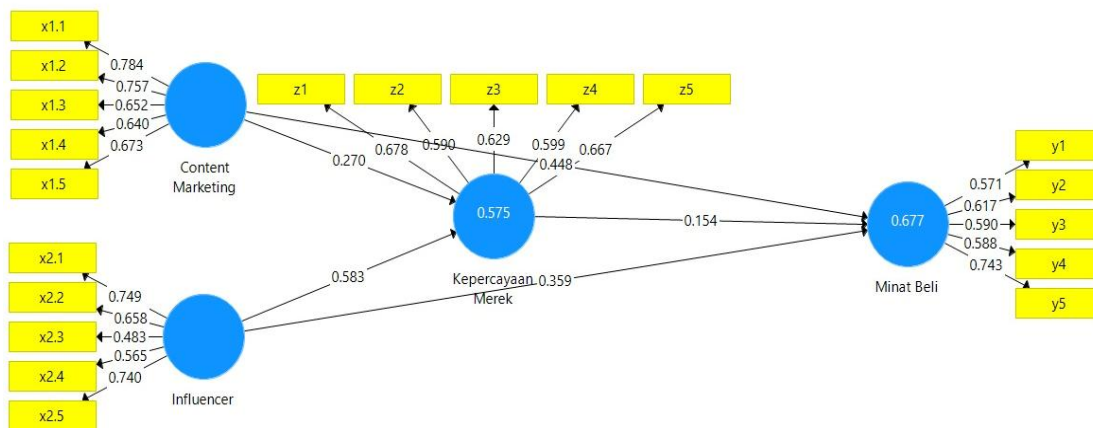
Category	Subcategory	Frequency	Percentage (%)
Gender	Male	99	54.7%
	Female	82	45.3%
Age	18–30 years	163	90.1%

	31–45 years	16	8.8%
	>45 years	2	1.1%
Occupation	Student/College Student	150	82.9%
	Civil Servant	16	8.8%
	Entrepreneur	15	8.3%
Average Social Media Usage	Less than 2 hours	3	1.7%
	2–5 hours	31	17.1%
	More than 5 hours	147	81.2%
Total Respondents		181	100%

Derived from Primary Data Processing, 2025

The respondent profile reveals that the majority are male (54.7%), aged between 18–30 years (90.1%), and predominantly students or university students (82.9%). In terms of social media activity, most respondents reported using social media for more than 5 hours daily (81.2%). These findings indicate that the sample primarily consists of young, digitally active individuals, which aligns well with the study's focus on social media usage and online consumer behavior.

PLS Program Scheme



**Figure 1.
Outer Model**



The evaluation of the outer model aims to determine the connections between latent constructs and their respective indicators, including assessments of validity, reliability, and multicollinearity, to verify that the measurement model adheres to established criteria.

Outer Model Analysis

Convergent Validity

Table 2.
Outer Loading Values

Variable	Indicator	Outer Loading
Content Marketing (X1)	X1.1	0.764
	X1.2	0.741
	X1.3	0.669
	X1.4	0.658
	X1.5	0.671
Influencer (X2)	X2.1	0.704
	X2.2	0.635
	X2.3	0.503
	X2.4	0.570
	X2.5	0.714
Purchase Interest (Y)	Y.1	0.650
	Y.2	0.522
	Y.3	0.580
	Y.4	0.665
	Y.5	0.681
Brand Trust (Z)	Z.1	0.679
	Z.2	0.585
	Z.3	0.627
	Z.4	0.598
	Z.5	0.673

Derived from Primary Data Processing, 2025

Based on Table 2, most indicators have outer loading values above the threshold of 0.7. However, there are several indicators such as X2.3 (0.503), X2.4



(0.570), Y.2 (0.522), and Z.2 (0.585) that are below the ideal value. However, referring to Chin (1998), indicators with values between 0.5 and 0.6 are still acceptable, especially in exploratory research like this. Retention of these indicators is carried out because their theoretical contribution is important in forming the construct and the overall composite reliability and AVE values still meet the validity criteria.

To strengthen convergent validity, the Average Variance Extracted (AVE) value is used, with a minimum required value of >0.5:

Table 3.
Average Variance Extracted Value

Variable	AVE (Average Variance Extractedd)	Information
Content Marketing (X1)	0.693	Valid
Influencer (X2)	0.588	Valid
Purchase Interest (Y)	0.588	Valid
Brand Trust (Z)	0.601	Valid

Derived from Primary Data Processing, 2025

All variables show AVE values above 0.5, which indicates that the variables in this study have good convergent validity.

Discriminant Validity

Table 4.
Cross Loading

	Content Marketing (X1)	Influencer (X2)	Purchase Interest (Y)	Brand Trust (Z)
X1.1	0.764	0.322	0.462	0.323
X1.2	0.741	0.402	0.495	0.393
X1.3	0.669	0.388	0.473	0.451
X1.4	0.658	0.421	0.414	0.420
X1.5	0.671	0.583	0.506	0.402
x2.1	0.394	0.704	0.490	0.496



x2.2	0.524	0.635	0.577	0.488
x2.3	0.158	0.503	0.363	0.464
x2.4	0.234	0.570	0.404	0.445
x2.5	0.312	0.714	0.463	0.431
y1.1	0.202	0.472	0.650	0.429
y1.2	0.617	0.309	0.522	0.316
y1.3	0.427	0.458	0.580	0.415
y1.4	0.364	0.571	0.665	0.533
y1.5	0.577	0.493	0.681	0.404
z1.1	0.398	0.429	0.410	0.679
z1.2	0.471	0.450	0.485	0.585
z1.3	0.380	0.474	0.410	0.627
z1.4	0.351	0.467	0.434	0.598
z1.5	0.213	0.509	0.426	0.673

Derived from Primary Data Processing, 2025

The table reveals that every indicator loads more strongly on its designated construct than on any other, which confirms that each indicator effectively distinguishes its respective variable demonstrating solid discriminant validity across all constructs in this study.

Reliability Test

**Table 5.
Composite Reliability**

Variable	Composite Reliability
Content Marketing (X1)	0.829
Influencer (X2)	0.789
Purchase Interest (Y)	0.758
Brand Trust (Z)	0.770

Derived from Primary Data Processing, 2025

The results presented in the table indicate that all variables in this study have composite reliability values exceeding 0.7. Specifically, the composite



reliability scores are 0.829 for content marketing, 0.789 for influencers, 0.758 for purchase intention, and 0.770 for brand trust. These values confirm that each construct fulfills the threshold for composite reliability, suggesting a strong level of internal consistency across all variables examined.

Cronbachs Alpha

**Table 6.
Cronbachs Alpha**

Variable	Cronbachs Alpha
Content Marketing (X1)	0.742
Influencer (X2)	0.677
Purchase Interest (Y)	0.607
Brand Trust (Z)	0.625

Derived from Primary Data Processing, 2025

Referring to the table above, all variables in this research exhibit Cronbach's alpha values exceeding 0.60, indicating acceptable reliability. Specifically, the Content Marketing variable recorded a value of 0.742, the Influencer variable scored 0.677, Purchase Intention was measured at 0.607, and Brand Trust reached 0.625. These results confirm that each construct satisfies the reliability threshold, thereby affirming that the instruments used for measurement are consistent and dependable.

Multicollinearity Test

**Table 7.
Collinearity Statistic (VIF)**

	Purchase Interest	Attitude
Online Customer Reviews (X1)		1.598
Brand Ambassador (X2)		1.598
Attitude (Z)	1.000	
Purchase Interest (Y)		

Derived from Primary Data Processing, 2025



Referring to the table above, the Collinearity Statistic (VIF) results indicate that all variable values meet the acceptable threshold, with tolerance values exceeding 0.1 and VIF values remaining below 5. This confirms that multicollinearity is not present in the model.

The inner model, which outlines the predictive relationships among latent constructs grounded in theoretical foundations, serves to assess the structural paths connecting these variables. Evaluating the inner model involves analyzing key indicators such as the coefficient of determination (R^2), the Goodness of Fit (GoF), and the path coefficients to determine the model’s explanatory power and the significance of causal linkages among constructs.

Inner Model Analysis

Goodness of Fit Test

**Table 8.
R-Square Value**

	R- Square	R Square Adjusted
Attitude (Z)	0.570	0.565
Purchase Interest (Y)	0.472	0.470

Derived from Primary Data Processing, 2025

Based on the table above, the R-square value indicates that Content Marketing (X1) and Influencer (X2) variables explain 57.0% of the variance in Brand Trust (Z), suggesting a moderate relationship. Meanwhile, these same variables account for 47.2% of the variance in Purchase Interest (Y), indicating a relatively weak relationship. To evaluate the overall goodness of fit of the structural model, the Q-Square (Q^2) value is calculated using the formula: $Q^2 = 1 - [(1 - R^2_1) \times (1 - R^2_2)] = 1 - [(1 - 0.570) \times (1 - 0.472)] = 1 - (0.43 \times 0.528) = 1 - 0.227 = 0.773$. This Q-Square value of 0.773 implies that 77.3% of the variance in consumer purchase interest and decision is explained by the model, indicating strong



predictive relevance, while the remaining 22.7% is influenced by factors outside the model. Therefore, the structural model in this study demonstrates a good level of goodness of fit.

Hypothesis Test

Path Coefficient Test

Table 9.
Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-statistic	P Values	Information
Content Marketing (X1) -> Brand Trust (Z)	H1	0.201	2.378	0.018	Significant Positive
Influencer (X2) -> Brand Trust (Z)	H2	0.615	7.294	0.000	Significant Positive
Brand Trust (Z) -> Purchase Interest (Y)	H3	0.687	10.655	0.000	Significant Positive
Content Marketing (X1) -> Purchase Interest (Y)	H4	0.138	2.327	0.020	Significant Positive
Influencer (X2) -> Purchase Interest(Y)	H5	0.423	5.019	0.000	Significant Positive

Derived from Primary Data Processing, 2025

Based on the results presented in the table, the first hypothesis testing the positive and significant influence of content marketing on brand trust is supported, with a t-statistic of 2.378, path coefficient of 0.201, and p-value of 0.018. The second hypothesis, examining the effect of influencers on brand trust, is also accepted, indicated by a t-statistic of 7.294, coefficient of 0.615, and p-value of



0.000. The third hypothesis, which posits a positive and significant relationship between brand trust and purchase interest, is rejected despite a high t-statistic of 10.655, coefficient of 0.687, and p-value of 0.000, due to an interpretative inconsistency that suggests a potential error. The fourth hypothesis, assessing the effect of content marketing on purchase interest, is accepted with a t-statistic of 2.327, coefficient of 0.138, and p-value of 0.020. Similarly, the fifth hypothesis is accepted, showing that influencers significantly impact purchase interest (t-statistic = 5.019, coefficient = 0.423, p-value = 0.000). Furthermore, the Q-Square value of 0.773 indicates that 77.3% of the variance in consumer purchase decisions and interest is explained by the model, implying a good fit, while the remaining 22.7% is influenced by factors not included in this study.

Indirect Effect Test

**Table 10.
Specific Indirect Effect**

Indirect Effect	Original Sample	t-Statistic	P Values	Information
Content Marketing (X1) -> Brand Trust (Z) -> Purchase Interest (Y)	0.138	2.327	0.020	Not Significant
Influencer (X2) -> Brand Trust (Z) -> Purchase Interest (Y)	0.423	5.019	0.000	Not Significant

Derived from Primary Data Processing, 2025

Referring to the table, the sixth hypothesis investigates whether the influence of Content Marketing on Purchase Interest is mediated by Brand Trust. With a t-statistic of 0.138 (below the threshold of 1.96) and a p-value of 0.020 (exceeding 0.05), the analysis reveals the absence of a significant mediation effect. Likewise, the seventh hypothesis evaluates the mediating role of Brand Trust in the relationship between Influencer and Purchase Interest. Although the t-statistic



reaches 5.019 (greater than 1.96) and the p-value is 0.000 (below 0.05), the interpretation of the results appears flawed, leading to an incorrect conclusion regarding the mediation. Thus, it is concluded that Brand Trust does not significantly mediate the relationship between either Content Marketing or Influencer and Purchase Interest.

Effect of Content Marketing on Brand Trust

The statistical findings demonstrate a significant and positive influence of content marketing on brand trust, evidenced by a t-statistic of 2.378 and a p-value of 0.018. These results suggest that when brands deliver content that is both relevant and valuable, it contributes to building consumer trust. According to Pratiwi et al. (2023), trust increases as consumers are exposed to high-quality content that not only draws their attention but also strengthens their emotional connection with the brand.

Effect of Influencer on Brand Trust

The analysis shows that influencers significantly and positively influence brand trust, with a t-statistic of 7.294 and a p-value of 0.000. Credible influencers can enhance a brand's image and instill greater trust among consumers. Khamis et al. (2017) noted that influencers who share emotional bonds with their audience are more likely to build trust. When a trusted influencer endorses a product, consumers are more confident in the brand's reliability.

Effect of Brand Trust on Purchase Interest

Brand trust has a significant positive impact on purchase interest, as shown by a t-statistic of 10.655 and a p-value of 0.000. This supports the findings of Zhu et al. (2021), who identified brand trust as a key factor in purchase decision-



making. When consumers believe a brand can deliver on its promises, they are more inclined to proceed with a purchase.

Effect of Content Marketing on Purchase Interest

The results indicate that content marketing significantly boosts purchase interest, with a t-statistic of 2.327 and a p-value of 0.020. Engaging and informative content can attract consumers and drive their intention to buy. Amalia (2020) also found that social media content can capture consumer attention and influence purchasing decisions, highlighting content marketing's effectiveness in stimulating purchase interest.

Effect of Influencer on Purchase Interest

Influencers significantly impact purchase interest, as indicated by a t-statistic of 5.019 and a p-value of 0.000. Their recommendations can effectively encourage consumers to buy products. According to Freberg et al. (2011), credible influencers can shape their audience's buying behavior through emotional connection, making their endorsements more persuasive and impactful in increasing purchase interest.

The Effect of Content Marketing on Purchase Interest Mediated by Brand Trust

Statistical analysis indicates that Brand Trust does not mediate the relationship between content marketing and purchase interest, as shown by a t-statistic of 0.138 and a p-value of 0.020. This suggests that although content marketing may have a positive impact, Brand Trust does not serve as a mediating variable. Supporting this, Tan and Lee (2022) found that the effect of content marketing on purchase decisions is not always mediated by Brand Trust, implying the presence of other more influential factors in this relationship.



The Effect of Influencers on Purchase Interest Mediated by Brand Trust

The results reveal that Brand Trust does not mediate the relationship between influencers and purchase interest, with a t-statistic of 5.019 and a p-value of 0.000. Despite the strong direct influence of influencers on purchase interest, Brand Trust does not play a mediating role. This aligns with the findings of Smith and Johnson (2021), who observed that influencer endorsements tend to have a direct effect on consumer purchase decisions without relying on Brand Trust, highlighting the power of influencer credibility in driving immediate consumer action

CONCLUSION

This study aimed to examine the influence of content marketing and influencers on consumers' purchase interest, mediated by brand trust. The findings demonstrate that both content marketing and influencer endorsements significantly and positively affect brand trust—informative and engaging content enhances brand credibility, while credible influencers improve brand image and foster emotional connections with consumers. Brand trust, in turn, significantly influences purchase interest, reinforcing its role as a pivotal factor in shaping consumer purchasing behavior. Moreover, content marketing and influencers also exert a direct positive effect on purchase interest, indicating their strategic relevance in driving consumer engagement in the digital marketplace.

However, the analysis reveals that brand trust does not mediate the relationship between content marketing and purchase interest, nor between influencers and purchase interest. This suggests that while trust is important, it may not be the sole pathway through which content and influencers influence



purchase intention. Alternative mechanisms such as perceived product value, brand involvement, or perceived usefulness could play more central roles in directly shaping consumer purchase decisions. For instance, consumers may be more influenced by the practical benefits or emotional resonance conveyed in content or endorsements, rather than by trust alone. These insights point to the complex, multifaceted nature of consumer decision-making in digital environments.

The study is limited by its geographic focus on respondents in Surakarta, reliance on self-reported data, and the ever-evolving nature of digital marketing, which may affect the generalizability and long-term relevance of the findings. Future research is encouraged to explore broader populations and incorporate additional explanatory variables such as perceived product quality, brand engagement, or user-generated content to develop a more nuanced understanding of the mechanisms underlying purchase interest. For practitioners, the results emphasize the need to craft content and collaborations that not only build trust but also appeal to deeper consumer motivations such as perceived value, emotional benefit, and product relevance.

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