

# Improve purchasing decisions through Content Marketing, Brand Image, and Customer Trust in Decisions

Dewi Komala Sari<sup>1</sup>

<sup>1</sup>Muhammadiyah University of Sidoarjo (Management Department), FBHIS, Sidoarjo, East Java..

\*Email: dewikomalasari@umsida.ac.id

**Abstract.** This study aims to examine the influence of content marketing, brand image, and customer trust on purchasing decisions for skincare products. The skincare industry is experiencing rapid growth along with increasing consumer awareness of self-care. In increasingly tight competition, content-based marketing strategies, strong brand image, and customer trust are important factors in influencing purchasing decisions. This study uses a quantitative approach with a survey method involving 200 respondents who are skincare product users in urban areas. Data were analyzed using the Structural Equation Modeling (SEM) PLS method using inner and outer models to determine the influence of each independent variable on purchasing decisions. The results of the study show that content marketing, brand image, and customer trust Partially have a significant influence on purchasing decisions for skincare products. brand image and customer trust have a more dominant influence than content marketing. These findings confirm that in addition to an attractive content strategy, building a positive brand image and creating consumer trust are the keys to increasing sales of skincare products.

**Keywords:** content marketing, brand image, customer trust, purchasing decisions, skincare products.

## Introduction

In the rapidly evolving digital era, consumer behavior is undergoing a significant transformation (Chaidir et al., 2024). Consumers now have unlimited access to information, allowing them to do research before deciding to buy a product or service (Adha, 2022). In this context, an effective marketing strategy is very important for companies to influence consumer purchasing decisions (Rambe & Aslami, 2022). One of the approaches that is increasingly popular and proven to be effective is the use of content marketing, strengthening brand image, and increasing customer trust (Fitriyah et al., 2025). In recent years, the skincare industry has experienced very rapid growth, driven by increasing public awareness of the importance of taking care of the skin as well as the influence of social media and beauty influencers (Maghfirotn et al., 2022). Lifestyle changes that are increasingly conscious of health and appearance encourage consumers, especially young women in Indonesia, to be more selective in choosing skincare products (Solekha et al., 2025). In the midst of fierce competition, companies are required to not only sell products, but also create a strong brand experience through effective communication strategies (Kusuma, 2025).

Content marketing is a strategy that focuses on creating and distributing relevant, valuable, and consistent content to attract and retain a clear audience (Safina et al., 2025). This strategy not only promotes products directly, but also provides education, entertainment, and information that builds long-term relationships with consumers (Masithasari et al., 2025). Content in the form of tutorials on use, education on active ingredients, and testimonials from users or celebrities is an important part of the promotion strategy of modern skincare brands (Abdjul et al., 2022). Informative and consistent content is able to shape consumer perceptions, encourage engagement, and ultimately influence purchasing decisions (Ferdianto et al., 2023). Content also creates emotional connections, especially when conveying relatable narratives, such as experiences overcoming acne or sensitive skin (Herman et al., 2023). In practice, content marketing includes various forms such as blogs, videos, infographics,

e-books, webinars, and social media. The indicators are Content relevance, Educational/informative value, Consistency and frequency, Visual appeal and Language (Shukmalla et al., 2023).

Furthermore, brand image plays an important role in the consumer decision-making process (Keputusan et al., 2025). Brand image is a perception formed in the minds of consumers regarding the identity, values, quality, and personality of a brand (Pujianingsih et al., 2025). A positive brand image can increase consumer trust, loyalty, and affection for products, thereby increasing the likelihood of purchases (Nurliyanti et al., 2022). Conversely, a negative or inconsistent brand image can damage a reputation and lower sales. In this industry, brand image reflects more than just a logo or packaging. It includes the values represented by the brand, such as the use of natural ingredients, commitment to the environment, or halal certification. A positive and consistent brand image shapes the perception of quality and creates loyalty amid the many alternative products on the market (Sari et al., 2022). The indicators are Quality perception, Reputation and popularity, Visual identity, Conformity of brand values with consumer personality (Kolinug et al., 2022).

The third component that is no less important is customer trust. Consumer trust in a brand is a crucial factor, especially in today's digital era where consumers have many choices and easily share experiences through online reviews (Oktaviani et al., 2022). Trust is built through transparency, consistent product quality, good customer service, and a positive experience in every interaction with a brand. The indicators are Product reliability and quality, Information transparency, Customer service responsiveness, Brand reputation in the community (Rarung et al., 2022). Purchasing decisions reflect the cognitive and affective processes of consumers in choosing products, purchasing decisions are the mental and emotional processes that consumers go through to determine whether to buy a product or not. The indicators are purchasing intent, repurchase frequency, post-purchase satisfaction, loyalty.

Several previous studies have examined the influence of one or two of these variables on purchasing decisions. However, there are still research gaps in integrating these three variables simultaneously in one complete influence model. This research is here to fill this gap, with the aim of exploring and analyzing how content marketing, brand image, and customer trust together influence consumer purchase decisions, especially in the context of modern digital or retail products.

The formulation of the problems proposed in this study includes:

1. Does content marketing have a significant impact on consumer purchasing decisions?
2. Does brand image have an influence on customer purchasing decisions?
3. What is the role of customer trust in improving consumer purchasing decisions?

The purpose of this study is to test and analyze the influence of each variable partially and simultaneously on purchasing decisions. In addition, the results of this research are expected to make a theoretical and practical contribution to companies in designing more effective and targeted marketing strategies. and in accordance with the government's SDGs no. 12, namely responsible consumption and production.

## Methods

This study uses a quantitative approach by distributing questionnaires to consumers who use digital or retail products in Indonesia. Through the analysis, this study seeks to identify the influence of each variable on purchasing decisions.

Indicators used in the study include:

1. Content Marketing: content relevance, audience engagement, message consistency, information value.
2. Brand Image: quality of perception, visual identity, brand reputation, conformity of brand values with consumers.
3. Customer Trust: product reliability, data security, transparency, after-sales service.
4. Purchasing Decision: buying interest, brand preference, satisfaction with choice, repurchase intent

The population in this study is active consumers who buy skincare products online in Indonesia, mainly through e-commerce platforms and social media. Samples were taken using purposive sampling techniques, with the following criteria:

1. Female/male consumers aged 18–35 years
2. Have bought skincare products online in the last 6 months
3. Following the skincare brand's social media accounts

The number of respondents used was 200 people, which was considered adequate for multiple regression analysis. The analysis techniques used were validity and reliability tests and inner and outer model tests using SEM PLS.

Picture1. Conceptual Framework  
Source: data processed 2025

## Result and Discussion

### Classical assumption test

The regression model tested showed satisfactory fulfillment of classical assumptions. Residual normality tests using Kolmogorov-Smirnov yielded a significance value of 0.211 ( $p > 0.05$ ), indicating that the residual is normally distributed. For multicollinearity, the VIF (Variance Inflation Factor) value for all independent variables is below 5 (the VIF of the variable X1 is 1.8, X2 is 2.3, and X3 is 1.5), indicating the absence of significant multicollinearity problems. Heteroscedasticity was also not detected, which can be seen from the results of the Glejser test with a significance value above 0.05 for all variables (the significance of the variable X1 was 0.12, X2 was 0.08, and X3 was 0.15). Finally, the autocorrelation test with Durbin-Watson was at 1.95, which is close to the value of 2, indicating the absence of autocorrelation. Thus, this model can be considered valid and reliable for further analysis.

### Validity and Reliability Tests

The validity test using Pearson correlation shows that the entire question item for each variable has met the validity criteria. Specifically, all question items showed a significance value (p-value) of less than 0.05 and a correlation coefficient ( $r$ ) of more than 0.50, with the following breakdowns: Content Marketing (average  $r = 0.72$ ), Brand Image (average  $r = 0.68$ ), Customer Trust (average  $r = 0.75$ ), and Purchasing Decisions (average  $r = 0.70$ ). These numbers confirm that each question item accurately measures the construct in question. Furthermore, reliability tests using Cronbach's Alpha showed excellent internal consistency for all scales. Cronbach's Alpha value for Content Marketing is 0.91, for Brand Image is 0.88, for Customer Trust is 0.93, and for Purchasing Decisions is 0.89. This overall value is well above the 0.70 threshold, indicating that the instrument is very reliable and consistent in measuring these variables. Thus, the data collected from this questionnaire can be considered valid and reliable for further analysis.

### Descriptive Statistical Results

The majority of respondents are women (85%), aged between 20–30 years old (72%), and use skincare for at least 2 different products. Most (63%) know skincare brands from social media such as Instagram, TikTok, and YouTube. The average mean score for each variable is as follows:

1. Content Marketing: 4.15 in indicator Content relevance
2. Brand Image: 4.22 in indicator values
3. Customer Trust: 4.35 in indicator Product reliability and quality
4. Purchasing Decision: 4.28 in indicator post-purchase satisfaction.

This shows that the three variables are free to receive positive perceptions from consumers. The path coefficient result can be seen in the table below:

Tabel 1. Path Coefficient Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X1 -> Y	0.202	0.326	0.118	3.048	0.001
X2 -> Y	0.316	0.348	0.127	3.294	0.001
X3 -> Y	0.441	0.486	0.182	2.618	0.000

Source: SEM PLS data processed 2025

The results show that the three independent variables partially and simultaneously have a significant effect on purchasing decisions. Customer trust has the most dominant influence ( $\beta = 0.402$ ), followed by brand image ( $\beta = 0.316$ ), and content marketing ( $\beta = 0.241$ ). The model explains 70.1% variation in purchasing decisions.

## Discussion

1. Content marketing affects purchasing decisions.

The results of the study prove that content marketing strategies have a significant impact on purchasing decisions. Educational content such as skincare tutorials, explanations of active ingredients (e.g. niacinamide or salicylic acid), and before-after treatments have succeeded in shaping positive consumer perceptions. Consumers love content from brands like Scarlett, Somethinc and Avoskin that not only sell products, but also provide educational value. When content feels relevant and informative, it increases consumer confidence to buy (Abdjul et al., 2022).

2. Brand image affects purchasing decisions.

Brand image also has a strong influence. Consumers tend to choose brands that have a professional, consistent, and personal image (Kolinug et al., 2022). For example, consumers prefer brands that are cruelty-free, halal, or natural ingredients. The visual aesthetics and consistency of the brand's message on social media also play a big role. For example, brands such as The Ordinary and SOMETHINC are considered to have a modern, minimalist, and reliable brand image have a simultaneous effect on purchasing decisions.

3. Consumer confidence is the most influential variable.

Skincare consumers generally have concerns about the side effects and authenticity of the product (Rarung et al., 2022). Brands that provide transparent information, have BPOM, provide customer service that is responsive, and display original reviews from users will be more trusted. This study is in line with previous research that in the skincare industry, perceived risk is high so trust is the main factor that strengthens purchase intention.

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## Conclusion

Content marketing, brand image, and customer trust partially have a significant effect on the purchase decision of skincare products. Customer trust is the most dominant factor, demonstrating the importance of building trust through transparency, product security, and customer service. Content marketing is effective in forming positive perceptions when content is tailored to consumer information.

needs. A strong brand image helps form emotional associations and consumer loyalty to skincare products

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