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INFLUENCE CONTENT MARKETING AGAINST PURCHASE DECISIONS WITH BRAND TRUST AS A MEDIATION VARIABLE (STUDY OF CONSUMERS USING SOMETHINC PRODUCTS)

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Abstract

This study aims to determine the influence of Content Marketing Brand Trust as a mediating variable on Purchasing Decisions among Harapan University Medan students in the 2022–2025 academic year who have used Somethinc products. This study uses a quantitative method. with a causal associative approach **.** The population in this study amounted to 2,204 students, while the sample size was 96 respondents determined using the Slovin formula with a 10% error rate. The sampling technique used non-probability sampling , while data collection was carried out through the distribution of questionnaires with a 4-point Likert scale. Data analysis was performed using SPSS 26. through validity, reliability, classical assumptions, F-test, t-test, path analysis, and Sobel test. The results of the study indicate that Content Marketing has a positive and significant effect on Purchasing Decisions , with a path coefficient value of 0.305 and a significance of 0.000 <0.05 **.** Content Marketing also has a positive and significant influence on the brand Trust , with a path coefficient of 0.451 and a significance of 0.000 <0.05. Furthermore, Brand Trust has a positive and significant effect on Purchasing Decisions **,** with a path coefficient of 0.572 and a significance of 0.000 <0.05. The results of the path analysis show that the indirect effect of Content Marketing on Purchasing Decisions through Brand Trust is 0.258 . The results of the Sobel test obtained a calculated Z value of 4.11 > 1.96 **,** so that Brand Trust is proven to be able to mediate the effect of Content Marketing on Purchasing Decisions. The R Square value in Equation I is 0.204, while in Equation II it is 0.577. Thus, Content Marketing not only has a direct effect on Purchasing Decisions, but also indirectly through increasing Brand Trust.

Keywords: Counter Marketing, Brand Trust, Purchase Decision

1. INTRODUCTION

The beauty industry in Indonesia is experiencing rapid growth, particularly in skincare products. This has led to increasingly fierce competition between brands, requiring companies to implement effective marketing strategies to attract consumers and increase purchasing decisions. One well-known local skincare brand is Somethinc. However, brand popularity does not always guarantee high purchasing decisions, as consumers also consider various factors, such as the quality of information, product benefits, brand credibility, and level of trust in the product they plan to use. Therefore, companies need to understand the factors that can influence consumer purchasing decisions, particularly through digital marketing strategies.

One of the most widely used marketing strategies in digital marketing is content marketing. This strategy involves creating and delivering relevant, informative, and engaging content that builds relationships with consumers. In the skincare industry, marketing content can include information about product benefits, usage instructions, ingredients, product reviews, and skincare education. Quality content can help consumers obtain information before purchasing a product and can be a factor in making their choice. However, the effectiveness of content marketing is determined not only by the quantity of published content but also by the relevance, quality, influence, and credibility of the information. Therefore, content marketing is believed to play a role in shaping consumer perceptions and driving purchasing decisions.

In addition to content marketing, brand trust is also a crucial factor in consumer decision-making. Brand trust is a consumer's belief that a brand is capable of providing reliable products, meeting their quality expectations, and addressing their needs and interests. Trust plays a crucial role in skincare product purchases, as consumers consider the safety, quality, and benefits of the products they use on their skin. Information conveyed through marketing content can help build trust if it is deemed relevant, clear, and credible. When consumers trust a brand, they tend to

feel more confident in evaluating products and making purchasing decisions. Therefore, brand trust is thought to not only influence purchasing decisions but also act as a mediating variable explaining the relationship between content marketing and purchasing decisions. Purchasing decisions are the process by which consumers make a choice to purchase a product after considering available information and alternatives. This decision can be influenced by various factors, including the company's marketing strategy and consumer trust in the brand. In this study, purchasing decisions were reviewed through product confidence, purchasing habits, willingness to recommend the product, and repeat purchases. Meanwhile, content marketing was reviewed through content relevance, information quality, persuasiveness, and content credibility. Brand trust was reviewed through brand reliability, brand goodwill, brand competence, and product safety. These three variables are interrelated because marketing content can be a source of information for consumers, this information can build trust in the brand, and the trust formed can influence purchasing decisions.

Previous research has shown inconsistent results regarding the influence of content marketing on purchasing decisions. Firmansyah and Hargyatni (2025) found that content marketing had a significant influence on purchasing decisions, while Nurfitriyani and colleagues (2025) found that the direct effect of content marketing on purchasing decisions was insignificant. These differences in results indicate the need for further research to understand the relationship between content marketing and purchasing decisions, taking into account other variables that may play a role in the relationship. One relevant variable to study is brand trust, given that consumer trust is an important consideration in purchasing skincare products.

Based on the phenomena and differences in the results of previous studies, this study aims to analyze the influence of Content Marketing on purchasing decisions, the influence of Content Marketing on Brand Trust, the influence of Brand Trust on purchasing decisions, and the role of Brand Trust in mediating the influence of Content Marketing on purchasing decisions. The study was conducted on consumers who use Somethinc products who are students of Harapan University Medan class of 2022–2025. This study uses consumer behavior theory as a basis for understanding how consumers search for information, evaluate options, make purchases, use products, and assess their experiences after purchase. In the context of this study, consumer behavior is used to explain how marketing information and trust in brands can be related to purchasing decisions for Somethinc products.

In this study, content marketing is understood as a marketing strategy that provides relevant and valuable content to consumers. Content relevance refers to the suitability of information to consumer needs and interests, while information quality refers to the clarity and usefulness of the information presented. Persuasiveness describes the content's ability to capture attention and influence consumer considerations, while content credibility refers to the extent to which the information presented is perceived as trustworthy. These four aspects are crucial because consumers need information that can help them understand a product before making a purchasing decision.

Furthermore, Brand Trust is consumer confidence in a brand's ability and commitment to providing reliable products. Brand reliability relates to the belief that a brand is capable of meeting consumer expectations, while brand goodwill indicates consumers' perception that the brand cares about their interests. Brand competence relates to the brand's ability to provide products according to needs, while product safety is an important consideration, especially for skincare products. Trust can be formed through consumer experience and information received about a brand. In this study, Brand Trust is positioned as a mediating variable that can explain how Content Marketing relates to purchasing decisions.

A purchasing decision is a consumer's decision to select and purchase a product after careful consideration. Product confidence indicates the consumer's level of trust in the selected product, while buying habits relate to the consumer's propensity to make a purchase. Willingness to recommend a product indicates a consumer's willingness to recommend the product to others, while repeat purchase reflects a consumer's tendency to repurchase the same product. These aspects are used to understand consumer purchasing decisions for Somethinc products.

Based on the theoretical relationship between these three variables, Content Marketing is suspected to directly influence purchasing decisions through the information conveyed to consumers. Furthermore, Content Marketing is also suspected to build Brand Trust, which is then related to purchasing decisions. Thus, the framework of this research places Content Marketing as the independent variable, purchasing decisions as the dependent variable, and Brand Trust as the mediating variable. This framework produces four hypotheses: Content Marketing influences purchasing decisions, Content Marketing influences Brand Trust, Brand Trust influences purchasing decisions, and Brand Trust mediates the influence of Content Marketing on purchasing decisions. Through this framework, the research is expected to provide an understanding of the role of content-based marketing strategies and brand trust in purchasing decisions for Somethinc products.

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The formulation of the problem in this research is as follows:

1. Whether Content Marketing is influential to decision purchase?
2. Whether Content Marketing is influential to brand trust ?
3. Whether Brand Trust is influential to decision purchase?
4. Whether Content Marketing is influential to decision purchase mediated by brand trust ?

Based on the problem formulation above, the research objectives are as follows:

1. For know whether Content Marketing is influential to buying decision.
2. To find out whether Content Marketing has an impact on brand trust .
3. For know whether Brand Trust is influential to buying decision .
4. For know whether Content Marketing is influential to purchasing decisions mediated by brand trust .

Based on the background, problem formulation, research objectives and theoretical basis that have been stated above, this researcher created a conceptual framework as shown in the image below:

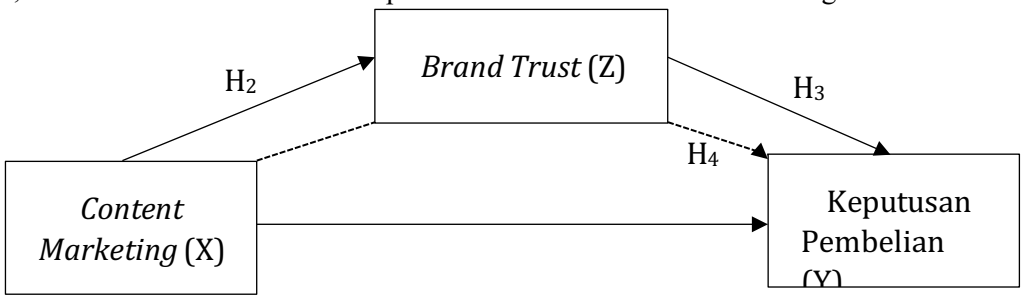

Figure 1Conceptual Framework
Source: Processed data, (202 6)

2. METHOD

Causal associative research aims to determine whether there is an influence or relationship between the independent and dependent variables, whether there is no influence, and how close the influence or relationship is (Sugiyono, 2022). Quantitative research methods are research methods based on the philosophy of positivism and are used to research specific populations and samples (Sugiyono, 2022).

Table 1 Operational Definition of Variables

No.	Variables	Variable Definition	Indicator	Scale
1	Purchase Decision (Y)	Purchasing decisions are the process of selecting one of several alternative product or brand choices to fulfill needs, which ends with a real transaction that fulfills consumer desires in the form of satisfaction.	1. Product Consistency 2. Buying Habits 3. Recommendations 4. Repeat Purchases	Likert
2	Content Marketing (X)	Content Marketing is a marketing strategy that focuses on creating and distributing relevant, valuable, and consistent content.	1. Relevance 2. Information Quality 3. Persuasion 4. Content Credibility	Likert
3	Brand Trust (Z)	Brand Trust is the willingness of customers to rely on a brand because of the belief that the brand can fulfill its promises and performance.	1. Brand Reliability 2. Brand Goodwill 3. Brand Competence 4. Product Safety	Likert

3. RESULTS AND DISCUSSION

RESULTS

Description of Respondent Characteristics

Table 2 Respondent Characteristics

Respondent Characteristics	Category	Amount	Percentage
Gender	Man	0	0.00%
	Woman	96	100.00%
	Amount	96	100.00%
Sambuk	2022	24	25.00%
	2023	24	25.00%
	2024	24	25.00%
	2025	24	25.00%
	Amount	96	100.00%
Age	17–20 years	35	36.46%
	21–23 years	51	53.13%
	>23 years	10	10.42%
	Amount	96	100.00%
Income/Pocket Money per Month	< Rp. 1,000,000	50	52.08%
	Rp1,000,000 – Rp2,500,000	33	34.38%
	Rp2,500,001 – Rp5,000,000	13	13.54%
	> Rp. 5,000,000	0	0.00%
	Amount	96	100.00%
Somethingnc Products I've Used	Skincare	42	43.75%
	Makeup	14	14.58%
	Skincare and Makeup	40	41.67%
	Amount	96	100.00%
Frequency of Purchase of Somethingnc Products	1 time	19	19.79%
	2–3 times	31	32.29%
	More than 3 times	46	47.92%
	Amount	96	100.00%

Source: (Data Processed by Researchers, 2026)

Validity and Reliability Test Results

Table 3 Results of Content Marketing Quality Validity (X) , Purchase Decision (Y) , Brand Trust (Z)

Variables	Item No.	r-count	r-table	Sig.	Information
Content Marketing (X)	X1	0.810	0.201	0,000	Valid
	X2	0.823	0.201	0,000	Valid
	X3	0.804	0.201	0,000	Valid
	X4	0.798	0.201	0,000	Valid
	X5	0.773	0.201	0,000	Valid
	X6	0.788	0.201	0,000	Valid
	X7	0.784	0.201	0,000	Valid
	X8	0.815	0.201	0,000	Valid
Purchase Decision (Y)	Y1	0.787	0.201	0,000	Valid
	Y2	0.811	0.201	0,000	Valid
	Y3	0.802	0.201	0,000	Valid
	Y4	0.845	0.201	0,000	Valid
	Y5	0.750	0.201	0,000	Valid
	Y6	0.791	0.201	0,000	Valid
	Y7	0.823	0.201	0,000	Valid
	Y8	0.794	0.201	0,000	Valid
Brand Trust (Z)	Z1	0.778	0.201	0,000	Valid
	Z2	0.771	0.201	0,000	Valid
	Z3	0.712	0.201	0,000	Valid
	Z4	0.818	0.201	0,000	Valid
	Z5	0.787	0.201	0,000	Valid
	Z6	0.736	0.201	0,000	Valid
	Z7	0.721	0.201	0,000	Valid
	Z8	0.861	0.201	0,000	Valid

Source: SPSS 26 Output Results

Based on the results of the validity test on **96 respondents** , the r-table value was obtained at **0.201** at a significance level of 5% with df = 94. The test results showed that all statement items in the **Content Marketing , Purchasing Decision, and Brand Trust variables** had a calculated r- value greater than the r-table and a significance value of **0.000 < 0.05** . Thus, all **24 statement items were declared valid** and suitable for use as research instruments.

Table 4 Results of the Content Marketing Quality Reliability Test (X) , Purchase Decision (Y) , Brand Trust (Z)

Variables	Cronbach's Alpha	Reliable Standard	Information
Content Marketing (X)	0.789	0.6	Reliable
Purchase Decision (Y)	0.789	0.6	Reliable
Brand Trust (Z)	0.785	0.6	Reliable

Source: SPSS 26 Output Results

Table 4 presents the results of the reliability test for all research variables. From the data above, it can be concluded that all of the research variable data is suitable for use.

Normality Test Results

Table 5 Kolmogrov-Smirnov results

Tests of Normality

	Kolmogorov-Smirnov [a]			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Unstandardized Residual	.071	96	.200 *	.978	96	.107

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: SPSS 26 Output Results

Based on the results of the normality test in Equation I, the **Kolmogorov-Smirnov value was obtained as 0.058 with a significance value of 0.200** . Since the significance value of **0.200 > 0.05** , it can be concluded that the residuals in Equation I **are normally distributed .**

Multicollinearity Test Results

Table 6 Multicollinearity Test Results

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,251	1,770		.707	.481		
	CONTENT MARKETING	.313	.078	.305	4,042	.000	.796	1,256
	BRAND TRUST	.614	.081	.572	7,567	.000	.796	1,256
a. Dependent Variable: PURCHASE DECISION								

Source: SPSS 26 Output Results

Based on the table, each variable has a tolerance value greater than 0.10, namely Product Quality 0.613, Brand Image 0.670, and Brand Trust 0.641. Furthermore, each VIF value is less than 10, namely 1.632, 1.494, and 1.559, respectively .

Because all independent variables have a tolerance value greater than 0.10 and the VIF value is less than 10 , it can be concluded that there is no multicollinearity symptom between the Content Marketing and Brand Trust variables in the regression model. Thus, the regression model in this study meets the multicollinearity assumption and is suitable for use in further analysis .

Heteroscedasticity Test Results

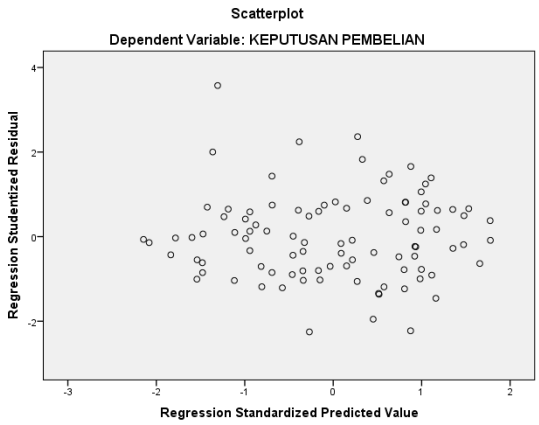

Figure 2 Results of Heteroscedasticity Test for Equation I

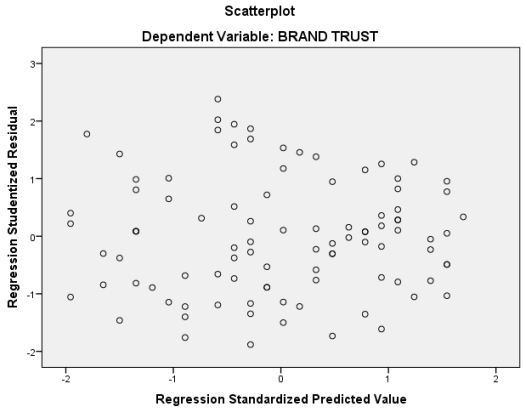

Figure 3 Results of Heteroscedasticity Test for Equation II

The scatterplot above shows that the resulting points are randomly distributed and do not form a specific pattern. Furthermore, the distribution of the points remains around the 0 point, so this test is free from heteroscedasticity.

Model Fit Test Results

Table 7 Results of Fit Test of Equation Model I

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	762,733	1	762,733	24,036	.000 [b]
	Residual	2982.924	94	31,733		
	Total	3745.656	95			

a. Dependent Variable: BRAND TRUST
b. Predictors: (Constant), CONTENT MARKETING
Source: SPSS 26 Output Results

the Fit Model Equation I test in Table 7, the calculated F value was 24.036 with a significance value of 0.000 . Since the significance value of 0.000 < 0.05 , the regression model is declared fit for use in research.

These results indicate that content marketing simultaneously influences brand trust . Therefore, Equation I, which tests the influence of content marketing on brand trust, can be used for further analysis. The following are the model fit test values for Equation II:

Table 8 Results of Fit Test of Equation Model I

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2493.847	2	1246,923	63,538	.000 [b]
	Residual	1825.112	93	19,625		
	Total	4318.958	95			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), BRAND TRUST , CONTENT MARKETING
Source: SPSS 26 Output Results

the Fit Model Equation II test in Table 8, the calculated F value was 63.538 with a significance value of 0.000 . Since the significance value of 0.000 < 0.05 , the regression model is declared fit for use in research.

These results indicate that Content Marketing and Brand Trust simultaneously influence Purchasing Decisions . Therefore, Equation II, which tests the influence of Content Marketing and Brand Trust on Purchasing Decisions, can be used for further analysis.

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Results of the Determination Coefficient Test (R^2)

Table 9 Results of the Determination Coefficient (R^2) Test for Equation I

Model Summary [b]

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.451 [a]	.204	.195	5,633

a. Predictors: (Constant), CONTENT MARKETING
b. Dependent Variable: BRAND TRUST
Source: SPSS 26 Output Results

Based on the results of the determination coefficient test in Table 9 , the R Square value was obtained at 0.204 and the Adjusted R Square at 0.195 . This shows that Content Marketing is able to explain 20.4% of the variation in Brand Trust , while the remaining 79.6% is explained by other variables outside the research model.

value of 0.195 indicates that after adjusting for the number of variables and research samples, Content Marketing's ability to explain Brand Trust is 19.5% . Thus, the contribution of Content Marketing to the variation of Brand Trust in Equation I is relatively limited , while most of the variation in Brand Trust is influenced by other factors not examined in this study.

Table 10 Results of the Determination Coefficient (R^2) Test for Equation I I

Model Summary [b]

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.760 [a]	.577	.568	4,430

a. Predictors: (Constant), BRAND TRUST , CONTENT MARKETING
b. Dependent Variable: PURCHASE DECISION
Source: SPSS 26 Output Results

Based on the results of the determination coefficient test in Table 10 , the R Square value was obtained at 0.577 and the Adjusted R Square at 0.568 . This shows that Content Marketing and Brand Trust are able to explain the variation in Purchasing Decisions by 57.7% , while the remaining 42.3% is explained by other variables outside the research model.

value of 0.568 indicates that after adjusting for the number of variables and research samples, the ability of Content Marketing and Brand Trust in explaining Purchasing Decisions is 56.8% . Thus, the Equation II model has a fairly strong explanatory ability , because more than half of the variation in Purchasing Decisions can be explained by the Content Marketing and Brand Trust variables .

Partial Test Results (t-Test)

Table 11 Results of Partial Significance Test (t-Test) of Equation I

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,351	1,922		5,905	.000
	CONTENT MARKETING	.431	.088	.451	4,903	.000

a. Dependent Variable: BRAND TRUST
Source: SPSS 26 Output Results

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Based on the t-test results in Table 11 , the calculated t- value for the Content Marketing variable was 4.903 with a significance value of 0.000 . Since the significance value of 0.000 < 0.05 , it can be concluded that Content Marketing has a positive and significant effect on Brand Trust .

This can also be seen from the regression coefficient value (B) of 0.431 , which indicates that every increase in Content Marketing will increase Brand Trust by 0.431 , assuming other variables remain constant. Thus, the hypothesis that Content Marketing has an effect on Brand Trust is accepted .

Table 12 Results of Partial Significance Test (t-Test) of Equation I I

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,251	1,770		.707	.481
	CONTENT MARKETING	.313	.078	.305	4,042	.000
	BRAND TRUST	.614	.081	.572	7,567	.000

a. Dependent Variable: PURCHASE DECISION
Source: SPSS 26 Output Results

Based on the t-test results in Table 12, the Content Marketing variable obtained a t -value of 4.042 with a significance value of 0.000 . Since the significance value of 0.000 < 0.05 , it can be concluded that Content Marketing has a positive and significant effect on Purchasing Decisions . The regression coefficient value of 0.313 indicates that increasing Content Marketing will increase Purchasing Decisions by 0.313 assuming other variables remain constant.

Furthermore, the Brand Trust variable obtained a t -value of 7.567 with a significance value of 0.000 . Since the significance value of 0.000 < 0.05 , it can be concluded that Brand Trust has a positive and significant effect on Purchasing Decisions . The regression coefficient value of 0.614 indicates that an increase in Brand Trust will increase Purchasing Decisions by 0.614 assuming other variables remain constant.

Based on these results, it can be concluded that Content Marketing and Brand Trust partially have a positive and significant influence on Purchasing Decisions .

Path Analysis

Structural Equation I

Structural equation I is used to determine the effect of **Content Marketing (X) on Brand Trust (Z)** . Based on the results of the regression test in Table 11, the regression coefficient value is **0.451** .

Then the structural equation I is:

$Z = 0.451X + e_1$

Information:

- **Z** = Brand Trust
- **X** = Content Marketing
- **0.451** = path coefficient of Content Marketing towards Brand Trust
- $\mathbf{e_1}$ = error in Equation I

Based on the R Square value **of Equation I of 0.204** , the error value can be calculated as follows:

$\mathbf{e_1 = \sqrt{(1 - R^2)}}$

$\mathbf{e_1 = \sqrt{(1 - 0.204)}}$

$\mathbf{e_1 = \sqrt{0.796}}$

$\mathbf{e_1 = 0.892}$

Thus, Structural Equation I becomes:

$\mathbf{Z = 0.451X + 0.892}$

Structural Equation II

Structural equation II is used to determine the influence of **Content Marketing (X) and Brand Trust (Z) on Purchasing Decisions (Y) . Based on the results of the regression test in Table 12, the** Content Marketing path coefficient is **0.305 and** the Brand Trust path coefficient is **0.572** .

Then the structural equation II is:

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Y = 0.305X + 0.572Z + **e_2**

Information:

- **Y** = Purchase Decision
- **X** = Content Marketing
- **Z** = Brand Trust
- **0.305** = coefficient of the Content Marketing path to Purchasing Decisions
- **0.572** = path coefficient of Brand Trust towards Purchasing Decisions
- **e_2** = error in Equation II

Based on the R Square value of Equation II of 0.577 , the error value can be calculated as follows:

$e_2 = \sqrt{(1 - R^2)}$
$e_2 = \sqrt{(1 - 0.577)}$
$e_2 = \sqrt{0.423}$
$e_2 = 0.650$

Thus, Structural Equation II becomes:

Y = 0.305X + 0.572Z + 0.650

Path Analysis Model

Table 13 Path Analysis Model Test Results

Model	R Square	Calculation	Error
Model 1: X → Z	0.204	√(1 − 0.204)	0.892
Model 2: X + Z →Y	0.577	√(1 − 0.577)	0.650

Source: SPSS 26 Output Results

Indirect Influence

Since Brand Trust is a mediating variable, the indirect effect of Content Marketing on Purchasing Decisions through Brand Trust is calculated by multiplying the path coefficients:

Indirect influence
= pZX × pYZ
= 0.451 × 0.572
= 0.258

The indirect influence of Content Marketing on Purchasing Decisions through Brand Trust is 0.258 .
Meanwhile, the direct influence of Content Marketing on Purchasing Decisions is 0.305.

Sobel Analysis

1. Direct Effect (DE)

a. **X → Z** , namely the influence of Content Marketing on Brand Trust , with a path coefficient of **0.451** .
b. **Z → Y** , namely the influence of Brand Trust on Purchasing Decisions , with a path coefficient of **0.572** .

In addition, there is a direct route:

X → Y , namely the influence of Content Marketing on Purchasing Decisions , with a path coefficient of **0.305** .

2. Indirect Effect (IE)

Formula:

IE = pZX × pYZ

Based on the research results:

IE = 0.451 × 0.572
IE = 0.258

Thus, the indirect influence of Content Marketing on Purchasing Decisions through Brand Trust is **0.258** .

3. Total Effect (TE)

Formula:

TE = DE + IE

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or:

TE = pYX + (pZX × pYZ)

Based on the research results:

TE = 0.305 + (0.451 × 0.572)

TE = 0.305 + 0.258

TE = 0.563

Thus, the total influence of Content Marketing on Purchasing Decisions is **0.563** .

Based on the results of SPSS data processing, the coefficient and standard error values are obtained as follows:

Table 14 Coefficient Values and Standard Errors

Information	Mark
a (X → Z)	0.451
Sa	0.088
b (Z → Y)	0.572
Sb	0.081
ab	0.265
Saturday	0.064
Z Sobel	4.11
Z table (α = 5%)	1.96

Source: SPSS 26 Output Results

Next, the standard error of the indirect effect is calculated using the formula:

$Sab = \sqrt{(b^2Sa^2 + a^2Sb^2)}$

Based on the calculation results, the Sab value was obtained as 0.063 . Next, the Sobel Z value was calculated as follows:

Z = ab / Sab

Z = 0.265 / 0.064 = 4.11

The results show that the calculated Z of 4.11 > Z table of 1.96 . Thus, the indirect influence of Content Marketing on Purchasing Decisions through Brand Trust is declared significant . This means that Brand Trust is proven to mediate the influence of Content Marketing on Purchasing Decisions .

The Influence of Content Marketing on Purchasing Decisions

Based on the results of the hypothesis testing, it is known that Content Marketing has a positive and significant effect on Purchasing Decisions in consumers who use Somethinc products. The results of the t-test in Equation II show a calculated t-value of 4.042 which is greater than the t-table of 1.986 and a significance value of 0.000 which is smaller than 0.05. Thus, Content Marketing is proven to have a positive and significant effect on Purchasing Decisions. The better the Content Marketing provided by Somethinc, the higher the tendency of consumers to make purchasing decisions.

These results indicate that relevant, informative, and engaging marketing content can help consumers understand the benefits, quality, and advantages of Somethinc products. For the students who participated in this study, content marketing can be a source of information when considering products before making a purchase. Information delivered through social media and other digital platforms can help students understand products and tailor them to their needs and abilities. Therefore, the more relevant the information delivered is to students' needs, the more likely they are to be interested and confident in making a purchase.

The results of this study align with those of Majid and Nur Faizah (2023), who found that content marketing influences consumer purchasing decisions through the TikTok app. Furthermore, Santy and Andriani (2023) demonstrated that marketing content influences purchase decisions among Generation Z skincare consumers. Therefore, these results reinforce previous research findings that the better, more relevant, informative, and engaging marketing content delivered through digital media is, the greater the likelihood of consumers making a purchase decision.

The Influence of Content Marketing on Brand Trust

Based on the results of the hypothesis testing, Content Marketing has a positive and significant effect on Brand Trust. The test results in Equation I show a regression coefficient value (B) of 0.431, a path coefficient value (Beta) of 0.451, a calculated t value of 4.903, and a significance value of 0.000. Since the significance value of 0.000 <0.05, H2 is accepted. The path coefficient value (Beta) of 0.451 indicates that the better the Content Marketing delivered by Somethinc, the higher the consumer Brand Trust in Somethinc products.

These results indicate that content marketing not only serves as a means of conveying product information but can also build consumer trust in brands. For the students who participated in this study, relevant, high-quality, informative, consistent, and credible digital content can help them understand the product and assess trust in the Somethinc brand. When students obtain information that aligns with their needs and expectations, it becomes easier for them to build trust in the brand. The results also show that content marketing can explain 20.4% of the variation in brand trust, while the remaining 79.6% is explained by factors outside the research model.

The results of this study are in line with the research of Handayani, Ginting, and Lubis (2024) which showed that Content Marketing has a positive and significant effect on Brand Trust. Research by Shelycia and Dewi (2024) also found that Content Marketing on Instagram @Skintificid has an effect on Brand Trust. In addition, Surbakti (2024) found that Content Marketing has a positive and significant effect on Brand Trust in Generation Z. Thus, the results of this study strengthen previous research that relevant, informative, interesting, consistent, and credible marketing content through digital media can increase consumer trust in a brand.

The Influence of Brand Trust on Purchasing Decisions

Based on the results of the hypothesis testing, it is known that Brand Trust has a positive and significant effect on Purchasing Decisions in consumers who use Somethinc products. The t-test results show a calculated t-value of 7.567 with a significance value of 0.000. Because the significance value of 0.000 <0.05, H3 is accepted. The path coefficient value of 0.572 indicates that Brand Trust has a positive effect on Purchasing Decisions. The higher the consumer trust in Somethinc, the greater the consumer's tendency to make a purchase.

These results indicate that brand trust is an important factor in driving purchasing decisions. For the students who responded to this study, Brand Trust can be a consideration in determining the purchase decision of Somethinc products. Students who believe that Somethinc is a reliable brand and is able to meet their needs and expectations tend to have higher confidence in making a purchase. This trust can also reduce the doubt and risk perceived before purchasing a product. The results of the study show that Content Marketing and Brand Trust together can explain the variation in Purchase Decisions by 57.7%, while the remaining 42.3% is explained by other factors outside the research model.

The results of this study align with those of Lova and Suyono (2023), who found that brand trust has a positive and significant effect on consumer purchasing decisions for Somethinc products. Majid and Suyanto's (2023) research also showed that brand trust has a positive and significant effect on purchasing decisions for Somethinc products. Furthermore, Mamoto and Gunawan's (2023) research found that brand trust has a positive and significant effect on online purchasing decisions for skincare products. Therefore, these results reinforce previous research that suggests that the higher a consumer's trust in a brand, the lower their perceived doubts and risks before making a purchase, thus increasing their likelihood of making a purchase decision.

Brand Trust Mediation in the Influence of Content Marketing on Purchasing Decisions

Based on the results of the path analysis, it is known that Content Marketing has a direct influence on Purchasing Decisions of 0.305, while the indirect influence through Brand Trust is 0.258, which is obtained from the multiplication of the path coefficients X→Z and Z→Y, which is 0.451 × 0.572. The results of the mediation test show that the indirect influence is significant, so that Brand Trust is able to mediate the influence of Content Marketing on Purchasing Decisions in student users of Somethinc products. This means that Content Marketing not only encourages students to make purchases directly, but can also increase trust in the brand which then encourages purchasing decisions.

These results indicate that information through content marketing can be a starting point for students in learning about and considering Somethinc products. Interesting, relevant, informative, and credible content can build brand trust, thereby increasing students' confidence in making purchasing decisions. Therefore, the better the content marketing delivered by Somethinc, the greater the opportunity for brand trust to be established and the higher the likelihood of students making purchases. Therefore, Somethinc needs to maintain informative, engaging, consistent, and credible content to build student trust and encourage purchasing decisions.

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The results of this study align with those of Marisca, Azazi, Purmono, Fauzan, and Yakin (2023), who found that TikTok content characteristics influence trust in brand posts, which in turn influences purchasing decisions. Firmansyah and Hargyatni's (2025) research also showed that content marketing has a positive and significant effect on brand trust, which in turn influences purchasing decisions. Furthermore, Subarkah, Komariah, and Saori's (2025) research found that brand trust mediates the relationship between content marketing and purchase intention among Generation Z skincare users. Therefore, these results reinforce previous research that content marketing not only directly influences purchasing decisions but also increases consumer trust in brands.

4. CONCLUSION AND SUGGESTIONS

Conclusion

Referring to the results of the study that has been carried out, the reviewer formulated the conclusion that :

1. Content marketing has a positive and significant impact on purchasing decisions among students using Somethingnil products. This indicates that the better the content marketing received by students, such as informative, engaging, and relevant content that provides information about the product, the higher the tendency of students to make a purchasing decision. Thus, H1 is accepted.
2. Content marketing has a positive and significant impact on brand trust among student users of Somethinc products. This indicates that informative, high-quality, relevant, and trustworthy content marketing can increase student trust in the Somethinc brand. The better the content delivered, the higher the brand trust formed among students. Thus, H2 is accepted.
3. Brand trust has a positive and significant effect on purchasing decisions among student users of Somethinc products. This indicates that the higher the students' trust in the Somethinc brand, the higher their tendency to make a purchasing decision. Trust in the brand can reduce students' hesitation in deciding which product to purchase. Thus, H3 is accepted.
4. Brand Trust is able to mediate the influence of Content Marketing on Purchasing Decisions in student users of Somethinc products. The indirect influence of Content Marketing on Purchasing Decisions through Brand Trust is 0.258, while the direct influence of Content Marketing on Purchasing Decisions is 0.305. This shows that Content Marketing not only influences purchasing decisions directly, but can also improve purchasing decisions through the formation of student trust in the Somethinc brand. Thus, H4 is accepted.

Suggestion

1. For Somethinc, it is recommended to continue improving the quality of content marketing aimed at consumers, especially students, by presenting informative, engaging, relevant, and easy-to-understand content. Content should not only include product promotions but also provide education on the product's benefits, usage instructions, ingredients, and advantages to help students make informed purchasing decisions.
2. Somethingnci needs to increase and maintain student brand trust . This can be achieved by conveying product information honestly, clearly, consistently, and accurately reflecting the actual product's condition. Student trust must be maintained because research shows that brand trust has a positive and significant impact on purchasing decisions.
3. Something suggests combining content marketing strategies with efforts to build brand trust. Research shows that brand trust can act as a bridge between content marketing and purchasing decisions. Therefore, the content created should not only aim to attract students' attention but also instill confidence and trust in the brand.
4. As consumers, students are advised to be more selective in accepting marketing information found on digital media. Students should consider information about a product's quality, benefits, ingredients, and suitability to their needs before making a purchasing decision, so that their decision isn't based solely on the appeal of the marketing content.
5. For future researchers, it is recommended to add other variables that can influence Brand Trust and Purchasing Decisions because there are still other factors outside the variables studied. In this study, Content Marketing explained 20.4% of the variation in Brand Trust , while Content Marketing and Brand Trust explained 57.7% of the variation in Purchasing Decisions. Therefore, further research can consider other variables such as brand image , social media marketing , electronic word of mouth , perceived quality , or other factors.

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6. For further researchers, it is recommended to expand the characteristics and number of respondents and use different research objects so that the research results can be compared and provide a broader picture of the influence of Content Marketing and Brand Trust on Purchasing Decisions.

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