

## THE INFLUENCE OF DIGITAL MARKETING, PRODUCT QUALITY AND INFLUENCER MARKETING THROUGH CUSTOMER TRUST ON THE ORIGINOTE SKINCARE PURCHASE DECISION IN JEPARA

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### ABSTRACT

*This research aims to examine and evaluate the impact of Digital Marketing, Product Quality, and Influencer Marketing on purchase decisions for The Originote skincare products in Jepara, with Customer Trust serving as a mediating factor. A purposive non-probability sampling method was employed, selecting 260 respondents based on their prior experience purchasing and using The Originote products. A quantitative approach was adopted, utilizing structured questionnaires to collect data. PLS-SEM version 4.0 was used as the analytical tool, incorporating both outer and inner model assessments to test validity and reliability, alongside hypothesis testing for direct and indirect effects. The findings indicate that Digital Marketing, Product Quality, Influencer Marketing, and Customer Trust significantly and positively influence consumers' purchase decisions regarding The Originote skincare products in Jepara. Furthermore, Digital Marketing, Product Quality, and Influencer Marketing were found to have a significant positive effect on building Customer Trust toward The Originote skincare products in Jepara. Additionally, these three variables also positively and significantly affect purchase decisions indirectly through Customer Trust in Jepara.*

## INTRODUCTION

In this digital era, companies primarily direct their marketing strategies through online platforms to reach consumers (Fadhillah & Yuniarti, 2023). This transformation aligns with the ongoing industrial revolution. A key driver of significant changes in the modern industrial sector is the rapid advancement of technology. The swift progress in industry and technology is evident in the emergence of numerous creative and innovative business concepts fueled by technological developments.

Various digital marketing methods—ranging from social media and email to internet-based advertising—offer brands the opportunity to connect directly with their target audiences. In the beauty industry, particularly skincare products like The Originote, this strategy is essential because it can enhance brand awareness and influence consumer purchasing decisions. According to Schiffman (as cited in Novandalina & Arifin, 2025), for businesses to develop successful and sustainable marketing strategies, it is vital to understand the factors that affect purchase decisions. An interesting phenomenon in Jepara is the growing use of social media by young people to share experiences and product recommendations, which is fostering a new consumption culture within the community.

Consumers' buying behavior is significantly influenced by the quality of the products they consider. Maintaining compliance with quality standards is a responsibility that businesses must consistently uphold, as this factor greatly impacts consumer preferences for goods and services (Ika, 2025). Essentially, when a product performs according to its design, it can be regarded as having good quality. Key elements that define product quality include durability, reliability, functional accuracy, user-friendliness, ease of maintenance, and other inherent attributes. From the consumer's perspective, high product quality combined with excellent service represents fundamental values that producers are expected to deliver. Influencer marketing is seen as an increasingly important strategy in skincare product promotion. Consumer opinions and behavior are shaped by the influence of influencers on social media. Findings suggest that influencer marketing contributes to strengthening consumers' trust in products. (Ika, 2025) In Jepara, a notable phenomenon is the emergence of many local influencers sharing their experiences using The Originote products. This not only creates buzz among social media users but also builds brand credibility among consumers.

Purchasing decisions are strongly influenced by customer trust. This trust can be built through consistent and positive interactions between brands and consumers. Consumer trust in an entity is influenced by consistency between words and actions, as well as the level of satisfaction consumers feel based on previous experiences (Safatulloh & Wiratama, 2025). In the context of The Originote, a phenomenon that occurs is that buyers tend to trust brands more when they see recommendations from influencers or close friends, thus strengthening their purchasing decisions. Research shows that consumer trust in brands can increase loyalty and encourage repeat purchases.

Based on the data presented, The Originote is the skincare brand with the highest sales, reaching 500,000 units and generating a sales value of 22.9 billion rupiah. This achievement highlights strong consumer interest in the product. Given this phenomenon, this study focuses on examining how digital marketing, product quality, and influencer marketing influence customer trust and purchasing decisions in Jepara. It is expected that

this research will provide a broader understanding of the role of digital marketing and influencer engagement in driving sales growth and fostering customer loyalty to skincare brands like The Originote.



Image 1. The Originote Sales Data 2024

Source: Markethac.id

Several previous studies have reported discrepancies in findings or identified research gaps. Putri and Marlien (2022) found that purchasing decisions are strongly influenced by digital marketing. Conversely, Hubbina et al. (2023) presented evidence suggesting that digital marketing has little to no effect on consumers' purchasing choices. According to Syaifuddin (2024), high product quality significantly impacts consumers' buying decisions; however, Ababil (2019) found product quality to be insignificant. Research by Prananda Putri et al. (2023) revealed that influencer marketing significantly affects purchase decisions, whereas Irawanti (2024) reported that this variable did not have a significant impact. Furthermore, Risnawati et al. (2023) demonstrated that customer trust significantly influences purchase decisions, while Lasfiana (2023) found no significant effect of customer trust. This study aimed to examine the influence of digital marketing—including product quality and influencer marketing mediated by customer trust—on purchase decisions for The Originote Skincare in Jepara. Statistical data highlighting the dominance of the best-selling skincare brand category provides important context for this research, illustrating how digital marketing strategies and influencer collaborations can help brands remain competitive. Building on previous research, this study analyzed the relationships among digital marketing strategies, customer trust, and purchase decisions for The Originote Skincare.

In addition to assessing the skincare product quality's impact on consumer trust and decisions to purchase, this research focuses on investigating how influencer marketing builds trust and stimulates buying interest in the Jepara area. Furthermore, the relationships between these variables will be comprehensively analyzed. Strategic recommendations for skincare companies, particularly The Originote, are expected to generate optimal marketing strategies to increase sales and strengthen customer trust. This study aims to serve as an important reference for professionals and stakeholders active in the Jepara beauty sector.

## LITERATURE REVIEW

### *Digital Marketing*

As digital marketing becomes more essential in the contemporary marketplace, companies turn to this approach to strengthen their product and service sales. Digital marketing's rapid progress has redefined how companies and brands integrate technology and multiple digital channels into their overall marketing strategies (Al-Azzam & Al-Mizeed, 2021). As a business model, digital marketing employs digital platforms as the primary medium for promoting products and introducing brands to the market. Digital marketing activities refer to the strategies and actions taken by companies to engage consumers through social media platforms (Roosdhani et al., 2025). The advancement of the internet and ongoing technological innovation have pushed digital marketing into the most popular strategy choice, now used by almost all global marketers. This makes the internet function as a modern marketplace full of opportunities. As Ardani (2022) notes, digital marketing practices are carried out through online media such as the internet, mobile phones, and gaming devices, providing new avenues for advertising. Through this approach, marketers can interact directly with consumers virtually. Meanwhile, Nasdini (in Azizah, 2024) outlines digital marketing indicators, including: accessibility (ease of access), interactivity (ability to interact), entertainment (entertainment value), credibility (level of trust), and informativeness (availability of information).

### *Product Quality*

According to Kotler & Keller (in Naini et.al., 2022), The quality of a product can be evaluated through its success in delivering functions and performance that meet consumer needs and expectations. Product quality has two main dimensions: consistency and performance, which companies must consider to determine the appropriate quality level and support product positioning in the market. Susanti and Jasmani (2020) state that the extent to which a product achieves its functional role serves as a measure of its quality. Aspects considered include durability, precision, consumer ease of use, reliability, and performance. The success of a company's competitiveness and the satisfaction of its customers are strongly tied to the quality of its products. Therefore, companies must prioritize product quality to attract customers and build a positive impression of their products (Taufik et al., 2022). The indicators for measuring product quality, according to Kotler and Keller (in Shinta Dwi Cahya Prameswari, 2024), are Perceived Product Performance, Additional Product Benefits (Features), Product Skills (Conformance to Standards), Conformance to Expectation, and Product Packaging Aesthetics.

### *Influencer Marketing*

As a marketing approach, influencer marketing involves engaging influential individuals to deliver product campaigns, thereby reaching a wider audience, boosting sales, and strengthening relationships with consumers. Influencers have the ability to influence the preferences and needs of specific communities, particularly when it comes to selecting products to meet their desires. This influence makes influencers a crucial element in modern promotional strategies, now popularly known as influencer marketing

(Lengkawati & Saputra, 2021). By leveraging the trustworthiness of opinion leaders, this strategy seeks to boost influence purchasing behaviour and brand recognition (Lou & Yuan, 2019). By selecting influencers that match their audience characteristics, marketers can build closer relationships with their target market. Furthermore, this approach is considered more cost-effective than using celebrities, as social media influencers generally have specific areas of specialization that allow them to reach relevant audience segments (Nasir et al., 2023). The indicators are Visibility, Credibility, Attraction, and Power.

### ***Customer Trust***

Customer trust can arise when consumers expect a company to fulfill its promises or statements, both verbally and in writing (Aminnudin et al., 2024). Building trust between companies and consumers is seen as a crucial aspect in creating long-term, mutually beneficial relationships (Islam et al., 2021). The concept of customer trust is used to explain the challenges customers face when trying to minimize risk (Boonlertvanich, 2019). Furthermore, it can be understood that trust from customers is the assurance that a service provider will uphold and execute every promise in business dealings (Haron et al., 2020). In other words, this trust is given by customers to the company. This ultimately serves to strengthen the effectiveness of strategies used in marketing products and services. Bhattacharjee, as quoted by Wiyata, Putri, and Gunawan (2020), emphasized that customer trust indicators include three main dimensions: Ability, Benevolence, and Integrity.

### ***Purchase Decision***

The decision made by a consumer to either purchase or not purchase a service or product can be understood as a decision to purchase (Misbakhudin & Komaryatin, 2023). A purchase decision is the possibility that customers will seek information from various sources before making a purchase. Customers are motivated (Arifin et al., 2023). A purchase decision is not a one-time action, but rather a comprehensive process that includes product selection based on evaluation and previous experience (Rifqy et al., 2025). Drawing from (Pradisti et al., 2024), within the consumer behaviour process, the purchase decision-making stage is crucial since it is here that customers finalize their decision to obtain a product or service. Two main factors influence purchase decisions. First by others' attitudes, and second by sudden situational circumstances. After a product is purchased, consumers experience price evaluation as part of post-purchase behavior, where the actual performance of a product is measured against consumer expectations. This comparison will result in satisfaction or dissatisfaction. Dissatisfaction occurs if product performance is below expectations, but if it meets them, consumers experience satisfaction along with a perception of value. According to Kotler & Armstrong in (RR Rhadiana TBP, 2025), purchase decision indicators are: Product Stability, Product Purchase Habits, Recommended to Others, Repeat Purchases.



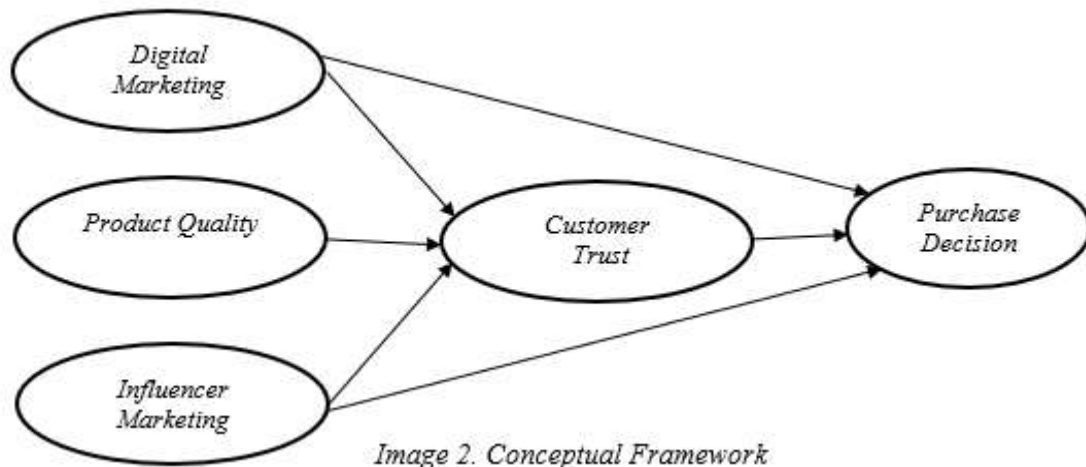


Image 2. Conceptual Framework

**H1:** Digital marketing has a positive impact on purchase decisions

**H2:** Product quality has a positive impact on purchase decisions

**H3:** Influencer marketing has a positive impact on purchase decisions

**H4:** Customer trust has a positive impact .on purchase decisions

**H5:** Digital marketing has a positive impact on customer trust

**H6:** Product quality has a positive impact on customer trust

**H7:** Influencer marketing has a positive impact on customer trust

**H8:** Digital marketing has a positive impact on purchase decisions through customer trust

**H9:** Purchase quality has a positive impact on purchase decisions through customer trust

**H10:** Influencer marketing has a positive impact on purchase decisions through customer trust

## RESEARCH METHOD

Using descriptive and quantitative methods, this research investigates how Digital Marketing (X1), Product Quality (X2), and Influencer Marketing (X3) influence Purchase Decision (Y), with Customer Trust (Z) acting as the connecting factor. The population of this research consisted of buyers of The Originote products, with data obtained using an online questionnaire on Google Forms employing a 1–10 Likert scale. A total of 260 participants were included in the research sample, with respondents selected based on those who had purchased The Originote skincare at least once. The determination of the sample size followed the guidelines of (Hair Jr et al., 2019) which recommend a minimum of 5 to 10 respondents per indicator. With 21 indicators, the minimum required sample size was calculated as:

$$\begin{aligned}
 N \text{ minimum} &= 10 \times (\text{number of latent variables} + \text{number of indicator variables}) \\
 &= 10 \times (5+21) \\
 &= 260
 \end{aligned}$$

A purposive sampling method, categorized under non-probability techniques, was applied to select 260 respondents who met the study's criteria. To analyze the relationships among variables in the conceptual model, PLS-SEM version 4.0 was

utilized. The instrument's validity and reliability were further examined through both Outer Model and Inner Model analyses.

## RESEARCH RESULTS AND DISCUSSION

### Measurement Model Testing (Outer Model)

PLS Algorithm Model used for evaluating the outer model is shown in the figure below:

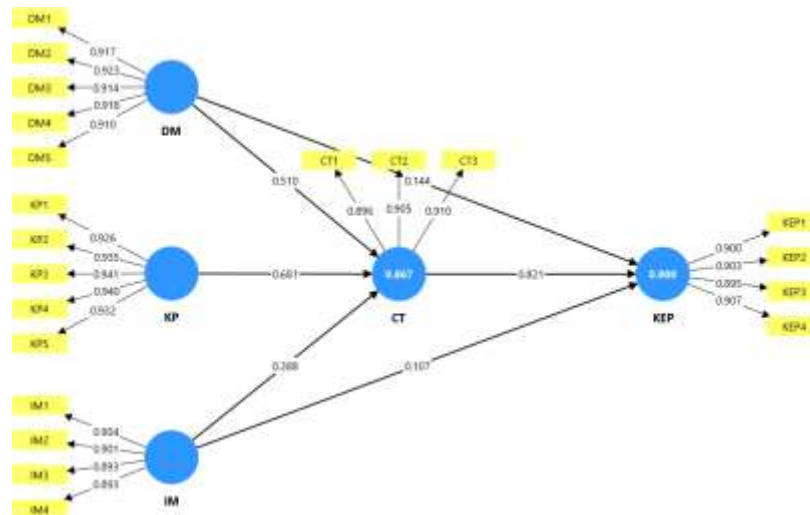


Image 2. Algorithm Model PLS

Image Source: SmartPLS 4

The evaluation of the measurement model (outer model) in this study was conducted in multiple stages, including:

#### 1. Convergent Validity Test

The testing convergent validity, the outer loading values of individual indicators were analyzed, the outcomes are shown in the table:

Table 1. Outer Loading Value

Construct	Outer loadings Value	AVE	Information
DM1	0.917	0.840	Valid
DM2	0.923		
DM3	0.914		
DM4	0.918		
DM5	0.910		
PQ1	0.926	0.874	Valid
PQ2	0.935		
PQ3	0.941		
PQ4	0.940		
PQ5	0.932		
IM1	0.904	0.806	Valid
IM2	0.901		

IM3	0.893		
IM4	0.893		
CT1	0.896	0.816	Valid
CT2	0.905		
CT3	0.910		
PD1	0.900	0.812	Valid
PD2	0.903		
PD3	0.895		
PD4	0.907		

Table Source: SmartPLS 4, (2025)

Examining the data in the table, all indicators display loading values above 0.60, and the AVE value for each variable exceeds 0.50. All analyzed items have been confirmed to meet validity standards, ensuring that the instrument is suitable for use in the next phase of analysis.

## 2. Discriminant Validity Test

A construct is considered discriminant valid when the Fornell-Larcker Criterion value is above 0.70, which confirms the achievement of discriminant validity.

*Table 2. Fornell Larcker Criterion*

	<b>CT</b>	<b>DM</b>	<b>IM</b>	<b>PD</b>	<b>PQ</b>
<b>CT</b>	0.904				
<b>DM</b>	0.525	0.916			
<b>IM</b>	0.384	0.049	0.898		
<b>PD</b>	0.938	0.580	0.429	0.901	
<b>PQ</b>	0.661	0.007	0.041	0.609	0.935

Table Source: SmartPLS 4, (2025)

The cross loading value above 0.70 for all variables (Table 3) demonstrates that the research constructs are valid.

## 3. Reliability Test

Composite reliability and Cronbach's Alpha were applied to determine the reliability of the instruments, with outcomes summarized in Table 3.

*Table 3. Nilai Composite Reliability dan Cronbach's Alpha*

<b>Construct</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>	<b>Information</b>
CT	0.930	0.888	Reliabel
DM	0.963	0.952	
IM	0.943	0.920	
PD	0.945	0.923	
PQ	0.972	0.964	

Table Source: SmartPLS 4, (2025)



Table 4 presented Cronbach's Alpha and composite reliability scores for all latent variables exceeded 0.70, thereby confirming instrument reliability.

### Structural Model Testing (*Inner Model*)

#### 1. *Goodness of Fit* (GoF)

Model fit to the empirical data in this research was assessed using the GoF value, and the outcomes are provided in Table 4:

*Table 4. Nilai Goodnes of Fit (GoF)*

Konstruk	Saturated Model	Estimated Model
SRMR	0.030	0.035
NFI	<b>0.930</b>	<b>0.924</b>

Table Source: SmartPLS 4, (2025)

A GoF value of 0.930 was achieved in this study, as illustrated in Table 4, which is classified as strong because the value is greater than 0.36. Therefore, the correspondence between observed and predicted values demonstrates that the model developed is well-suited to the actual data.

#### 2. R-Square

To measure the degree of influence of independent variables on the dependent variable, R-squared values were employed, with thresholds of 0.67 indicating a strong effect, 0.33 a moderate effect, and 0.19 a weak effect. The results are presented in Table 5.:

*Table 5. Nilai (R-Square)*

	R-square	R-square adjusted
CT	0.867	0.865
PD	0.900	0.899

Table Source: SmartPLS 4, (2025)

Referring to Table 5, the analysis showed that the purchase decision had an R-Square of 0.900, with the corresponding adjusted R-Square being 0.899. It indicates that the joint impact of all exogenous variables on variable Y is nearly 90%, which falls within the moderate influence category. A small portion of the influence, approximately 10%, is determined by factors other than the variables and indicators used.

## Hypothesis Testing Result

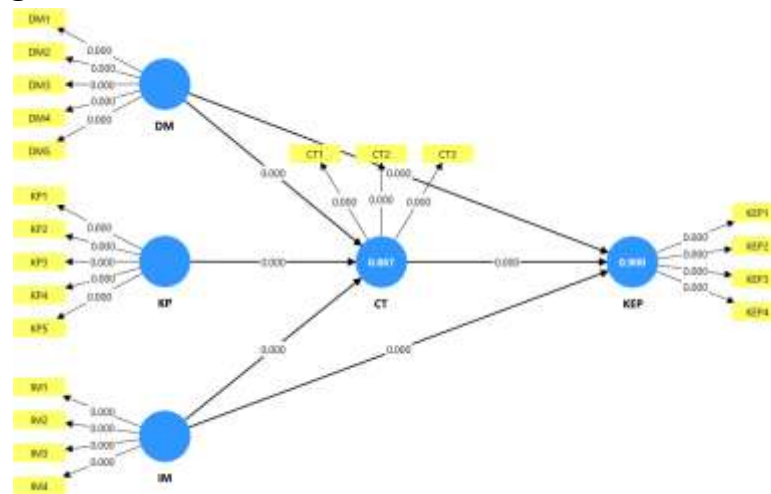


Image Source: SmartPLS 4, (2025)

Image 3. Model Bootstrapping PLS

Figure 4 depicts the bootstrapping analysis conducted in this research, covering direct and specific indirect effect testing, presented in the subsequent section.

## Direct Effect Test

Testing for the direct effect involved examining the original sample values alongside the t-statistic. A t-statistic value  $> 1.66$  at  $\alpha = 0.05$  indicates a significant relationship. Table 6 displays the path coefficient values for each direct relationship in this research model:

Table 6. Path Coefficients (Direct Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
DM → PD	0.419	0.419	0.025	16.861	0.000
PQ → PD	0.559	0.559	0.033	17.150	0.000
IM → PD	0.318	0.318	0.026	12.399	0.000
CT → PD	0.821	0.822	0.019	43.727	0.000
DM → CT	0.510	0.510	0.028	18.301	0.000
PQ → CT	0.681	0.680	0.033	20.636	0.000
IM → CT	0.388	0.387	0.029	13.174	0.000

Table Source: SmartPLS 4, (2025)

Based on Table 6, testing of the direct effect shows the following results:

### a) The Influence of Digital Marketing on Purchase Decisions

According to Putri & Marlien (2022), digital marketing demonstrates a significant positive direct impact on purchase decisions, it is confirmed by a t-statistic of 16.861 and an original sample value of  $0.419 > 1.66$ .

**b) The Influence of Product Quality on Purchase Decisions**

With an original sample value of 0.559 and a t-statistic of  $17.150 > 1.66$ , the second hypothesis is confirmed, indicating that product quality positively and significantly influences purchase decisions. This research aligns with (Aghitsni & Busyra, 2022) and Rizky and Roosdhani, (2025).

**c) The Influence of Influencer Marketing on Purchase Decisions**

Given the original sample value of 0.318 and t-statistic of 12.399 ( $>1.66$ ), the third hypothesis is accepted, proving a significant positive direct effect of influencer marketing on purchase decisions, consistent with previous studies (Fera Anggraini & Mirzam Arqy Ahmadi, 2024)

**d) The Influence of Customer Trust on Purchase Decisions**

The fourth hypothesis is validated, given the original sample value of 0.821 and t-statistic of  $43.727 > 1.66$ , demonstrating a significant positive direct impact of customer trust on purchase decisions (Oktaviani et al., 2022).

**e) The Influence of Digital Marketing on Customer Trust**

An original sample value of 0.510 and a t-statistic of 18.301 exceeding 1.66 validate the acceptance of the fifth hypothesis. Digital marketing has been proven to directly increase customer trust significantly, in line with research (Oktaviani et al., 2022)

**f) The Influence of Product quality on Customer Trust**

The acceptance of the sixth hypothesis, with an original sample of 0.680 and t-statistic of  $20.636 > 1.66$ , confirms that product quality significantly enhances customer trust, consistent with the findings of Fadhillah & Yuniarti (2023).

**g) The Influence of Influencer Marketing on Customer Trust**

An original sample value of 0.387 and a t-statistic of 13.174 exceeding 1.66 validate the acceptance of the seventh hypothesis. Influencer marketing has been shown to directly increase customer trust significantly, in line with (Udayana et al., 2024).

### Specific Indirect Effect Test

To assess the mediation effect, the original sample values and t-statistics for all specific indirect effects were evaluated. These values were obtained using bootstrapping techniques, below is an overview of these results:

*Table 7. Specific Indirect Effect*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
DM → CT → PD	0.419	0.419	0.025	16.861	0.000
PQ → CT → PD	0.559	0.559	0.033	17.150	0.000
IM → CT → PD	0.318	0.318	0.026	12.399	0.000

Table Source: SmartPLS 4, (2025)

Using Table 7 as a guide, the findings of the indirect effect analysis are presented as follows:

**a) Digital Marketing on Purchase Decisions through Customer Trust**

An original sample value of 0.419 and t-statistic of 16.861 above 1.66 validate the

eighth hypothesis, indicating that customer trust serves as an indirect link between digital marketing and purchase decisions.

b) Product Quality on Purchase decisions through Customer Trust

An original sample value of 0.559 and t-statistic of 17.150 above 1.66 support the ninth hypothesis, indicating that customer trust functions as an indirect mediator between product quality and purchasing decisions.

c) Influencer Marketing on Purchase decisions through Customer Trust

An original sample of 0.318 and t-statistic of 12.399 > 1.66 validate the tenth hypothesis, highlighting Customer Trust's role as an indirect mediator between Influencer Marketing and Purchase Decisions.

## DISCUSSION

### **The Influence of Digital Marketing on Purchase Decisions**

Digital marketing plays a crucial role in influencing purchasing decisions by providing product information quickly, broadly, and interactively. Through social media, websites, and e-commerce platforms, consumers can easily compare prices, quality, and reviews before making a purchase. Digital marketing not only delivers information but also fosters closer relationships with consumers, thereby increasing trust and purchase intent. Previous research supports these findings. Putri and Marlien (2022) found that digital promotion on e-commerce platforms positively affects purchase decisions because consumers find it easier to access information. Additionally, social media can enhance consumers' interest in a brand. Therefore, it can be concluded that the more effective the digital marketing strategy employed, the greater its influence on driving consumers' purchasing decisions.

### **The Influence of Product Quality on Purchase Decisions**

Product quality is a key factor that influences consumer purchasing decisions. Products that are reliable, durable, and meet consumer needs will increase satisfaction and encourage purchases. Product quality reflects a good or service's ability to meet customer expectations, so the better the quality, the higher the consumer's purchase interest. The research results support this. According Rizky and Roosdhani, (2025), product quality has a positive and significant effect on purchase decisions because consumers tend to choose products that are proven to be superior and provide added value.

### **The Influence of Influencer Marketing on Purchase Decisions**

Marketing through influencers has become an effective strategy because consumers tend to trust recommendations from public figures they follow. Influencers are considered to have an emotional connection with their audience, making the promotions they conduct feel more personal compared to conventional advertising. Research supports this, for example, a study by Fera Anggraini & Mirzam Arqy Ahmadi, (2024) found that influencer marketing positively impacts purchasing decisions because it can increase trust and buying interest. Promotions through social media influencers are effective in influencing consumers, especially the younger generation who are active on digital platforms.

### **The Influence of Customer Trust on Purchase Decisions**

Customer trust is an important factor that influences purchasing decisions, as consumers tend to choose products or brands that are considered reliable. Trust is built through positive experiences, consistent product quality, and satisfactory service. Previous research has also shown similar results. Oktaviani et al., (2022) found that customer trust has a positive and significant effect on purchasing decisions, as consumers feel safer when transacting with a trusted brand. The higher the level of customer trust, the greater the likelihood that consumers will make purchasing decisions.

### **The Influence of Digital Marketing on Customer Trust**

Digital marketing not only serves as a means of promotion but also builds customer trust through the delivery of transparent and interactive information. Consistent content, customer reviews, as well as ease of communication on social media and e-commerce platforms make consumers feel more confident in the products and the company. Trust is formed when consumers assess that a brand is capable of fulfilling the promises it offers. Research supports this. A study by Oktaviani et al., (2022) shows that digital marketing has a positive impact on customer trust because it provides clear and verifiable information access. Effective digital marketing strategies, such as online testimonials and direct interaction on digital platforms, can increase consumer confidence in a brand.

### **The Influence of Product quality on Customer Trust**

Product quality is one of the main factors in building customer trust. Products that consistently meet standards, are durable, and meet consumer expectations will create confidence that the company is capable of delivering the best value. Good quality strengthens brand image and forms the foundation for customer loyalty and trust. Previous research also supports this. According to Fadhillah & Yuniarti (2023), product quality has a positive effect on customer trust because consumers feel safer purchasing products that have proven to be superior. The reliability and durability of products can strengthen consumers' confidence in the brand.

### **The Influence of Influencer Marketing on Customer Trust**

Marketing through influencers plays a role in building customer trust because influencers are considered credible figures who are close to their audience. Recommendations given by influencers are often perceived as more authentic compared to traditional advertisements, thereby enhancing consumer confidence in products. Trusted information sources are more likely to shape positive consumer attitudes. Research also shows consistent results. Udayana et al., (2024) found that influencer marketing has a positive effect on customer trust because consumers regard influencers as honest in conveying their experiences. The higher the credibility of the influencer, the stronger the consumer's trust in the promoted brand.

### **Digital Marketing on Purchase Decisions through Customer Trust**

Customer trust becomes a key factor that strengthens the influence of digital marketing on purchasing decisions. Digital marketing strategies that provide clear, transparent, and



interactive information can foster consumer trust. When trust is established, consumers are more confident in turning promotional information into a purchasing decision. Trust serves as the foundation for consumer decision-making because it reduces hesitation in the buying process. Lestari's research (2021) shows that customer trust enhances the effectiveness of digital marketing, making online information and promotions more easily accepted and driving purchases. Consumers with high levels of trust are more responsive to the company's digital marketing activities.

### **Product Quality on Purchase decisions through Customer Trust**

Customer trust becomes an important element that strengthens the influence of product quality on purchasing decisions. High-quality products will foster consumer confidence that the company is capable of delivering value in line with expectations. Once trust is established, consumers are more willing to make purchasing decisions without hesitation. Consistent product quality creates trust and forms the foundation of customer loyalty. Rahmawati's (2021) research shows that trust strengthens the relationship between product quality and purchasing decisions, as consumers are more confident in brands that have proven to maintain the quality of their products.

### **Influencer Marketing on Purchase decisions through Customer Trust**

Customer trust plays a crucial role as an important factor that strengthens the influence of influencer marketing on purchasing decisions. Influencers who have high credibility and a close relationship with their audience are able to foster consumer confidence in the products being promoted. However, it is customer trust that serves as the bridge, allowing influencer recommendations to genuinely translate into purchasing decisions. Trust is fundamental in decision-making because consumers are more likely to accept information from sources they consider reliable. Pratama's research (2021) shows that customer trust enhances the effectiveness of influencer marketing, so the promotions delivered significantly impact purchasing decisions. With high consumer trust, the influence of influencers on buying behavior becomes even stronger.

## **CONCLUSION**

Based on the results, it can be inferred that digital marketing, product quality, and the influence of social media figures are among the main determinants of purchasing decisions for The Originote Skincare Products in Jepara.

1. Digital marketing, product quality, influencer marketing, and customer trust were shown to positively and significantly affect purchase decisions for The Originote Skincare in Jepara.
2. Digital marketing, product quality, and influencer marketing were shown to have a significant positive effect on customer trust for The Originote Skincare in Jepara.
3. Digital marketing, product quality, and influencer marketing positively affect purchase decisions through customer trust. The analysis demonstrates that customer trust plays an indirect mediating role in linking influencer marketing to purchase decisions for The Originote Skincare in Jepara, acting as a key intermediary that reinforces this relationship.

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