CORRESPONDING AUTHOR

Eric Harianto
Management Program,
Universitas Ciputra Surabaya,
Indonesia

EMAIL
eric.harianto@ciputra.ac.id

DOES DIGITAL MARKETING BASED ON BRAND IMAGE AND BRAND TRUST AFFECT PURCHASE DECISIONS IN THE FASHION INDUSTRY 4.0?

Sayyidah Hafidhatul Ilmi
Eric Harianto
Management Program, Universitas Ciputra Surabaya, Indonesia
Riduan Mas'ud
Islamic Economics and Business, Universitas Islam Negeri Mataram, Indonesia
Muhammad Azizurrohman
Southern Taiwan University of Science and Technology, Taiwan

Abstract: Factors forming purchasing decisions are important for companies to analyze to be sustainable in rapid technological developments. The rapid development of technology is followed by e-commerce in Indonesia, which results in increasingly fierce competition between competitors. This study aims to analyze and examine the impact of digital marketing on brand trust and brand image that influence the purchase decision of Mirrorplus.id products. Data collection uses quantitative methods by distributing questionnaires to Mirrorplus.id consumers. The study was conducted from July 2021 to January 2022. The sampling technique used purposive sampling with several criteria and 139 respondents. The data analysis technique used SEM-PLS with the help of SmartPLS 3.2.9. The results of the study yield several conclusions, namely, digital marketing has a significant and positive effect on brand image and brand trust, brand image does not have a significant but positive effect on purchasing decisions, and brand trust has a significant and positive effect on purchasing decisions. The implication that will be carried out is to carry out a market penetration and product development strategy. Market penetration can be done by adding promotion and marketing costs to Mirrorplus.id digital media. Some steps can be taken are collaborating with several influencers, where influencers can spread the Mirrorplus.id brand by explaining product functions and values.

**Keywords**: Digital Marketing, Brand Trust, Brand Image, Purchasing Decisions

INTRODUCTION

Internet technology in Indonesia has entered high growth, and almost all jobs have used digital-based regulations (Bisma and Pramudita, 2020). This significant growth rate is based on broadband and digital transformation that has been widespread since the Covid-19 pandemic. Based on the data from the Indonesian Internet Service Providers Association (APJII), the internet users reached 196,714,070, with an increase of 8.9% from 2020. The growth of the Internet also affects the growth of e-commerce in Indonesia, where according to BPS, there is an increase of 45.93%. The increase in the number of e-commerce is due to changes in consumer habits in shopping since the Covid-19 pandemic. The effects of the pandemic make consumers avoid physical contact (Rohmah, 2020). This change in habit patterns is felt until Indonesians get used to meeting their online shopping needs. It is what makes offline business people move to sell online. Sales through online media also have many conveniences, including easy access to expand market segments so that business performance processes can run effectively and efficiently. Some of these advantages encourage the emergence of e-commerce, which results in increasingly fierce competition.

The role of digital media in business is believed to be one of the attractive marketing tools where digital media can carry out two-way communication between sellers and buyers, can make advertising campaigns, and form brand images so that the value of the brand can be conveyed to consumers (Zahira and Prasetio, 2021). Through digital media, companies can display several reviews made by previous consumers in the form of photo/video content, and this can be done to build consumer trust. Digital media changes are also growing rapidly, one of which is tiktok. At first, Tiktok was only social media where only digital media showed short videos as entertainment. Still, now it can be used as a shopping medium because Tiktok has added a new menu, namely tiktokshop, where consumers do not need to switch to e-commerce to buy products promoted on tiktok. An online advertisement is a form of promotion that uses the Internet to attract customers (Nizam and Jaafar, 2018). Online advertisement is an alternative to Mirrorplus.id in targeting its market segment. The online advertisement used by Mirrorplus.id is an advertisement shop. Through the shopee advertising feature, Mirrorplus.id can market its products through keywords, categories, and similar images in the Shopee application. The average cost for Shopee advertising per week is IDR 700,000. This amount can go up or down depending on the chart analysis. Fees will be increased 2-3x if Mirrorplus.id participates in e-commerce programs such as the 10.10 Shopping Sale and 12.12 Big Mega Shopping Day events. The target of this promotion is to increase Mirrorplus.id products to the top search rankings.
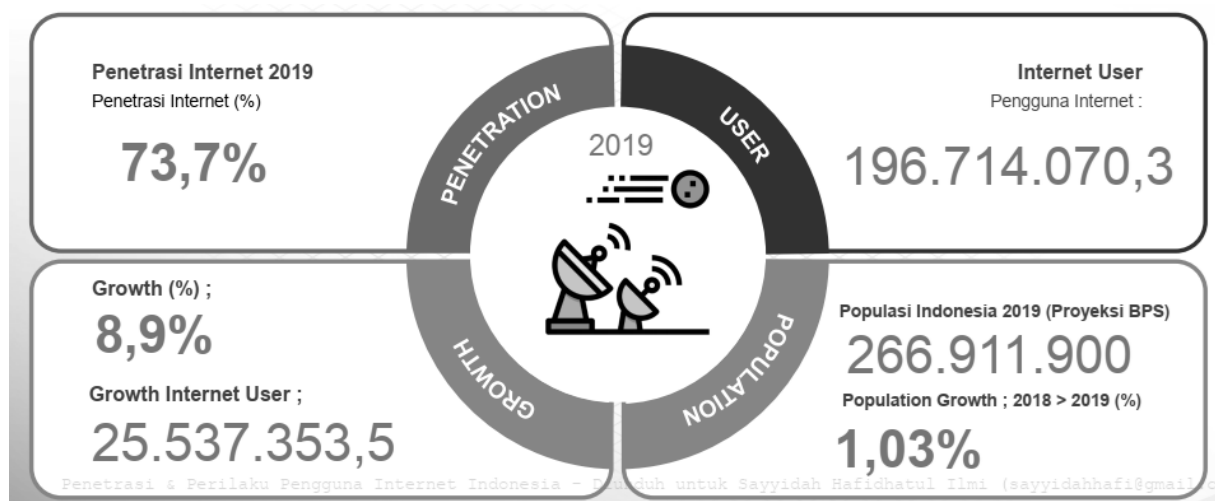
Source: APJII Internet Survey Report 2019-2020

Figure 1. Internet User Penetration 2020

The rapid development of the digital media functions shows the importance of companies implementing marketing strategies through digital media appropriately. Companies can use digital marketing strategies to form a brand image and increase trust (Zahira and Prasetio, 2021). Several studies were conducted on the influence of digital marketing, one of which was conducted by (Hasan and Sohail, 2020). This study discussed the influence of digital marketing on purchasing decisions and the impact of the moderating relationship between local and non-local brands. The number of samples used in this study amounted to 343 respondents and was analyzed using the structural equation modeling method. The study's conclusion shows that the variables of brand trust, brand community, brand awareness, and interaction affect purchasing decisions. Another study was conducted by (Adiwidjaja and Tarigan, 2017), which discussed the impact of the influence of brand image and brand trust on the purchasing decision of Converse shoes. The number of samples used in this study amounted to 50 and was analyzed using the PLS method. The results showed that brand image and brand trust had a positive and significant effect on purchasing decisions. Meanwhile (Pramezwary et al., 2021) researched the effect of brand trust and sales promotion on consumer purchasing decisions. The number of samples in this study amounted to 200 respondents and was analyzed using the multiple linear regression method. The results showed that sales promotions and brand trust can significantly influence purchasing decisions. Subsequent research (Ali et al., 2019) discussed the influence of several variables on purchasing decisions, such as brand image, brand equity, and brand trust. The number of samples in this study amounted to 40 respondents and was analyzed using the multiple linear regression method. The results showed that brand image, brand equity, and brand trust had no significant effect partially on purchasing decisions.

Huge profit opportunities encourage many business people to explore e-commerce, including Mirrorplus.id. This company was founded in September 2020 by a family business in the Mojokerto Regency area. Mirrorplus.id sells aesthetic mirrors as its main product. Still, for the last three months, Mirrorplus.id has also been packing sale materials or product packaging such as bubble wrap and insulation. Mirrorplus.id segment customers are women ranging in age from 14 years to 45 years in Indonesia. Mirrorplus.id focuses on conducting online advertisements and collaborating with various influencers to reach its target market. Meanwhile, the customer segment for packing and packaging material products at Mirrorplus.id uses Facebook media to target small businesses around Mojokerto.

So far, Mirrorplus.id has never researched the influence of digital marketing on purchasing decisions. The use of digital media in a business is believed to be an attractive marketing tool, where digital media can carry out two-way communication, conduct reviews, offer campaigns, and provide relevant content to strengthen relationships and create value for consumers (Zahira and Prasetio, 2021). Several researchers conducted research and concluded that digital marketing has a significant effect on purchasing decisions (Fitrianna and Aurinawati, 2020), (Harto et al., 2021), and (Khoziyah and Lubis, 2021). One of the factors that influence purchasing decisions are brand image and brand trust (Nabila and Usman, 2020), (Sanny et al., 2020), and (Hasan and Sohail, 2020). It is, of course, utilized by Mirrorplus.id to market products through digital media to form a brand image and build consumer brand trust. Seeing how important it is for a company to implement a marketing strategy through digital media to build a brand image and increase customer trust in the brand to increase consumer interest in buying (Zahira and Prasetio, 2021). The fluctuation in Mirrorplus' revenue turnover does not align with the number of complaints. The complaints experienced by Mirrorplus.id were in the form of product complaints that were not in good condition (broken) when received by consumers. Because the main product is mirror glass, Mirrorplus.id cannot avoid problems during shipments made by the expeditionary party. Mirrorplus.id anticipates this by providing a new product return guarantee if the product received is broken. This guarantee is used to build consumer trust.

Another study was conducted by (Adiwidjaja and Tarigan, 2017), which discussed the effect of brand image and brand trust on purchasing decisions for Converse shoes. The number of samples used in this study amounted to 50 and was analyzed using the PLS method. The results of the stu-

dy show that brand image and brand trust have a positive and significant effect on purchasing decisions. Meanwhile (Pramezwary et al., 2021) researched the effect of brand trust and sales promotions on consumer purchasing decisions. The number of samples used in this study amounted to 200 respondents and was analyzed using multiple linear regression methods. The results of the study show that sales promotions and brand trust can have a significant influence on consumer purchasing decisions. Digital marketing research is an exciting matter associated with brand image and trust because the digital marketing world is relevant to today's developments. The novelty in this research is the link between digital marketing and brand image, and brand trust in purchasing decisions. This research will assist management in knowing the effect of digital marketing on brand image and trust and the impact of brand trust on purchasing decisions. The research objective is to analyze the effect of digital marketing on brand trust, the effect of digital marketing on brand image, the effect of brand trust on purchasing decisions, and the influence of brand image on purchasing decisions.

LITERATURE REVIEW
Digital Marketing

Digital marketing is a technology for marketing products or services through digital media. Some digital media that can be used are social media, websites, or even podcasts via youtube (Rachmadi, 2020), (Graesch et al., 2021). The purpose of the digital marketing process is to attract customers and be able to interact (Mkwizu, 2019) (Hilal-Ramadhan et al., 2021). The successful implementation of digital marketing will positively impact the expansion of the company's target market (Khoziyah and Lubis, 2021). The vital role of digital marketing is to attract more consumers by using marketing communication strategies.

Research on digital marketing strategies has been widely carried out, one of which is the strategy used by big fashion brands in digital marketing, namely the storytelling technique (Romo et al., 2017). Another strategy for optimizing content in digital content marketing is optimizing social media content through scheduled interactions (Hayu, 2019). The relationship between digital marketing and social media is significant now. Using social media, we can buy goods with one click or market goods easily. Digital marketing is a digital technology related to communication to achieve marketing goals. Some of the digital media used by Mirrorplus.id are as follow.

Instagram. Instagram is a social networking media used to share videos or photos with other users (Suyono and Pambudi, 2019). Instagram is an effective digital media for sharing experiences, including shopping. Instagram users interact with each other and recommend product purchases to other users. It is what companies can use to build a brand image. Besides that, Instagram can also be a liaison between sellers and potential buyers to interact. Replay menus, messages, and comments can be used as a medium of interaction between companies and buyers. Several other menus can also be used, such as product advertisements that lead to purchases by directing them to websites or e-commerce. Related research conducted by (Puspitarini and Nuraeni, 2019), Instagram can be used in the company's marketing process through several features offered, such as the advertising process, making discounts, and giveaways. This promotional strategy can be used on the Instagram platform as a promotional medium.

Tiktok. Tiktok application is a social networking media used to share short videos and broadcast live. Initially, TikTok was only used as a medium for social interaction. However, in early 2022, tiktok launched a new menu, namely tiktokshop, where users can sell directly through the tiktok application. So that companies can carry out digital marketing processes using tiktok ads. In addition, sellers can also take advantage of the live broadcast menu to promote their products. The live broadcast has a comment menu so viewers can ask questions directly and interact with sellers. From some of the explanations above, Tiktok is a digital media with a good influence. Besides being widely used in all circles, Tiktok also adds a tiktokshop menu where business people can directly target their market segments. Therefore, the right digital marketing process will have a positive effect (Wibowo and Yudi, 2021).

Brand Image

Brand image is a form of initial belief in a particular brand or product. Consumers can give a first impression by forming a brand image (Harto et al., 2021), both positive and negative impressi-

ons. Companies use the brand image to display the value and advantages of the brand to consumers. Forming a good brand image will create the initial perception of consumers. Therefore, the company must pay attention to the steps for forming a brand image so that consumers' perception becomes a positive one.

Brand Trust

The definition of brand trust is a form of consumer voluntary action to trust the value of a product/brand (Enehasse and Saglam, 2020). Trust is one of the main features between customer and company relationships and is one of the core variables for building long customer relationships. Trust in the brand can be seen from the extent to which consumers accept that the product fulfills their desires. When trust is well formed in consumers, products will be purchased more often for reasons of less perceived risk. Based on the statement about the description of brand trust above, it can be said that when consumers trust certain products, it will encourage trust to buy the brand.

Purchase Decision

A purchase decision is a process of comparing a product to form a purchase decision (Susilawati and Wufron, 2017); (Nabila and Usman, 2020). The purchase decision is the stage of problem-solving to buy the desired target. So it can be said that the purchase decision is a series of choices before the buying process occurs (Komalasari et al., 2021). The stages in decision-making are the process of finding the information about products, such as brands, uses, and advantages, after which consumers begin to evaluate by comparing with the other competitors before making a decision. A

company must be able to analyze consumers' desires and decision-making processes. In short, the purchase decision means the selected item has more value than competitors.

Hipotesis Framework

Digital marketing is one of the variables that positively impact brand image. Research conducted by Fitrianna and Aurinawati (2020) states that the relationship between the use of digital marketing and the effect of strengthening brand image has a positive impact. It means that the better digital marketing is done, the brand image can increase in the eyes of consumers. The results of this study are also reinforced by research conducted Harto et al. (2021), which states that the application of digital marketing has a good impact on the brand image because digital marketing activities provide information about the company to consumers so that the brand image can be well perceived by consumers.

H1: Digital marketing has an effect on brand image.

Digital marketing is one of the variables that have a positive impact on brand trust. One of the crucial requirements for having a strong brand in the online world is influenced by the trust factor. Trust in a brand is a consumer's desire for promises offered by a brand to be kept. It is in line with research conducted by Subawa et al. (2020), which states that digital marketing positively impacts creating a company's brand trust. Companies can easily target consumer brand trust through assistance from digital marketing, especially social media marketing.

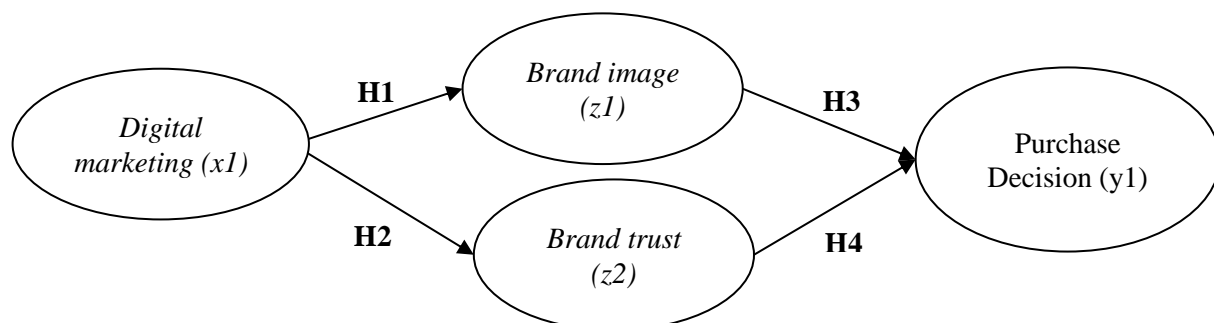**H2**: Digital marketing affects brand trust.

Figure 2. Hipotesis Framework

Brand image is a set of beliefs, ideas, impressions, and perceptions of a person, a community, or society about a brand (Parno, 2018). Consumers view brand image as the most essential part of a product because brand image reflects a product. In other words, brand image is an important element that can encourage consumers to buy a product. The better the brand image attached to the product, the more consumers will be interested in purchasing the product. One of the studies conducted by Zamrudi et al. (2016) said that brand image is an important part that needs to be maintained from a consumer perspective. It aligns with research conducted by Fitrianna and Aurinawati (2020), which says that brand image can influence purchasing decisions. The better consumers perceive the product's brand image, the higher the purchasing decision.

H3: Brand image has an effect on purchasing decisions.

Brand trust is one of the variables that influence purchasing decisions. In the field of e-commerce, brand trust has an important role. According to research conducted by Nabila and Usman (2020), brand trust significantly affects purchasing decisions. The higher self-efficacy owned by consumers the impact on increasing purchasing decisions owned by consumers. Likewise, if the brand trust obtained by consumers is low, purchasing decisions will decrease. Consistent with the results of this study, several other studies were conducted by Subawa et al. (2020), Enehasse and Saglam (2020), Hasan and Sohail (2020), Atulkar (2020), and Sanny et al. (2020) also stated that brand trust has a significant effect on purchasing decisions.

H4: Brand trust has an effect on purchasing decisions.

METHOD

Table 1. Variable Operational Definition

Variable	Indicator	Size
Digital Marketing (X) (Suseno, 2019)	Interactivity	ease of exchanging information
		interactive communication
	Demassification	information spread widely
		efficient marketing media
	Asynchronous	can send and receive information at any time
		increase product knowledge deeper
Brand Image (Z1) (Susilawati and Wufron, 2017)	Corporate Image	Company reputation
		Enterprise production integrity
	User Image	Consumer lifestyle
		Consumer social strata
	Product Image	Product Variation
		Product Quality
Brand Trust (Z2) (Adiwidjaja and Tarigan, 2017)	Viability	Products can satisfy consumer needs.
		Value according to what is offered
	Intentionality	Guarantee as a security guarantee
		Trust that the product lives up to expectations.
Purchasing Decision (Y) (Adiwidjaja and Tarigan, 2017)	Want To Have	Interest in the product
		Knowing the function and value of the product well
	Buying	Want to buy the product
		Want to use

Population is the target object for collecting data. Populations can be organisms, people or groups of people, communities, organizations, objects, or events, all of which have characteristics and must be explicitly defined. The population in this study are all Mirrorplus.id consumers. The research sample intended as respondents in this study were digital marketing users who had shopped at Mirrorplus.id. The sampling technique used in this study uses a purposive sampling method with the criteria: Male and female, Minimum age of 15 years, Using digital marketing in daily activities, having made purchases at Mirrorplus.id at least three times, Purchase period from June to September 2021. The number of samples obtained was 139 people. This research includes a quantitative research model with data obtained through distributing questionnaires. The research population uses a purposive sampling technique, where the sample is selected based on an assessment of specific characteristics. The collected data will be analyzed using the SEM-PLS (Structural Equation Model-Partial Least Square) statistical method. SEM-PLS analysis using SmartPls 3.2.9 tools. The reason for choosing PLS-SEM is that PLS does not require data normality univariably or multivariate (Tanjoyo et al., 2021). Several analyses were carried out, namely the process of analyzing the outer and inner models, and then hypothesis testing was carried out to determine the effect of significance between variables. The results of the data analysis process will draw conclusions based on the theory in previous research. In addition, suggestions will also be given for reference for readers and future research (Sugiono, 2017). In this study, four variables are used: digital marketing, brand image, brand trust, and purchasing decisions. The analysis used is a descriptive quantitative analysis using SEM-PLS.

RESULTS
Testing Outer Model

The outer model analysis process is carried out to measure the outer part of the SEM-PLS model, and to measure the outer model used two tests, namely validity and reliability. For the validity test process in SEM-PLS, there are two types of tests, namely calculations using convergent validity and discriminant validity (Purwanto and Sudargini, 2021).

Convergent Validity

Convergent validity analysis is used to measure the validity of the construct correlation on the latent variable. The convergent validity value can be known by calculating the loading factor and the calculation of AVE (Average Variance Extracted) value (Purwanto and Sudargini, 2021). If the value of the loading factor indicator is more than 0.7, then the indicator can be said to be valid. Still, if the loading factor of the indicator is less than 0.7, then the indicator has not met convergent validity. The results of the validity test of digital marketing variables that have been processed showed that all digital marketing variable indicators' loading factor value is above 0.7. So it can be concluded that all indicators of digital marketing variables used have a high level of validity to meet convergent validity. The results of the validity test of the brand image variable that has been processed showed that the loading factor value of all brand image variable indicators has a value above 0.7. So it can be concluded that all indicators of brand image variables used have a high level of validity to meet convergent validity. The results of the validity test of the brand trust variable that has been processed showed that the loading factor value of all indicators of the brand trust variable is above 0.7. So it can be concluded that all indicators of the brand trust variable used have a high level of validity to meet convergent validity.

The results of the validity test of the purchasing decision variables that have been processed showed that the loading factor value of all purchasing decision variable indicators has a value above 0.7. So it can be concluded that all indicators of the purchasing decision variables used have a high level of validity to meet convergent validity. In addition to being known from the loading factor value, the convergent validity test can be seen by looking at the Average Variance Extracted (AVE) value. The AVE value that must be generated for each variable is at least 0.5. If the AVE value of the variable is above 0.5, it can be said that the variable has met convergent validity (Marliana, 2020). It can be seen that the AVE value of all research variables has a value greater than 0.5, which means that it has met the limit of convergent validity. So it can be concluded that the indicators of the research variables used have met convergent validity and are declared valid.

Discriminant Validity

Discriminant validity is used for the comparison evaluation process between two concepts where the results must show differences. This discriminant validity test can be known by calculating the cross-loading value and the relationship between the AVE value and its latent variable (Purwanto and Sudargini, 2021). An indicator can be declared to meet the discriminant validity limit if the cross-loading value has a value above the critical factor value (0.7) and the vice versa. If the cross-loading value is less than 0.7, it can be stated that the indicator does not meet discriminant validity and is declared invalid. The cross-loading values processed showed that the cross-loading between indicators and other variables has a cross-loading value greater than 0.7. So it can be said that the research indicators have met discriminant validity so that it is declared valid. In addition to cross-loading, discriminant validity can be measured by comparing the AVE value with the correlation of the latent variables. The relationship between the AVE value and the latent variable / discriminant validity the variable is valid if the AVE root is greater than the correlation of the latent variable.

Reliability Test

A reliability test is used to determine a measuring instrument's consistency level. The reliability test of this study can be seen from the value of Cronbach's alpha and composite reliability. The variable is declared reliable if the value of Cronbach's alpha is greater than 0.07 and the composite reliability value has a value above 0.07. The results of the research sample reliability test showed that the value of Cronbach's alpha of all variables is above 0.6, and the value of composite reliability on each variable is above 0.7. So it can be concluded that the research construct can be said to be reliable.

Inner Model Analysis (Structural Model)

The inner model analysis uses the r-square value (reliability indicator) as a determinant. If the r-square value is high, the better the study's prediction model. Analysis of Variance (R2) is used to determine the amount of influence of the independent variable. The value of the coefficient of determination of this study can be concluded that the value of the r-square of the impact of digital marketing on the Mirrorplus.id brand image is 0.291 or 29.1%. Meanwhile, based on the r-square brand trust value, the influence of digital marketing on Mirrorplus.id brand trust is 0.365 or 36.5%. And the value of the independent variable on the purchase decision of Mirrorplus.id has an r-square value of 0.517 or 51.7%.

Hypothesis Testing

The measurement of the significance of the structural model test can be seen from the p-value and t-statistic values. The p-value will have a significant effect if the value is smaller than 0.05 or 5%, whereas if the p-value is greater than 0.05, it has an insignificant impact. The value of t-statistics will have a significant effect if the value is greater than 1.96, whereas if the value of t-statistics is less than 1.96, then it means no significant effect. The measurement of positive influence can be chosen from the original sample value. If the value of the original sample is positive, the direction of the effect is positive. If the value of the original sample is negative, the direction of the effect is negative. The value of testing the hypothesis of this study can be seen in Table 2.

Table 2. Path Koefisien

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Digital Marketing -> Brand Image	0.539	7.208	0.000
Digital Marketing -> Brand Trust	0.596	9.754	0.000
Brand Image -> Purchase Decision	0.181	1.910	0.057
Brand Trust -> Purchase Decision	0.604	6.992	0.000

The original sample value in the first hypothesis is 0.539, and the p-value of 0.000 is smaller than 0.05, meaning that the relationship has a significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in digital marketing variables. In contrast, other variables remain, and the brand image value will increase. The positive direction shows that digital marketing positively affects brand image. Based on the test results, it can be concluded that the first hypothesis is accepted.

The original sample value of the second hypothesis is 0.596, and the p-value of 0.000 is smaller than 0.05, meaning that the relationship has a significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in digital marketing variables while other variables remain; the brand trust value will increase. The positive direction shows that digital marketing has a positive effect on brand trust. Based on the test results, it can be concluded that the second hypothesis is accepted.

The original sample value of the third hypothesis is 0.151, and the p-value of 0.057 is greater than 0.05, meaning that the hypothesis relationship has no significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in the brand image variable while other variables remain; the value of purchasing decisions will increase. The positive direction indicates that the brand image has a positive effect on purchasing decisions. Based on the test results, it can be concluded that the third hypothesis is not accepted.

The original sample value of the fourth hypothesis is 0.604, and the p-value of 0.000 is greater than 0.05, meaning that the hypothesis relationship has a significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in the brand trust variable while other variables remain; the value of purchasing decisions will increase. The positive direction indicates that brand trust has a positive effect on purchasing decisions. Based on the test results, it can be concluded that the fourth hypothesis is accepted.
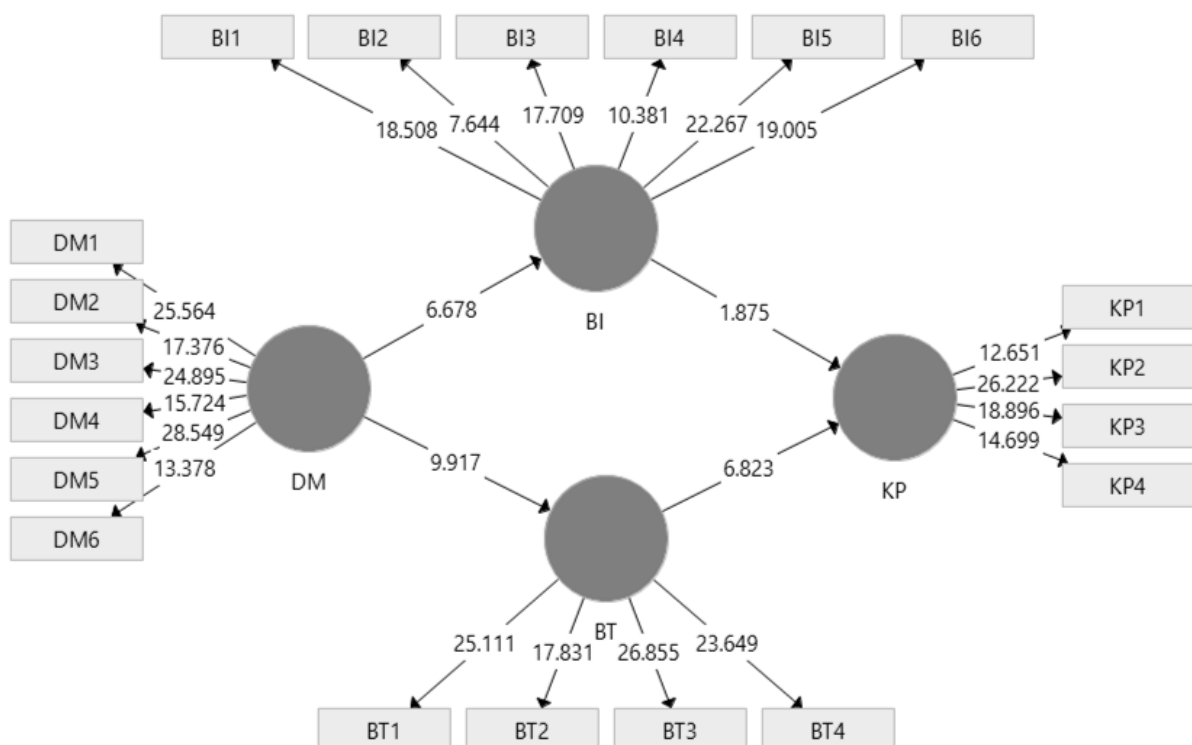

Figure 3. Hypothesis Test Results

DISCUSSION
Digital Marketing and Brand Image

Based on the research results through testing, the first hypothesis is accepted; it can be explained that digital marketing positively affects brand image. These results support previous research conducted by Sanny et al. (2020), Fitrianna and Aurinawati (2020), and Harto et al. (2021), which stated that digital marketing has a positive effect on brand image. The better digital marketing is done, the better the brand image in the eyes of consumers. Marketing through digital media has a significant effect on increasing brand awareness and brand image so that it can influence purchasing decisions for Chocolate Monggo products in Yogyakarta. (Fitrianna and Aurinawati, 2020)

The influence of marketing strategies through digital marketing on brand image has a good impact on Mirrorplus.id's brand image. It is because digital marketing activities provide information about products and the value of buying mirrors at Mirrorplus.id to consumers. Through digital marketing strategies, the brand image of Mirrorplus.id can be well perceived by consumers. Consumer perceptions are better than before because by utilizing digital marketing strategies, consumers know Mirrorplus.id's image better. Even with a digital marketing strategy, it has a good impact by increasing Mirrorplus.id's market share. That proves digital marketing has a key role in creating a brand image.

Digital Marketing and Brand Trust

Based on the research results through testing, the second hypothesis is accepted. It can be explained that digital marketing has a positive effect on brand trust. Brand trust, community, awareness, and interactions affect purchasing decisions. (Hasan and Sohail, 2020). These results support previous research conducted by (Subawa et al., 2020), which stated that digital marketing has a positive and significant impact on brand trust.

Marketing strategies through digital companies can easily target consumer brand trust. The process of using digital media properly with efforts to provide continuous information through digital media can build a level of consumer confidence. Mirrorplus.id always informs consumers about the advantages/values of shopping at Mirrorplus.id compared to its competitors by providing a purchase guarantee. Efforts to provide this information will eliminate consumer doubts about buying so that a good digital marketing process can significantly affect the growth of trust in a brand.

Brand Image and Purchasing Decisions

Based on the research results through testing, the third hypothesis is not accepted. It can be explained that brand image has a positive effect on purchasing decisions but does not have a significant impact on purchasing decisions. This research is not in line with the study conducted by Harto et al. (2021). However, this research is in line with research conducted by (Ali et al., 2019), which states that brand image has no significant effect on purchasing decisions. Brand image and brand trust have a positive and significant impact on purchasing decisions. (Adiwidjaja and Tarigan, 2017)

Every consumer has specific reasons for deciding to buy a product. Sometimes consumers buy products for the sole reason of desire. Another reason is sometimes, to meet needs without looking at the brand image, there is a need for encouragement so that consumers in making decisions can look at it in terms of brand image to create a strong relationship with mirror buying decisions at Mirrorplus.id.

That also shows that the brand image of Mirrorplus.id is still not strong in the eyes of consumers. The brand image itself is interpreted as a perception in the minds of consumers that they can freely associate with the brand. This collection of associations will help consumers make decisions with limited information, even before they try the product or service. This limited information should be utilized by Mirrorplus.id to increase its competitiveness in attracting new consumers. With a strong brand image, Mirrorplus should be able to have a stronger bargaining position than its competitors.

Brand Trust and Purchasing Decisions

Based on the research results through testing, the fourth hypothesis is accepted. It can be explained that brand image has a positive effect on purchasing decisions. These results support previous research conducted by (Nabila and Usman, 2020); brand trust significantly affects purchasing decisions. The higher self-efficacy owned by consumers the impact on increasing purchasing deci-

sions owned by consumers. Likewise, if the brand trust obtained by consumers is low, purchasing decisions will decrease. Consistent with the results of this study, several other studies were conducted by (Subawa et al., 2020), (Enehasse and Saglam, 2020), (Hasan and Sohail, 2020), (Atulkar, 2020), (Sanny et al., 2020) also stated that brand trust has a significant effect on purchasing decisions.

Creating brand trust is a positive value for Mirrorplus.id. Growing trust shows that the company's consistency in providing shopping security is better than its competitors. Providing security in shopping by providing a new product guarantee for mirror products is quite a consideration for consumers. Apart from providing a warranty for the delivery of a new product if the product received is damaged/broken, mirrorplus.id also bears the shipping cost. This value is built by Mirrorplus.id to attract consumer trust and also as a comparative value from competitors.

A lean business in its operations can create a competitive advantage to win the competition (Harianto, 2018). It is essential to create a business that has optimal operations. Digital marketing is one of the efficient and effective business models that can make a business sustainable (Harianto and Soenardi, 2022). Based on the research results through testing, the first hypothesis is accepted. It can be explained that digital marketing has a positive effect on brand image. These results support previous research conducted by Suseno (2019), Fitrianna and Aurinawati (2020), and Harto et al. (2021), which stated that digital marketing has a positive effect on brand image. The better digital marketing is done, the better the brand image in the eyes of consumers. It is because digital marketing activities provide information about products and values in buying mirrors at Mirrorplus.id so that consumers know better about Mirrorplus.id's image. The existence of a marketing strategy through digital has a good impact by increasing Mirrorplus.id's market share.

IMPLICATIONS

The implication that will be carried out is to carry out a market penetration and product development strategy. Market penetration can be done is by adding promotion and marketing costs to Mirrorplus.id digital media. Some steps that can be taken are collaborating with several influencers, where influencers can spread the Mirrorplus.id brand by explaining product functions and values. A strong value proposition in a business is fundamental to creating products that follow consumers' wishes (Harianto and Leoparjo, 2022). The second is to expand the campaign to give new products as a guarantee for purchasing Mirrorplus.id products. Next is to add admin operating hours, where the admins can respond and provide information to consumers anytime.

The next implication that Mirrorplus.id can do is to carry out a product development strategy. Product development that Mirrorplus.id can do is to increase product variations. It is very beneficial for mirrorplus.id to develop several new products in the market that has been built. Some products will be made with vanity mirrors, standing mirrors, mirror walls, and other accessories. A lot of variety is expected to satisfy consumer needs. Some implication strategy steps above are expected to enlarge consumer purchasing decisions. This puts a business in a blue ocean and creates an innovation that is difficult for its competitors to follow (Harianto and Lookman, 2021).

RECOMMENDATIONS

Based on the results of the research, discussion, and conclusions obtained, the suggestions that can be given are as follows: It is hoped that Mirrorplus.id can improve digital marketing strategies to build a strong brand image and brand trust. Increased trust in consumers can influence purchasing decisions. It is hoped that Mirrorplus.id can establish the right brand image improvement strategy to attract consumers so that the Mirrorplus.id brand image can be easily remembered in the minds of consumers.

CONCLUSIONS

This study examines the impact of digital marketing on brand image and brand trust to influence purchasing decisions for Mirrorplus.id products. The research concluded that digital marketing has a significant and positive effect on brand image and brand trust, brand image has no significant but positive effect on purchasing decisions, and brand trust has a significant and positive effect on purchasing decisions.

REFERENCES

Adiwidjaja, A. J. and Tarigan, Z. J. 2017. Pengaruh Brand Image dan Brand Trust terhadap Keputusan Pembelian Sepatu Converse. *Agora - Online Graduate Humanities Journal*, 5(3).

Ali, I., Irdiana, S., and Irwanto, J. 2019. Dampak Brand Image, Brand Equity, dan Brand Trust terhadap Keputusan Pembelian Laptop Asus (Studi pada Toko Komputer Lumajang Computer Centre di Kabupaten Lumajang). *Progress Conference*, 2(July), pp. 406–413. http://proceedings.stiewidyagamalumajang.ac.id/index.php/progress/article/view/210/199.

Atulkar, S. 2020. Brand Trust and Brand Loyalty in Mall Shoppers. *Marketing Intelligence and Planning*, 38(5), pp. 559–572. DOI: https://doi.org/10.1108/MIP-02-2019-0095.

Bisma, M. A. and Pramudita, A. S. 2020. Analisa Minat Pembelian Online Konsumen Pada Saluran Distribusi Digital Marketplace Online di Kota Bandung. *Competitive*, 14(2), pp. 36–44. DOI: https://doi.org/10.36618/competitive.v14i2.617.

Enehasse, A. and Saglam, M. 2020. The Impact of Digital Media Advertising on Consumer Behavior Intention: The Moderating Role of Brand Trust. *Journal of Marketing and Consumer Research*, 68, pp. 22–32. DOI: https://doi.org/10.7176/jmcr/68-04.

Fitrianna, H. and Aurinawati, D. 2020. Pengaruh Digital Marketing pada Peningkatan Brand Awareness dan Brand Image terhadap Keputusan Pembelian Produk Cokelat Monggo di Yogyakarta. *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 3(3), pp. 409–418. DOI: https://doi.org/10.31842/jurnalinobis.v3i3.147.

Graesch, J. P., Hensel-Börner, S., and Henseler, J. 2021. Information Technology and Marketing: An Important Partnership for Decades. *Industrial Management and Data Systems*, 121(1), pp. 123–157. DOI: https://doi.org/10.1108/IMDS-08-2020-0510.

Harto, B., Rozak, A., and Rukmana, A. Y. 2021. Strategi Marketing Belah Doeren melalui Digital Marketing terhadap Keputusan Pembelian Dimediasi Brand Image. *ATRABIS Jurnal Administrasi Bisnis*, 7(1), pp. 67–74.

Harianto, E. 2018. *Implementasi Lean Canvas pada Entrepreneurial Project Startup Bisnis*.

Harianto, E. and Lookman, C. 2021. Implementation of Blue Ocean Strategy for Long-Term Business Strategy in Land Transporter Companies in Indonesia. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(3), pp. 2872-2883.

Harianto, E. and Soenardi, E. 2022. Creating New Strategy for Business Sustainability through Business Model Canvas (BMC) Evaluation in Paper Manufacturing. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(2).

Harianto, E. and Leoparjo, F. 2022. The Value Proposition Concept in Higher Education: How to Build Hybrid Curricula Universitas Ciputra Culinary Business. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1).

Hasan, M. and Sohail, M. S. 2020. The Influence of Social Media Marketing on Consumers' Purchase Decision: Investigating the Effects of Local and Non-local Brands. *Journal of International Consumer Marketing*, 0(0), pp. 1–18. DOI: https://doi.org/10.1080/08961530.2020.1795043.

Hayu, R. S. 2019. Smart Digital Content Marketing, Strategi Membidik Konsumen Millennial Indonesia. *Jurnal Manajemen dan Kewirausahaan*, 4(1). DOI: https://doi.org/10.32503/jmk.v4il.362.

Hilal-Ramadhan, I., Priatama, R., Akalili, A., and Kulau, F. 2021. Analisis Teknik Digital Marketing pada Aplikasi Tiktok (Studi Kasus Akun TikTok @jogjafoodhunterofficial) Analysis of Digital Marketing Techniques in Tiktok Aplication (Case Study of @jogjafoodhunterofficial). *Online Socia: Jurnal Ilmu-Ilmu Sosial*, 18(1), pp. 49–60.

Khoziyah, S. and Lubis, E. E. 2021. Pengaruh Digital Marketing terhadap Keputusan Pembelian Followers Online Shop Instagram @Kpopconnection. *Jurnal Ilmu Komunikasi*, 10(1), pp. 39–50.

Komalasari, F., Christianto, A., and Ganiarto, E. 2021. Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta. *BISNIS and BIROKRASI: Jurnal Ilmu*

Administrasi dan Organisasi, 28(1). DOI: https://doi.org/10.20476/jbb.v28i1.1290.

Marliana, R. R. 2020. Partial Least Squares-Structural Equation Modeling pada Hubungan antara Tingkat Kepuasan Mahasiswa dan Kualitas Google Classroom berdasarkan Metode Webqual 4.0. *Jurnal Matematika, Statistika, and Komunikasi*, 16(2). DOI: 10.20956/jmsk.v%vi%i.7851.

Mkwizu, K. H. 2019. Digital Marketing and Tourism: Opportunities for Africa. *International Hospitality Review*, 34(1), pp. 5–12. DOI: https://doi.org/10.1108/ihr-09-2019-0015.

Nabila, A. I. and Usman, O. 2020. The Influence of Price, Brand Trust, and Quality of Service on Product Purchase Decisions on E-Commerce JD.ID. Paper Knowledge. Toward a Media History of Documents, pp. 12–26.

Nizam, N. Z. and Jaafar, J. A. 2018. Interactive Online Advertising: The Effectiveness of Marketing Strategy towards Customers Purchase Decision. *International Journal of Human and Technology Interaction*, 2(2), pp. 9–16.

Parno. 2018. Pengaruh Corporate Image, Produk Image dan User Image terhadap Keputusan Pembelian Semen Gresik di Gresik. *In Jurnal Manajerial*, Vol. 1(2).

Pramezwary, A., Juliana, J., Winata, J., Tanesha, R., and Armando, T. 2021. Brand Trust dan Promosi Penjualan terhadap Keputusan Pembelian Produk di Masa Covid-19. *Jurnal Perspektif*, 19(1), pp. 24–31. DOI: https://doi.org/10.31294/jp.v19i1.9376.

Purwanto, A. and Sudargini, Y. 2021. Partial Least Squares Structural Equation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering and Management Research*, 2(4), pp. 114–123.

Puspitarini, D. S. and Nuraeni, R. 2019. Pemanfaatan Media Sosial sebagai Media Promosi (Studi Deskriptif pada Happy Go Lucky House). *Common*, 3(1).

Rachmadi, T. 2020. *The Power of Digital Marketing*.

Rohmah, A. 2020. Pandemi Covid-19 dan Dampaknya terhadap Perilaku Konsumen di Indonesia. *Jurnal Inovasi Penelitian*, 1(3), pp. 1–4.

Romo, Z. F. G., García-Medina, I., and Romero, N. P. 2017. Storytelling and Social Networking as Tools for Digital and Mobile Marketing of Luxury Fashion Brands. *International Journal of Interactive Mobile Technologies*, 11(6), pp. 136–149. DOI: https://doi.org/10.3991/ijim.v11i6.7511.

Sanny, L., Arina, A. N., Maulidya, R. T., and Pertiwi, R. P. 2020. Purchase Intention on Indonesia Male's Skin Care by Social Media Marketing Effect Towards Brand Image and Brand Trust. *Management Science Letters*, 10, pp. 2139–2146. DOI: https://doi.org/10.5267/j.msl.2020.3.023.

Suseno, A. 2019. *Analisis Pengaruh Digital Marketing, Citra Merek dan Beauty Vlogger terhadap Keputusan Pembelian Fashion Cressida pada Kalangan Mahasiswa Universitas Pelita Bangsa*.

Sugiono. 2017. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Subawa, N. S., Widhiasthini, N. W., and Suastika, N. P. M. 2020. The Effect of Experiential Marketing, Social Media Marketing, and Brand Trust on Repurchase Intention in Ovo Applications. *International Research Journal of Management, IT and Social Sciences*, 7(3), pp. 11–21. DOI: https://doi.org/10.21744/irjmis.v7n3.881.

Susilawati, W. and Wufron. 2017. Pengaruh Brand Image terhadap Brand Trust serta Implikasinya terhadap Brand Loyality (Produk Dodol PT. Herlinah Cipta Pratama). *Jurnal Wacana Ekonomi*, 17, pp. 1–11.

Suyono and Pambudi, B. S. 2019. Digital Marketing as an Integrated Marketing Communication Strategy in Badan Usaha Milik Desa (Bumdesa) in East Java. *Kompetensi*, 13(2), pp. 121–151.

Tanjoyo, C., Harianto, E., and Sutrisno, T. F. C. W. 2021. The Role of TQM and Organizational Culture on Operational Performance. *Jurnal Aplikasi Manajemen*, Volume 19, Issue 4.

Wibowo, T. and Yudi. 2021. Studi Penetrasi Aplikasi Media Sosial Tik-Tok sebagai Media Pemasaran Digital : Studi Kasus Kota Ba-

tam. Conference on Business, Social Sciences and Technology, 1(1), pp. 662–669. https://journal.uib.ac.id/index.php/conescintech.

Zahira, S. E. and Prasetio, A. 2021. Pengaruh Social Media Marketing pada Brand Image dan Brand Trust terhadap Purchase Intention Produk Kosmetik Sariayu Martha Tilaar.

Jurnal Ilmiah Mahasiswa Ekonomi Manajemen, 6(3), pp. 663–677.

Zamrudi, Z., Suyadi, I., and Abdillah, Y. 2016. The Effect of Social Commerce Construct and Brand Image on Consumer Trust and Purchase Intention. *Profit*, 10(01), pp. 1-13. DOI: https://doi.org/10.21776/ub.profit.2016.010.01.1.