

## ANALYSIS OF THE INFLUENCE OF DIGITAL MARKETING AND BRAND TRUST ON CONSUMER PURCHASE DECISIONS

**Indah Anggraeni Purnama Sari**

Master of Management, Insan Pembangunan Indonesia University, Indonesia

\*Corresponding Email: [indahanggraenips20@gmail.com](mailto:indahanggraenips20@gmail.com)

### Abstrak

**Keywords:**

Digital Marketing,  
Brand Trust,  
Purchasing Decisions,  
Consumer Behavior.

*This study aims to analyze the influence of digital marketing and brand trust on consumer purchasing decisions in the digital era. The method used is a literature review by examining four key scientific articles published between 2022 and 2025 that are relevant to the variables of digital marketing, brand trust, and purchasing decisions. The analysis was conducted by comparing findings between studies to identify patterns of relationships and consistency of previous research results. The results of the study indicate that digital marketing has a positive and significant influence on purchasing decisions through the formation of value perceptions, ease of information access, and reduction of consumer uncertainty. Brand trust has also been shown to play a significant role in increasing consumer confidence and sense of security, thereby strengthening purchasing decisions. Conceptually, these two variables complement each other in shaping consumer shopping behavior in the digital ecosystem. This study recommends the integration of informative and consistent digital marketing strategies with efforts to build brand trust to improve consumer purchasing decisions.*

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## INTRODUCTION

In the rapidly evolving digital era, marketing strategies have transformed from conventional methods to *digital marketing*. The use of social media, *search engine optimization* (SEO), and online advertising have become key tools for companies to reach a wide range of consumers. However, this easy access to information has created saturated competition, where massive advertising exposure is no longer enough to drive transactions without brand trust. Today's consumers tend to be more skeptical and selective, requiring assurance of credibility before making a purchase decision.

While numerous previous studies confirm that *digital marketing* positively impacts sales, a research *gap exists* regarding its inconsistent effectiveness. Several

studies have shown that aggressive digital campaigns can actually undermine trust if perceived as spam or if the information conveyed doesn't align with the product's reality. Furthermore, there is still room for further research into the extent to which brand trust mediates the relationship between persuasive digital content and consumers' actual purchase intentions amidst the rise of *brand switching*.

This study aims to analyze the direct influence of *digital marketing* on consumer purchasing decisions, analyze the contribution of brand trust in strengthening or weakening consumer purchasing decisions, and identify which variables have the most dominant influence in shaping consumer shopping behavior in today's digital ecosystem.

### RESEARCH METHODOLOGY

This study employed a literature review approach to explore marketing systems and digital marketing. Data was systematically collected through a review of four key scientific articles from reputable national journals. These four articles were selected based on strict criteria of relevance to digital marketing variables, brand trust, and purchasing decisions.

To ensure the novelty of the study, the selected literature was limited to publications published between 2022 and 2025. The analysis process was conducted by comparing findings between studies to identify patterns of influence and consistency of results from previous studies, thus providing a comprehensive overview and filling gaps in the existing literature.

### RESULTS AND DISCUSSION

This section discusses the results of a study of previous research relevant to the topics of *digital marketing*, brand trust, and consumer purchasing decisions.

**Table 1. Previous Research**

| NO | AUTHOR<br>(YEAR)                              | RESEARCH<br>RESULTS                                                                                                                                           | EQUALITY                                                                           | DIFFERENCE                                                                                                    |
|----|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| 1  | Anjarwani,<br>Sari, &<br>Febriansah<br>(2025) | <i>Digital Marketing</i> (X1), <i>Brand Image</i> (X2), and <i>Brand Awareness</i> (X3) have a positive and significant influence on Purchasing Decisions (Y) | <i>Digital Marketing</i> (X1) has a positive influence on Purchasing Decisions (Y) | <i>Brand Image</i> (X2) and <i>Brand Awareness</i> (X3) have a positive influence on Purchasing Decisions (Y) |
| 2  | Maulana &<br>Sumaryanto<br>(2025)             | <i>Digital Marketing</i> (X1), Price (X2), and Product Quality (X3) have a positive and significant                                                           | <i>Digital Marketing</i> (X1) has a positive influence on Purchasing Decisions (Y) | Price (X2) and Product Quality (X3) have a positive influence on Purchasing Decisions (Y)                     |

|   |                                               |                                                                                                                                                  |                                                                                    |                                                                                                               |
|---|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
|   |                                               | influence on Purchasing Decisions (Y)                                                                                                            |                                                                                    |                                                                                                               |
| 3 | Gustar, Sy, & Syafaat (2025)                  | <i>Digital Marketing</i> (X1) and Discounts (X2) have a positive and significant influence on Purchasing Decisions (Y)                           | <i>Digital Marketing</i> (X1) has a positive influence on Purchasing Decisions (Y) | Discount (X2) has a positive effect on Purchasing Decision (Y)                                                |
| 4 | Handayani, Maribert, Quintania, & Nova (2025) | Brand Trust (X1) and Brand Image (X2) have a positive and significant influence on Purchasing Decisions (Y)                                      | Brand Trust (X1) has a positive influence on Purchasing Decisions (Y)              | Brand Image (X2) has a positive influence on Purchasing Decisions (Y)                                         |
| 5 | Sebayang & Nst (2025)                         | Product Quality (X1), Brand Image (X2), and Brand Trust (X3) have a positive and significant influence on Purchasing Decisions (Y)               | Brand Trust (X3) has a positive influence on Purchasing Decisions (Y)              | Product Quality (X1) and Brand Image (X2) have a positive influence on Purchasing Decisions (Y)               |
| 6 | Wiranti (2025)                                | Product Innovation Strategy (X1), Brand Loyalty (X2), and Brand Trust (X3) have a positive and significant influence on Purchasing Decisions (Y) | Brand Trust (X3) has a positive influence on Purchasing Decisions (Y)              | Product Innovation Strategy (X1) and Brand Loyalty (X2) have a positive influence on Purchasing Decisions (Y) |

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

Research by Gousmau, Supheni, & Mahendra (2025) found that through digital marketing channels, such as websites, *search engine marketing* (SEM), social media, web banners, *affiliate marketing*, and *email marketing*, consumers obtain information that influences positive attitudes toward products, thus driving purchasing decisions. This

reinforces the theory that positive attitudes shaped by perceptions of digital marketing are a determining factor in purchasing decisions.

Research by Yanti, Subhan, & Mauzu (2025) found that through digital marketing strategies, consumers can easily access product information, read user reviews, and compare various options before making a purchasing decision. Utilizing digital platforms such as social media, websites, and online agribusiness forums can increase marketing reach and strengthen product appeal in the market.

Based on these two studies, it can be concluded that *digital marketing* plays a significant role in influencing consumer purchasing decisions. Digital marketing not only serves as a channel for delivering information but also shapes positive consumer attitudes through easy access to information, transparent reviews, and the ability to compare products. This positive attitude, formed through perceptions of digital marketing, then becomes a key factor in driving purchasing decisions, while also strengthening the product's appeal and competitiveness in the market.

Mechanistically, *digital marketing* plays a role in influencing purchasing decisions by shaping value perceptions, reducing information uncertainty, and increasing consumer trust through informative and interactive content.

The influence of *digital marketing* on purchasing decisions has been extensively researched by Soemadi (2023), Sriminarti & Arfan (2024), and Setiawan & Hidayat (2022).

### ***The Influence of Brand Trust on Purchasing Decisions***

Research from Ramandha, Astuti, Nugroho, & Widyanti (2023), *brand trust* can influence someone in making purchasing decisions such as providing honest and transparent information to customers, maintaining product quality, and providing benefits that suit their needs.

Research by Akmaliyah, Suherman, & Khalida (2025) suggests this is because *brand trust* plays a key role in building consumer confidence in a product's quality, safety, and credibility. When consumers feel confident that a brand can deliver on its promises and expectations, they tend to feel more comfortable making a purchase.

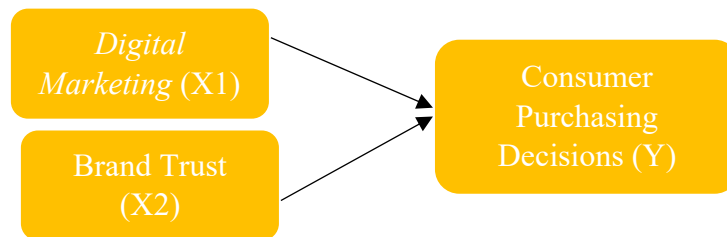
Based on these two studies, it can be concluded that *brand trust* plays a significant role in influencing consumer purchasing decisions. Brand trust, built through information transparency, consistent quality, and the fulfillment of benefits according to needs, can foster consumer confidence in the quality, safety, and credibility of a product. This level of trust makes consumers feel more confident and comfortable in making purchasing decisions.

Brand trust serves as a psychological mechanism that reduces risk perception and increases consumers' sense of security, thereby accelerating the purchasing decision-making process.

The Influence of Brand Trust on Purchasing Decisions has been extensively researched by Ramadhani, Supeni, & Setianingsih (2022), Musayadah, Nersiwad, & Utami (2023), and Lombok & Samadi (2022).

### ***Conceptual Framework***

Based on the problem statement, relevant discussions, and research, the conceptual framework of this article is derived as shown in Figure 1 below:



**Figure 1. Conceptual Framework**

Based on the Conceptual Framework image above, *Digital Marketing* and Brand Trust influence consumer purchasing decisions. In addition to these two variables, there are many other variables that influence consumer purchasing decisions, including:

1. e-WoM ( *Electronic Word of Mouth* ): Agustina, Hinggo, & Zaki (2023) and Yulindasari & Fikriyah (2022).
2. *Green Marketing* : Pratiwi & Sedana ( 2025) and Pucangan & Mulyadi (2025).

## CONCLUSION AND SUGGESTIONS

### Conclusion

Based on the research results, it can be concluded that *digital marketing* and brand trust have a significant influence on consumer purchasing decisions, where *digital marketing* plays a role in forming positive perceptions and providing easily accessible information, while brand trust functions as a mechanism that increases consumers' sense of security and confidence in making purchasing decisions.

### Suggestion

This study's limitations lie in the use of a *literature review method* that does not directly involve empirical data, leaving the results conceptual and contextual. Therefore, further research is recommended to employ quantitative or *mixed methods* and include other variables such as *electronic word of mouth* (e-WoM), brand image, or risk perception to gain a more comprehensive understanding of the factors influencing consumer purchasing decisions in the digital age.

### Implications

The practical implications of this research indicate that companies need to integrate informative, interactive, and consistent *digital marketing strategies* with efforts to build brand trust through information transparency and sustainable product quality.

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