



THE IMPACT OF DIGITAL MARKETING AND BRAND TRUST ON ONLINE PURCHASE DECISIONS: A STUDY OF IFIVE PERFUME CUSTOMERS

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ABSTRACT

This study aims to determine the effect of digital marketing and brand trust on online purchasing decisions among Ifive Perfume customers. The underlying problem is the importance of effective human resource management through fair digital marketing and a transparent, merit-based promotion system to improve online purchasing decisions. The method used in this study was quantitative. Data were collected through questionnaires distributed to 50 respondents, who were online customers of IFive Perfume. Data analysis techniques included simple and multiple linear regression analysis, t-tests, F-tests, and coefficients of determination using SPSS.

The results showed that digital marketing had a partial positive and significant effect on online purchasing decisions, with a calculated t-value of 9.073 > t-table 2.012 and a significance level of 0.000. Similarly, brand trust also had a positive and significant effect on online purchasing decisions, with a calculated t-value of 10.492 > t-table 2.012 and a significance level of 0.000. Simultaneously, digital marketing and brand trust significantly influence online purchasing decisions, as indicated by the calculated F-value of 69.673 > F-table 3.20, with a significance level of 0.000. The R-square value of 0.748 indicates that 74.8% of the variation in online purchasing decisions can be explained by digital marketing and brand trust.

Keywords: *Digital marketing, Brand Trust, Online purchasing decisions*

I. INTRODUCTION

A. Research Background

The rapid advancement of technology over the past decade has profoundly transformed how businesses communicate with consumers. The emergence of social media platforms, online marketplaces, and digital advertising tools has shifted marketing practices from conventional strategies to highly interactive, technology-driven approaches. In today's digital economy, companies must integrate digital marketing as a core component of their business models to remain competitive and sustain consumer engagement. According to Rahman and Ahamed (2023), digital marketing has significantly influenced consumer behavior by creating more personalized and measurable customer interactions, thus reshaping purchasing patterns and expectations.

In Indonesia, the growth of e-commerce platforms such as Shopee, Tokopedia, and TikTok Shop has encouraged brands to compete creatively in the digital sphere. Consumers increasingly rely on online information and social media recommendations before making purchasing decisions. As shown by Subramaniam et al. (2024), digital marketing through social media content, influencer endorsements, and online campaigns plays a critical role in shaping consumer attitudes, purchase intentions, and brand loyalty. This shift has led marketers to develop not only promotional activities but also meaningful engagements that foster emotional connections with their audiences.

Within the fragrance industry, digital marketing holds particular importance. Perfume is a product strongly tied to personal expression and sensory experience; yet, in online transactions, consumers cannot physically test the scent. As a result, potential buyers depend heavily on visual presentation, customer reviews, and the credibility of the brand. Ifive Perfume, a growing local brand in Indonesia, actively utilizes digital platforms such as Instagram, TikTok, and e-commerce marketplaces to reach its target audience. The brand invests in influencer collaborations, engaging video campaigns, and customer testimonials to enhance visibility and trust. Despite these efforts, many customers still hesitate to make online purchases due to concerns about authenticity, product quality, and delivery reliability, concerns that are often linked to the level of trust in the brand.

Brand trust has therefore become a critical determinant in online consumer decision-making. According to Zhang and Zhang (2021), brand trust represents the consumer's confidence in a brand's reliability and integrity, which can reduce perceived risk in online environments. Similarly, Chen et al. (2023) found that higher levels of brand trust significantly enhance consumers' willingness to purchase products online, particularly when they cannot directly experience the product. In a 2025 study by Park and Kim, it was revealed that digital marketing activities such as influencer marketing and live streaming can strengthen consumer trust, which in turn increases online purchase decisions in the Asian market. These findings underline that trust functions not only as a psychological factor but also as a strategic asset for digital-based businesses.

A 2023 review by Sharma and Gupta also emphasized that effective digital marketing communication builds credibility and transparency, leading to stronger brand trust and, consequently, higher purchase intention. This finding is consistent with research by Lestari and Santoso (2022), who discovered that digital marketing and brand trust jointly influence online purchasing decisions among Indonesian cosmetic consumers. Hence, the interplay between digital marketing and brand trust can be viewed as a dual mechanism that shapes how consumers perceive value and make purchase decisions in online marketplaces.

Despite the growing attention to these variables, limited studies have examined their combined impact within the context of local perfume brands in Indonesia, especially among emerging players like Ifive Perfume. Each brand's marketing performance depends not only on its promotional efforts but also on how effectively it cultivates consumer trust through consistent messaging and positive digital interactions. Understanding this relationship is essential for

small and medium enterprises that aim to compete in the increasingly crowded online retail environment.

Therefore, this study seeks to analyze the impact of digital marketing and brand trust on online purchase decisions among Ifive Perfume customers. Specifically, it aims to (1) determine the extent to which digital marketing affects online purchase decisions, (2) examine the influence of brand trust on consumer purchase behavior, and (3) explore whether brand trust mediates the relationship between digital marketing and online purchasing decisions.

The findings of this study are expected to make both theoretical and practical contributions. Theoretically, the study enriches the growing body of literature on consumer behavior in digital contexts by integrating recent perspectives on trust formation and digital engagement. Practically, the results will provide managerial insights for Ifive Perfume and similar businesses in designing more effective digital marketing strategies that not only attract consumers but also nurture trust and long-term loyalty. By doing so, local brands can strengthen their competitive advantage and sustain growth in an increasingly digital marketplace.

B. Research Formulation

Based on the research background, this study focuses on examining the influence of digital marketing and brand trust on online purchase decisions among Ifive Perfume customers. Referring to the research variables and theoretical framework, the problems of this study can be formulated as follows:

1. Does digital marketing (X_1) have a significant effect on online purchase decisions (Y) among Ifive Perfume customers?
2. Does brand trust (X_2) have a significant effect on online purchase decisions (Y) among Ifive Perfume customers?
3. Do digital marketing (X_1) and brand trust (X_2) simultaneously have a significant effect on online purchase decisions (Y) among Ifive Perfume customers?

These research questions aim to analyze both the partial and simultaneous effects of the independent variables on consumer purchase behavior in an online context.

C. Research Objectives

In line with the formulation of the problems above, the objectives of this study are as follows:

1. To determine the effect of digital marketing (X_1) on online purchase decisions (Y) among Ifive Perfume customers.
2. To determine the effect of brand trust (X_2) on online purchase decisions (Y) among Ifive Perfume customers.
3. To determine the simultaneous effect of digital marketing (X_1) and brand trust (X_2) on online purchase decisions (Y) among Ifive Perfume customers.

Through these objectives, this study is expected to provide a clear understanding of how digital marketing and brand trust, either individually or jointly, affect consumers' purchasing behavior in the digital perfume market, particularly within the Indonesian context.

II. LITERATURE REVIEW

A. Digital Marketing

Digital marketing refers to marketing activities that utilize digital technologies and online platforms to promote products, engage customers, and build brand awareness. It includes strategies such as social media marketing, content marketing, email campaigns, influencer collaboration, and online advertising (Rahman & Ahamed, 2023). Unlike traditional marketing, digital marketing allows real-time communication and interactive engagement between companies and consumers, which strengthens the relationship and increases brand visibility.

According to Subramaniam et al. (2024), digital marketing significantly influences consumer behavior by providing personalized experiences and immediate feedback. Through digital channels such as Instagram, TikTok, and e-commerce marketplaces, consumers can explore products, read reviews, and make purchases instantly. This convenience and accessibility create a positive perception of the brand and stimulate purchase intentions.

Furthermore, Sharma and Gupta (2023) state that digital marketing effectiveness depends on the relevance, consistency, and creativity of the content shared online. High-quality content enhances consumer trust, while poor or misleading content may lead to negative brand perception. For brands like *Five Perfume*, digital marketing not only serves as a promotional tool but also as a way to communicate product value, authenticity, and lifestyle branding to attract potential buyers in the online marketplace.

B. Brand Trust

Brand trust represents a consumer's belief in a brand's reliability, integrity, and ability to deliver its promises. It reflects a psychological state that reduces perceived risk and increases the likelihood of purchasing a product online (Zhang & Zhang, 2021). When customers trust a brand, they are more confident that the product will perform as expected, even without physical verification.

According to Chen et al. (2023), brand trust is a critical factor in online transactions, as it compensates for the absence of direct product experience. Consumers who perceive a brand as trustworthy are more likely to engage in repeat purchases and recommend the brand to others. Park and Kim (2025) also highlight that digital marketing activities such as live streaming, influencer endorsements, and interactive content can effectively build trust by demonstrating transparency and authenticity.

Lestari and Santoso (2022) found that brand trust mediates the relationship between digital marketing and purchase decisions. This indicates that effective digital marketing not only attracts attention but also strengthens confidence, which ultimately drives purchase behavior.

C. Purchase Decision

Online purchase decision refers to the process by which consumers decide to buy products or services via the internet after evaluating information, trust, and perceived value (Rahman et al., 2024). The decision-making process generally includes several stages: recognizing needs, searching for information, evaluating alternatives, making the purchase, and post-purchase evaluation (Kotler et al., 2022).

According to Sharma and Gupta (2023), online purchase decisions are strongly influenced by the effectiveness of digital marketing and the degree of trust consumers place in a brand. When marketing communication is engaging and trustworthy, consumers tend to develop stronger intentions and confidence in completing online purchases. Similarly, the study by Formosa et al. (2023) found that social media engagement, online reviews, and digital campaigns significantly affect consumers' final purchase decisions.

III. RESEARCH METHODOLOGY

A. Research Types

This research employs a quantitative approach. The quantitative method is used to examine the relationship and influence among variables—digital marketing (X_1), brand trust (X_2), and online purchase decisions (Y)—through statistical analysis. According to Sugiyono (2021), quantitative research is based on the philosophy of positivism, which aims to test predetermined hypotheses using measurable data and objective analysis.

This study uses an explanatory research design, which seeks to explain causal relationships between variables through hypothesis testing. Data are collected from respondents through a questionnaire and analyzed using multiple linear regression to determine both partial and simultaneous effects of the independent variables on the dependent variable.

B. Population and Sample

The population in this study consists of all customers who have purchased Ifive Perfume products through online platforms such as Instagram, Shopee, or the official website. Since the exact number of total customers is unknown, the sample size is determined using the Lemeshow formula for unknown populations, which is appropriate when the total population cannot be precisely identified.

The sampling technique used in this research is non-probability sampling, specifically the purposive sampling method. This technique selects respondents based on specific criteria that align with the research objectives. The criteria for respondents in this study are as follows:

1. Customers who have purchased Ifive Perfume products at least once online.
2. Customers who are active users of social media and have interacted with Ifive Perfume's digital marketing content.
3. Customers aged 17 years and above.

Based on these criteria, the sample size used in this study is 50 respondents, which is considered adequate for multiple regression analysis (Hair et al., 2020).

C. Location and Subject

This research was conducted at Ifive Perfume, a perfume business that operates primarily through digital platforms such as Instagram, TikTok, Shopee, and WhatsApp Business. The study focuses on customers who engage and make purchases through these online channels.

The data collection was carried out through online questionnaires (Google Form) distributed to Ifive Perfume customers during the period of January–February 2025. The main subjects of this study are the online consumers of Ifive

Perfume who have experienced digital marketing exposure and have made purchase decisions based on online interactions.

IV. RESEARCH RESULT

A. The Impact of Digital Marketing on Online Purchase Decisions

Table 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.632	.624	1.873

a. Predictors: (Constant), KOMPENSASI

b. Dependent Variable: KINERJA

The correlation coefficient (R) value is 0.795. This value indicates the level of relationship between the digital marketing variable (X1) and the online purchase decision variable (Y). The correlation coefficient value ranges from 0 to 1. The closer it is to 1, the stronger the relationship between the variables. According to general interpretation criteria, an R value of 0.795 falls into the strong correlation category because it falls within the range of 0.70–0.90. This means there is a strong relationship between digital marketing on online purchase decisions among Ifive Perfume customers.

The R-square value is 0.632. This means that 63.2% of the variation or change in online purchase decisions can be explained by the digital marketing variable. The remaining 36.8% is influenced by factors other than the digital marketing variable that were not examined in this model.

Table 2
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.711	3.912		1.716	.093
DIGITAL	.836	.092	.795	9.073	.000

a. Dependent Variable: PURCASIING

The calculated t-value for the digital marketing variable is 9.073, while the t-table value is 2.012. Therefore, it can be concluded that the digital marketing variable significantly influences online purchase decisions among Ifive Perfume customers. This means that changes in digital marketing will have a significant impact on online purchasing decisions.

B. The Influence of Brand Trust on Online purchasing decisions

Table 3

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ^a	.696	.690	1.701

a. Predictors: (Constant), PROMOSI_JABATAN

b. Dependent Variable: KINERJA

The correlation coefficient (R) value is 0.834. This value indicates the level of relationship between the brand trust variable (X2) and the online purchase decision variable (Y). The correlation coefficient value ranges from 0 to 1. The closer it is to 1, the stronger the relationship between the variables. According to general interpretation criteria, an R value of 0.834 falls into the

strong correlation category because it falls within the range of 0.70–0.90. This means there is a strong relationship between brand trust on online purchase decisions among Ifive Perfume customers.

Based on table 3, the R-square value of 0.539 indicates that 53.9% of the variation in online purchasing decisions can be explained by the brand trust variable, while the remaining 46.1% is influenced by factors other than brand trust not examined in this model.

Table 4

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.552	3.589		1.268	.211
PROMOSI JABATAN	.894	.085	.834	10.492	.000

a. Dependent Variable: KINERJA

The calculated t-value for the Brand Trust variable is 10.492, while the t-table value is 2.012 (with a significance level of 0.05 and certain degrees of freedom). Therefore, it can be concluded that the Brand Trust variable significantly influences the online purchase decisions among Ifive Perfume customers. This means that changes in the implementation of brand trust will have a significant impact on online purchasing decisions levels. The better the Brand Trust system implemented, the more likely online purchasing decisions will improve.

C. The Influence of Digital Marketing and Brand Trust on Online purchasing decisions

Table 5

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.737	1.567

a. Predictors: (Constant), DIGITAL, BRANDTRUST

b. Dependent Variable: PURCASING

Based on Table 5, the correlation coefficient (R) is 0.865. This value indicates the simultaneous relationship between the Digital Marketing (X1) and Brand Trust (X2) variables and Online Purchasing Decisions (Y) variable.

The R value ranges from 0 to 1, with the closer it is to 1, the stronger the relationship between the variables. With an R value of 0.865, the relationship between the two independent variables (digital marketing and brand trust) and the dependent variable (online purchasing decisions) is categorized as very strong (since it falls within the range of 0.80–1.00).

This means that digital marketing and brand trust collectively have a very strong relationship with Online purchasing decisions among Ifive Perfume customers. The better the digital marketing and brand trust policies implemented, the more likely online purchasing decisions is to improve significantly.

The R Square value is 0.748. This indicates that, together, the digital marketing and brand trust variables can explain 74.8% of the variation in online purchasing decisions. Meanwhile, the remaining 25.2% is explained by other factors outside these two variables.

Table 6**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.945	2	170.972	69.673	.000 ^b
	Residual	115.335	47	2.454		
	Total	457.280	49			

a. Dependent Variable: PURCASING

b. Predictors: (Constant), DIGITAL, BRANDTRUST

Based on the table, it is known that $f_{table} > f_{count}$, namely $69.673 > 3.20$, with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that digital marketing and brand trust simultaneously have a significant effect on online purchasing decisions among Ifive Perfume customers. This means that these two independent variables together can explain variations in online purchasing decisions, and the regression model used is suitable for use in the analysis.

D. Research Results Discussion

1. The Influence of Digital Marketing on Online Purchasing Decisions

Based on the statistical test results presented in Table X1 against Y, a regression coefficient of 0.836 was obtained with a significance level of 0.000 (less than 0.05), and a calculated t-value of 9.073, significantly greater than the t-table value of 2.012. This indicates that digital marketing has a significant and positive influence on online purchasing decisions among Ifive Perfume customers. This means that any increase in digital marketing will be followed by an increase in online purchasing decisions.

Furthermore, the coefficient of determination (R Square) of 0.632 indicates that 63.2% of the variation in online purchasing decisions can be explained by digital marketing, while the remaining 36.8% is explained by other variables outside the model. The correlation (R) value of 0.795 also indicates a strong relationship between digital marketing and online purchasing decisions.

2. The Influence of Brand Trust on Online Purchasing Decisions

In this study, the results of a simple linear regression test indicate that brand trust have a positive and significant impact on online purchasing decisions. This is evident from the regression coefficient of 0.894 with a significance value of 0.000, which is less than the 0.05 level of significance. Furthermore, the calculated t-value of 10.492 is significantly greater than the t-table of 2.012, thus statistically concluding that brand trust have a significant effect on online purchasing decisions.

Strong support for this conclusion is also demonstrated by the R-squared value of 0.696, indicating that 69.6% of the variation in online purchasing decisions can be explained by brand trust, while the remaining 30.4% is influenced by factors outside the model. The R-value of 0.834 indicates that the relationship between brand trust and online purchasing decisions is categorized as very strong.

3. The Influence of Digital Marketing and Brand Trust on Online purchasing decisions

Digital marketing and brand trust are two important factors in marketing management that directly influence online purchasing decisions. In the context of IFive Perfume customers, the results of a multiple linear regression test indicate that both variables simultaneously have a significant and positive influence on online purchasing decisions. This is demonstrated by the calculated F-value of 69.673, which is significantly greater than the F-table value of 3.20, and a significance value of $0.000 < 0.05$, as stated in the ANOVA table. Thus, it can be concluded that digital marketing and brand trust together contribute significantly to explaining variations in online purchasing decisions.

The model summary table yields an R-square value of 0.748, indicating that 74.8% of the change or variation in online purchasing decisions can be explained by the digital marketing and brand trust variables together. The remaining 25.2% is influenced by factors outside the model. Meanwhile, the R-correlation value of 0.865 indicates a very strong relationship between the independent variables (digital marketing and brand trust) and the dependent variable (online purchasing decisions). This shows that the higher the quality of digital marketing and brand trust applied in the organization, the higher the level of online purchasing decisions by customers.

V. CLOSURE

A. Conclusion

Based on the research results, it can be concluded that:

1. Digital marketing has a positive and significant effect on online purchasing decisions. The results of a simple linear regression analysis indicate that the digital marketing variable has a coefficient of 0.836 and a significance level of 0.000 (less than 0.05), with a calculated t-value of $9.073 > t\text{-table value of } 2.012$. This indicates that the higher the digital marketing received by customers, the higher the online purchasing decisions. The R-square value of 0.632 indicates that 63.2% of the variation in online purchasing decisions can be explained by digital marketing.
2. Brand trust also has a positive and significant effect on online purchasing decisions. The results of a simple linear regression for the brand trust variable show a coefficient of 0.894, with a significance level of 0.000 and a calculated t-value of $10.492 > t\text{-table value of } 2.012$. The R-square value of 0.696 indicates that brand trust explains 69.6% of the variation in online purchasing decisions.
3. Simultaneously, digital marketing and brand trust significantly influence online purchasing decisions. The results of the multiple linear regression analysis show a calculated F-value of 69.673, which is greater than the F-table value of 3.20 with a significance value of 0.000, indicating that both independent variables together have a very significant influence on performance. The R-square value of 0.748 indicates that 74.8% of the variation in online purchasing decisions can be explained by the combination of digital marketing and brand trust.

B. Suggestion

Based on the results and conclusions of this study, several suggestions can be made for both managerial and academic purposes as follows:

1. Managerial Suggestions

a. For Ifive Perfume Management

Ifive Perfume should strengthen its digital marketing strategy by optimizing the use of social media platforms such as Instagram, TikTok, and Shopee. Consistent content creation, interactive engagement with followers, and influencer collaboration can further enhance brand visibility and consumer engagement, leading to higher purchase intention.

b. Enhancing Brand Trust

The company needs to maintain and increase brand trust through transparent communication, consistent product quality, and responsive customer service. Offering guarantees, showing real customer testimonials, and maintaining honesty in advertising will strengthen consumer confidence in the brand.

c. Integration Between Digital Marketing and Trust Building

Digital marketing activities should not only focus on promotions but also emphasize building emotional relationships and trust with customers. Combining personalized marketing messages with trustworthy brand representation can lead to stronger consumer loyalty and repeat purchases.

2. Academic Suggestions

Future researchers are advised to:

a. Expand the research scope by including other variables such as brand image, customer satisfaction, or perceived value, which may also affect online purchase decisions.

b. Conduct similar studies in different industries or regions to compare how digital marketing and brand trust influence consumer behavior across various market segments.

c. Use a larger sample size or employ mixed methods (quantitative and qualitative) to gain deeper insights into consumer motivations and perceptions.

3. Practical Implications

The findings of this research provide valuable insight for businesses, especially SMEs in the beauty and lifestyle sector, showing that digital marketing and brand trust are key drivers in influencing online purchase decisions. By prioritizing both elements, brands can achieve sustainable competitive advantage in the digital marketplace.

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