

The Effects of Content Marketing and Brand Image on Purchase Decisions with Brand Trust as a Mediating Variable for Pinkflash Products through TikTok Shop

Vanessa Dwi Prasetyo¹, Sahara², Sylvani³

^{1,2,3}Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, Indonesia

Email vanesadwi74@gmail.com, sahara@umc.ac.id, sylvani@umc.ac.id

Abstract

The development of social commerce has changed consumer behavior in making purchase decisions, particularly in the cosmetics industry. TikTok Shop is a platform that integrates entertainment and transactions, encouraging companies to develop content marketing strategies and build a stronger brand image. This study aims to analyze the effects of content marketing and brand image on purchase decisions, with brand trust as a mediating variable, for Pinkflash products through TikTok Shop. The study adopted a quantitative approach using an explanatory research method. The population comprised 758 active students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, while the sample consisted of 160 respondents selected using purposive sampling. Data were collected through questionnaires using a five-point Likert scale. Data analysis employed Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The findings show that content marketing positively affects brand trust and purchase decisions. Brand image also positively affects both brand trust and purchase decisions. Furthermore, brand trust positively affects purchase decisions and mediates the effects of content marketing and brand image on purchase decisions. The findings indicate that successful digital marketing depends not only on content quality and brand image but also on a company's ability to build consumer trust in product safety, credibility, and quality.

Keywords

Content Marketing; Brand Image; Brand Trust; Purchase Decision; TikTok Shop.support



I. Introduction

The development of digital technology has changed how companies and consumers interact in marketing activities. The integration of the internet and social media encourages companies to use digital platforms for more effective, interactive marketing communication focused on consumer experiences. These changes have given rise to social commerce, which refers to electronic commerce activities that use social media for both promotion and transactions, thereby shortening the consumer decision-making process (Kotler et al., 2022; Tuten & Solomon, 2023). This behavioral shift indicates that marketing success is no longer determined solely by product quality but is also influenced by a company's ability to develop digital communication that creates value and consumer trust (Royadi et al., 2026; Nurazizah et al., 2025).

Indonesia is one of the countries with the fastest growth in social commerce worldwide. High internet penetration and increasing social media use have made digital platforms a primary channel for information searches and product purchases. According to DataReportal (2025), most internet users in Indonesia access social media daily, while TikTok is among the applications with the highest engagement levels. This situation

indicates that social media has evolved from a communication medium into a marketing medium that can directly influence consumer behavior (DataReportal, 2025; Kotler et al., 2022).

TikTok Shop is an implementation of social commerce that integrates digital content with electronic transactions. Unlike conventional e-commerce platforms, TikTok Shop offers a shopping experience that combines short videos, live streaming, consumer reviews, and payment systems within a single application, enhancing the overall customer experience (Compas, 2024). This marketing model enables companies to build closer relationships with consumers by presenting engaging, educational, and persuasive content that can increase engagement and purchase decisions (Wiryadharma & Tirtayani, 2025).

The cosmetics industry is among the industries that have experienced significant growth through TikTok Shop. Intensifying competition has led companies to go beyond relying on product quality and seek to build their brand image through content marketing strategies. According to Holliman and Rowley (2021), content marketing is a marketing approach focused on delivering relevant, valuable, and consistent information to build long-term relationships with consumers. This strategy has been shown to increase customer engagement, strengthen brand perceptions, and encourage purchase decisions when supported by credible information (Misbakhudin & Komaryatin, 2023; Nurazizah et al., 2025).

Pinkflash is a cosmetics brand that has successfully used TikTok Shop as its primary marketing medium. Through promotional strategies involving short videos, live shopping, and collaborations with beauty influencers, Pinkflash has increased brand exposure and become one of the cosmetics brands with high sales on digital platforms. According to MarketHac (2025), Pinkflash ranked among cosmetics brands with a relatively substantial market share in Indonesian e-commerce. However, this achievement has not been fully accompanied by an increase in consumer trust in its products.

This phenomenon reveals a contradiction between high sales volumes and low consumer trust. Preliminary survey results indicate that most respondents still question the safety, BPOM authorization, and consistency of the quality of Pinkflash cosmetics, even though they continue to purchase them through TikTok Shop. This situation suggests that purchase decisions are not always based on confidence in product quality but are also influenced by the appeal of marketing content, transaction convenience, and emerging social media trends. These findings show that the company faces challenges in turning impulsive purchases into purchase decisions grounded in brand trust.

From a consumer behavior perspective, brand trust determines the success of long-term relationships between companies and customers. Brand trust reflects consumers' belief that a product can fulfill the company's promises and deliver the expected benefits (Delgado-Ballester & Munuera-Alemán, 2005). Recent research shows that brand trust plays an important role in explaining how digital marketing activities influence consumer purchase decisions through psychological evaluation before a transaction (Wiryadharma & Tirtayani, 2025; Janah, 2025). Therefore, companies must not only build a positive brand image but also increase consumer trust by providing transparent and credible information.

Several previous studies have demonstrated that content marketing and brand image affect purchase decisions (Nurazizah et al., 2025; Rizky et al., 2025). Other studies have also shown that brand trust significantly affects purchase decisions (Janah, 2025; Putu Kevin Septian Wiryadharma & I Gusti Ayu Tirtayani, 2025). However, these findings remain inconsistent regarding the mediating role of brand trust in social commerce,

particularly in the cosmetics industry on TikTok Shop. Some studies only examine direct effects between variables without considering the psychological mechanisms through which consumers form purchase decisions. Accordingly, research is needed to explain these relationships more comprehensively.

The research gap addressed by this study is the limited body of research integrating content marketing, brand image, brand trust, and purchase decisions in the context of TikTok Shop as a social commerce platform. Most previous studies focus on conventional e-commerce platforms such as Shopee or Tokopedia, whereas TikTok Shop's combination of entertainment, social interaction, and transactions may produce different consumer behavior. Research on Pinkflash cosmetics also remains relatively limited, particularly studies involving university students as active digital consumers with a good level of marketing literacy.

Based on the empirical phenomenon, the research gap, and the importance of building consumer trust in digital marketing, this study aims to analyze the effects of content marketing and brand image on purchase decisions, with brand trust as a mediating variable, for Pinkflash products through TikTok Shop. The findings are expected to enrich the literature on digital marketing, consumer behavior, and social commerce, while providing a basis for companies to design marketing strategies that increase sales and strengthen consumer trust and loyalty.

II. Review of Literature

2.1 Content Marketing

The development of digital marketing has changed how companies build relationships with consumers. One rapidly growing strategy is content marketing, a marketing approach focused on providing valuable, relevant, and consistent information to attract and retain consumers and build long-term relationships with them. Unlike conventional promotion, which emphasizes direct sales, content marketing focuses on creating experiences that increase consumers' knowledge, trust, and engagement with a brand (Kotler et al., 2022; Tuten & Solomon, 2023).

In social commerce, content marketing is important because purchase decisions are often influenced by information consumers receive through short videos, product reviews, live streaming, and educational content. Informative and engaging content can attract consumer attention, strengthen perceptions of product quality, and create emotional connections with a brand. Conversely, inconsistent or less credible content can reduce consumer trust in the products being marketed. Various studies show that the quality of content marketing positively affects the development of brand trust and consumer purchase decisions.

On TikTok Shop, content marketing takes the form of a combination of creative videos, product demonstrations, consumer reviews, and direct interaction through live shopping features. These characteristics allow companies to communicate product information more effectively, providing consumers with a more engaging shopping experience than conventional promotional media. Therefore, the effectiveness of content marketing is measured not only by the number of views but also by its ability to build trust and consistently encourage purchase decisions.

Drawing on Holliman and Rowley (2014), as developed in various digital marketing studies, content marketing is measured through several indicators: information relevance,

information value (content value), consistency in content delivery, interactivity, and the content's ability to educate consumers.

2.2 Brand Image

Brand image refers to the perceptions formed in consumers' minds through their experiences, information, and associations with a brand. Brand image is a strategic asset because it influences how consumers evaluate product quality before making a purchase. The more positive a brand's image, the more likely consumers are to trust its products and choose them over competing products (Aaker, 1997; Keller, 2013).

In a digital marketing environment, brand image is shaped not only by visual identity, such as logos and packaging, but also by consumers' experiences when interacting with a company's digital content. Consistency in marketing communication, information quality, and social media user experiences are important factors shaping brand perceptions. Previous research shows that brand image positively affects both brand trust and purchase decisions because a favorable image can reduce perceived risk when consumers purchase online.

In the cosmetics industry, brand image is particularly important because purchase decisions are influenced not only by products' functional benefits but also by the symbols, identity, and lifestyle associated with a brand. Companies therefore need to maintain consistent marketing communication to preserve established positive perceptions over the long term. The brand image indicators used in this study are the strength of brand associations, the favorability of brand associations, and the uniqueness of brand associations.

2.3 Brand Trust

Brand trust refers to consumers' belief that a brand can fulfill its promises, deliver the expected benefits, and reduce risks that may arise during consumption. In digital marketing, trust is a fundamental foundation because consumers cannot evaluate products directly before purchasing. Companies must therefore build credibility through transparent, consistent, and accountable communication.

According to Delgado-Ballester, brand trust consists of two main dimensions: brand reliability, which describes a brand's ability to meet consumer expectations, and brand intention, which refers to the belief that the company acts in good faith to protect its consumers' interests. Consumers with high levels of trust tend to show greater loyalty and a stronger tendency to repurchase. In social commerce, trust is influenced by information quality, customer reviews, product transparency, transaction security, and company reputation. Previous research shows that brand trust serves as a mediating variable that strengthens the relationship between digital marketing activities and consumer purchase decisions.

2.4 Purchase Decision

A purchase decision is the final stage in the consumer decision-making process, following need identification, information searches, and the evaluation of alternatives, culminating in the decision to buy a product. According to Kotler et al. (2022), purchase decisions result from consumers' rational and emotional evaluations of available alternatives before selecting the best option.

In a social commerce environment, purchase decisions are influenced by various factors, including digital content quality, brand perceptions, transaction convenience, user experience, and trust in the seller. Purchase decisions based on trust are generally more stable than those influenced solely by temporary promotions or social media trends. The purchase decision indicators used in this study are product choice, brand choice, purchase channel choice, purchase timing, and payment method, as proposed by Kotler et al. (2022).

2.5 Relationships between Variables

Based on digital marketing theory, high-quality content marketing can increase consumer trust by delivering relevant, transparent, and valuable information. Credible information reduces consumer uncertainty and strengthens confidence in the brand. A positive brand image subsequently enhances perceived quality and strengthens consumer trust in the product. This trust ultimately becomes a psychological factor that encourages consumers to make purchase decisions. Brand trust is therefore expected to serve as a mediating variable in the relationships among content marketing, brand image, and purchase decisions.

This Literature Review section already uses a style more suitable for a journal article. To improve publication quality, I recommend adding a synthesis table of previous studies (10–15 Scopus/SINTA articles from 2021–2025) after this subsection, before the conceptual framework and hypothesis development. The table would clarify the research gap and strengthen the study's scientific foundation.

2.6 Hypothesis Development

The Effect of Content Marketing on Purchase Decisions

Content marketing is a marketing strategy intended to deliver valuable, relevant, and engaging information that can influence consumer behavior. In social commerce, content quality is important because consumers obtain most product information through videos, reviews, and live streaming. Informative and easily understood content reduces consumer uncertainty, increases perceived product benefits, and encourages purchase decisions (Kotler et al., 2022; Tuten & Solomon, 2023). Studies by Nurazizah et al. (2025) and Misbakhudin and Komaryatin (2023) show that content marketing positively affects purchase decisions. Accordingly, the following hypothesis is proposed.

H1: Content Marketing has a positive and significant effect on Purchase Decision.

The Effect of Brand Image on Purchase Decisions

Brand image reflects consumers' perceptions of a brand based on their experiences, associations, and the information they receive. A positive brand image increases consumer confidence in product quality, thereby increasing the likelihood of a purchase decision. In digital marketing, positive brand perceptions are a primary consideration when consumers choose products from the many available alternatives (Aaker, 1997; Keller, 2013). Studies by Rizky et al. (2025) and Prawira and Warmika (2025) demonstrate that brand image positively affects purchase decisions. Therefore, the following hypothesis is proposed.

H2: Brand Image has a positive and significant effect on Purchase Decision.

The Effect of Content Marketing on Brand Trust

Consumer trust in a brand is built through consistent and transparent communication that provides the information consumers need. High-quality content marketing serves not only as a promotional medium but also as an educational tool that enhances company credibility. Accurate and relevant information reduces perceived risk, increasing consumer trust in the products offered (Delgado-Ballester, 2004; Kotler et al., 2022). Wiryadharma and Tirtayani (2025) show that content marketing positively affects brand trust. Based on this explanation, the following hypothesis is proposed.

H3: Content Marketing has a positive and significant effect on Brand Trust.

The Effect of Brand Image on Brand Trust

A positive brand image reflects a company's reputation and the product quality perceived by consumers. The better a brand's image, the greater consumers' confidence that its products can meet their expectations. In digital transactions, which involve higher levels of risk than in-person purchases, brand perceptions are a primary foundation for developing trust (Aaker, 1997; Keller, 2013). Janah (2025) shows that brand image positively affects brand trust. Accordingly, the following hypothesis is proposed.

H4: Brand Image has a positive and significant effect on Brand Trust.

The Effect of Brand Trust on Purchase Decisions

Brand trust refers to consumers' belief that a brand can deliver the expected benefits and reduce the risks perceived when making a purchase. Consumers with high levels of trust are more confident in choosing a product and can make purchase decisions without hesitation. In social commerce, trust is important because consumers cannot evaluate products directly before completing a transaction (Delgado-Ballester, 2004). Putu Kevin Septian Wiryadharma and I Gusti Ayu Tirtayani (2025) demonstrate that brand trust positively affects purchase decisions. Accordingly, the following hypothesis is proposed.

H5: Brand Trust has a positive and significant effect on Purchase Decision.

The Role of Brand Trust in Mediating the Effect of Content Marketing on Purchase Decisions

An effective content marketing strategy can increase purchase decisions by strengthening consumer trust in a brand. Educational, transparent, and credible information builds consumer confidence, increasing trust in product quality before a purchase decision is made. Brand trust is therefore expected to be the psychological mechanism explaining the relationship between content marketing and purchase decisions. Wiryadharma and Tirtayani (2025) show that brand trust mediates the effect of content marketing on purchase decisions.

H6: Brand Trust mediates the effect of Content Marketing on Purchase Decision.

The Role of Brand Trust in Mediating the Effect of Brand Image on Purchase Decisions

A positive brand image does not necessarily lead directly to a purchase decision if consumers do not have sufficient trust in the product. Positive brand perceptions therefore need to be translated into trust before ultimately encouraging purchase decisions. In other words, brand trust functions as a mediating variable explaining how brand image influences consumer purchasing behavior. Studies by Janah (2025) and Prawira and Warmika (2025) support this relationship.

H7: Brand Trust mediates the effect of Brand Image on Purchase Decision.

III. Research Methods

This study adopted a quantitative approach with an explanatory research design to analyze the causal relationships among content marketing, brand image, brand trust, and purchase decisions. The quantitative approach was selected because it enables hypotheses to be tested objectively through statistical analysis and explains the magnitude of effects between variables using empirical data (Hair et al., 2022). The study used a cross-sectional design, with data collected during a single period to describe respondents' circumstances at the time of the study.

The object of this study was Pinkflash cosmetics marketed through TikTok Shop, while the participants were active students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, who had purchased or used Pinkflash products through the platform. This respondent group was selected because its members are active social media users with experience conducting social commerce transactions and were therefore considered able to provide information relevant to the study's objectives.

The study population comprised 758 active students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, from the 2022–2025 cohorts. The sample was determined using non-probability sampling with a purposive sampling method, selecting respondents according to specific criteria aligned with the study's objectives (Sugiyono, 2023). Respondents had to: (1) be active students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, (2) have purchased Pinkflash products through TikTok Shop, and (3) be willing to complete the research questionnaire in full. Based on these criteria, 160 respondents were obtained as the study sample. This number met the recommended sample size for Partial Least Squares Structural Equation Modeling (PLS-SEM), namely at least 10 times the number of structural paths directed toward an endogenous construct (Hair et al., 2022).

The study used primary data collected through online questionnaires distributed using Google Forms. The research instrument was developed from indicators adopted from previous studies and measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The Likert scale facilitates the measurement of respondents' perceptions, attitudes, and assessments of each research construct (Sekaran & Bougie, 2021).

Content Marketing (X_1) was measured using indicators of content relevance, information quality, content value, consistency in content delivery, and interactivity. Brand Image (X_2) was measured through the strength, favorability, and uniqueness of brand associations. Brand Trust (Z) was measured using the dimensions of brand reliability and brand intention, while Purchase Decision (Y) was measured through product choice, brand choice, purchase channel choice, purchase timing, and payment method (Aaker, 1997; Delgado-Ballester, 2004; Kotler et al., 2022).

Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS version 4. PLS-SEM was selected because it can test complex causal relationships, accommodate latent variables with multiple indicators, and does not strictly require normally distributed data (Hair et al., 2022). The analysis comprised two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

The outer model evaluation assessed the quality of the research instrument through convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed based on outer loading values (>0.70) and Average Variance Extracted (AVE) (>0.50). Discriminant validity was evaluated using the Fornell–Larcker criterion

and cross-loadings, while construct reliability was determined by Composite Reliability and Cronbach's Alpha values, each of which had to exceed 0.70 (Hair et al., 2022).

The inner model was subsequently used to evaluate the model's ability to explain relationships among the research variables. Evaluation used R^2 (coefficient of determination), effect size (f^2), predictive relevance (Q^2), and the Standardized Root Mean Square Residual (SRMR) as a goodness-of-fit measure. Hypotheses were tested using a bootstrapping procedure by examining path coefficients, t-statistics, and p-values. A hypothesis was considered accepted when the t-statistic exceeded 1.96 and the p-value was below 0.05 at a 5% significance level (Hair et al., 2022). In addition, the mediating effect of Brand Trust was analyzed through specific indirect effects to determine the significance of the indirect effects of Content Marketing and Brand Image on Purchase Decision.

Table 1. Operational Definitions of Variables

Variable	Operational Definition	Indicators	References
Content Marketing (X ₁)	A marketing strategy that delivers valuable, relevant, and consistent content to attract and retain consumers.	Content relevance, information quality, content value, content consistency, interactivity	Kotler et al. (2022); Tuten & Solomon (2023)
Brand Image (X ₂)	Consumer perceptions and associations with a brand formed through experiences and information.	Strength, favorability, and uniqueness of brand associations	Aaker (1997); Keller (2013)
Brand Trust (Z)	Consumers' level of confidence in a brand's ability to meet expectations and deliver benefits.	Brand Reliability, Brand Intention	Delgado-Ballester (2004)
Purchase Decision (Y)	Consumers' final decision to purchase a product after evaluating various alternatives.	Product choice, brand choice, channel choice, purchase timing, payment method	Kotler et al. (2022)

IV. Result and Discussion

4.1 Respondent Characteristics

The study involved 160 respondents who were students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, and had purchased Pinkflash products through TikTok Shop. All respondents met the purposive sampling criteria and were therefore considered able to provide information consistent with the study's objectives.

4.2 Measurement Model Evaluation (Outer Model)

The outer model evaluation showed that all indicators met the validity and reliability criteria. Each indicator's outer loading exceeded the minimum threshold of 0.70, the Average Variance Extracted (AVE) of each construct exceeded 0.50, and both Composite Reliability and Cronbach's Alpha exceeded 0.70. In addition, discriminant validity testing using the Fornell-Larcker criterion and cross-loadings showed that each construct had adequate discriminant validity. Accordingly, all indicators were considered valid and reliable for measuring the research constructs.

Table 2. Outer Model Evaluation Results

Variable	Number of Indicators	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability	Assessment
Content Marketing	8	0.736–0.892	0.684	0.934	0.945	Valid & Reliable
Brand Image	8	0.742–0.901	0.701	0.939	0.949	Valid & Reliable
Brand Trust	8	0.751–0.913	0.716	0.944	0.952	Valid & Reliable
Purchase Decision	8	0.729–0.895	0.672	0.931	0.942	Valid & Reliable

Source: Data processing results using SmartPLS 4.0, 2026

Criteria:

Outer Loading > 0.70

AVE > 0.50

Cronbach's Alpha > 0.70

Composite Reliability > 0.70

Based on the outer model evaluation, all indicators had outer loading values above 0.70, meeting the convergent validity criterion. In addition, each construct had an Average Variance Extracted (AVE) above 0.50, indicating that the latent variable explained more than 50% of the variance in its indicators. Reliability testing also showed Cronbach's Alpha and Composite Reliability values above 0.70 for all constructs. The research instrument was therefore considered valid and reliable and suitable for structural model (inner model) analysis (Hair et al., 2022).

4.3 Structural Model Evaluation (Inner Model)

The structural model evaluation showed an R^2 value of 0.608 for Brand Trust, indicating that 60.8% of the variation in Brand Trust could be explained by Content Marketing and Brand Image. The R^2 for Purchase Decision was 0.588, meaning that 58.8% of the variation in purchase decisions could be explained by Content Marketing, Brand Image, and Brand Trust. These values indicate that the model had moderate to strong predictive ability and was therefore suitable for testing relationships among the variables.

Table 3. Inner Model Evaluation Results

Endogenous Variable	R^2	R^2 Adjusted	Category
Brand Trust	0.608	0.603	Moderate
Purchase Decision	0.588	0.580	Moderate

The structural model evaluation showed a coefficient of determination (R^2) of 0.608 for Brand Trust. This value indicates that 60.8% of the variation in Brand Trust could be explained by Content Marketing and Brand Image, while the remaining 39.2% was influenced by factors outside the research model. Based on the criteria of Hair et al. (2022), this value falls within the moderate category, indicating that the model had a good ability to explain the development of brand trust.

Purchase Decision had an R^2 value of 0.588, indicating that 58.8% of the variation in purchase decisions could be explained by Content Marketing, Brand Image, and Brand Trust. The remaining 41.2% was influenced by variables outside the research model. This value indicates that the model had adequate predictive ability to explain consumer purchase decisions regarding Pinkflash products through TikTok Shop.

4.4 Hypothesis Testing

The path coefficient results showed that all direct relationships were positive and significant. A summary is presented in Table 1.

Table 2. Hypothesis Testing Results

Hypothesis	Relationship	Coefficient (β)	t-statistic	p-value	Decision
H1	Content Marketing $\rightarrow$ Purchase Decision	0.290	4.086	0.000	Accepted
H2	Brand Image $\rightarrow$ Purchase Decision	0.464	7.914	0.000	Accepted
H3	Content Marketing $\rightarrow$ Brand Trust	0.562	10.475	0.000	Accepted
H4	Brand Image $\rightarrow$ Brand Trust	0.418	7.022	0.000	Accepted
H5	Brand Trust $\rightarrow$ Purchase Decision	0.200	2.379	0.009	Accepted

Testing of the mediation effects showed that Brand Trust served as a significant mediator in both indirect relationships. The Content Marketing $\rightarrow$ Brand Trust $\rightarrow$ Purchase Decision path had a coefficient of 0.112 ($t = 2.328$; $p = 0.010$), while the Brand Image $\rightarrow$ Brand Trust $\rightarrow$ Purchase Decision path had a coefficient of 0.083 ($t = 2.115$; $p = 0.017$). Accordingly, H6 and H7 were accepted.

4.5 Discussion

a. The Effect of Content Marketing on Purchase Decisions

The findings show that Content Marketing had a positive and significant effect on Purchase Decision, and the first hypothesis was therefore accepted. This finding indicates that the higher the quality of Pinkflash's content on TikTok Shop, the greater consumers' tendency to make purchase decisions. Engaging, informative content that educates consumers about product benefits helps reduce uncertainty before a transaction. In addition to serving as a promotional medium, content marketing is a communication tool that improves consumers' understanding of product quality and advantages.

This finding is consistent with the Content Marketing theory proposed by Kotler et al. (2022), which states that delivering valuable and relevant information can increase consumer engagement and influence purchasing behavior. In social commerce, digital content is a primary stimulus shaping consumer perceptions of a product because interactions between companies and consumers take place through digital media (Tuten & Solomon, 2023).

The findings also support Misbakhudin and Komaryatin (2023), who found that content marketing positively affects purchase decisions on digital platforms. Royadi et al. (2026) likewise show that content-based marketing strategies can increase purchase decisions by providing a more interactive experience than conventional promotion. Content quality is therefore a strategic factor that companies need to maintain to improve

digital marketing effectiveness.

In practical terms, these findings indicate that Pinkflash needs to consistently produce educational and transparent content relevant to consumer needs. Content that goes beyond promotion to provide information about product safety, BPOM authorization, and usage instructions will increase consumer confidence, helping to sustain purchase decisions over time.

b. The Effect of Brand Image on Purchase Decisions

The findings show that Brand Image had a positive and significant effect on Purchase Decision. This finding indicates that consumers' positive perceptions of Pinkflash can increase their confidence in choosing its products over competing brands. A favorable brand image reflects the company's quality, reputation, and identity, reducing perceived risk when consumers purchase online.

This finding is consistent with the Customer-Based Brand Equity theory proposed by Keller (2013), which explains that brand image is a set of associations stored in consumers' memories and serves as a basis for product evaluation. Aaker (1997) also states that brand image is a strategic asset that can create a competitive advantage by increasing consumer preference for a brand.

The findings are consistent with Rizky et al. (2025), who report that brand image positively affects purchase decisions in the cosmetics industry. Umi Natasiah and Syaefulloh (2024) also show that brand image is a primary factor influencing purchase decisions on e-commerce platforms. The similarity of these findings indicates that positive brand perceptions remain important even when purchases occur through digital media.

These findings imply that Pinkflash needs to maintain a consistent brand identity through product quality, packaging design, visual communication, and customer experiences to preserve its established brand image over the long term.

c. The Effect of Content Marketing on Brand Trust

The findings show that Content Marketing had a positive and significant effect on Brand Trust. This indicates that the quality of information provided by a company can increase consumer trust in the brand. Transparent content about product specifications, ingredient safety, certification, and usage benefits helps reduce uncertainty, increasing consumer confidence in Pinkflash.

This finding is consistent with the Relationship Marketing concept, which positions communication as the foundation for building long-term relationships between companies and consumers (Kotler et al., 2022). In digital marketing, trust is built not only through product quality but also through the credibility of the information the company provides.

The findings support Putu Kevin Septian Wiryadharma and I Gusti Ayu Tirtayani (2025), who show that content marketing positively affects brand trust. The more informative and consistent a company's content, the higher the level of consumer trust in its brand.

d. The Effect of Brand Image on Brand Trust

The findings show that Brand Image had a positive and significant effect on Brand Trust. This finding indicates that a positive brand image can increase consumer confidence in Pinkflash's quality and credibility. Consumers with positive perceptions of a brand tend to believe that its products can meet their expectations.

This finding supports the Brand Trust theory proposed by Delgado-Ballester (2004), which states that brand trust develops when consumers have positive perceptions of a brand's ability to fulfill its promises. Keller (2013) also explains that strong brand associations reinforce perceived quality, thereby increasing consumer trust.

The findings are consistent with Teresa Dina Novitalia and Rini Kuswati (2025) and Amanda et al. (2025), who found that brand image is an important determinant of brand trust, particularly in the cosmetics industry.

e. The Effect of Brand Trust on Purchase Decisions

The findings show that Brand Trust had a positive and significant effect on Purchase Decision. This indicates that the higher consumers' trust in Pinkflash, the more likely they are to decide to purchase its products. Trust in product safety, quality, and reputation provides an important foundation for the purchase decision-making process.

This finding supports the Trust-Based Consumer Behavior theory, which states that trust is a mechanism that reduces perceived risk and increases consumers' confidence in conducting transactions (Delgado-Ballester, 2004). Trust plays a more important role in digital transactions because consumers cannot evaluate products directly before purchasing.

The findings are consistent with Reynaldi and Nuvriasari (2025) and Rif Hatul Aliyah et al. (2025), who conclude that brand trust is a primary predictor of purchase decisions in the cosmetics and beauty products industry.

f. The Role of Brand Trust in Mediating the Effect of Content Marketing on Purchase Decisions

The findings show that Brand Trust mediated the effect of Content Marketing on Purchase Decision. This finding indicates that high-quality marketing content does not automatically lead to purchase decisions but first builds consumer trust in the brand. Once trust is established, consumers become more confident about making a purchase.

This result can be explained through Stimulus–Organism–Response (S–O–R) theory. In this theory, content marketing acts as the stimulus, brand trust represents the psychological process (organism), and the purchase decision is the response that emerges after consumers evaluate the information received (Prawira & Warmika, 2025). Therefore, the success of digital marketing strategies depends on a company's ability to build trust, rather than merely attract consumer attention.

g. The Role of Brand Trust in Mediating the Effect of Brand Image on Purchase Decisions

The findings show that Brand Trust mediated the effect of Brand Image on Purchase Decision. This means that a positive brand image has a greater effect on purchase decisions when accompanied by increased consumer trust. Positive brand perceptions provide a foundation for the belief that products offer good quality, safety, and credibility.

This finding supports Nur Aeni and Ekhsan (2021) and Reynaldi and Nuvriasari (2025), who show that brand trust strengthens the relationship between brand image and purchase decisions. Companies must therefore do more than build an appealing brand image; they must also ensure that this image is supported by positive consumer experiences that can create lasting trust.

V. Conclusion

This study demonstrates that Content Marketing and Brand Image play important roles in increasing Purchase Decision for Pinkflash products through TikTok Shop. The analysis shows that these variables not only directly affect purchase decisions but also contribute to building Brand Trust as a psychological factor that strengthens consumer confidence before a transaction. These findings indicate that digital marketing effectiveness depends not only on a company's ability to produce engaging content or build a positive brand image but also on its success in creating consumer trust in product quality, safety, and credibility.

Empirically, Content Marketing had positive and significant effects on both Purchase Decision and Brand Trust. Thus, the more informative, relevant, and consistent the content delivered through TikTok Shop, the higher consumers' trust and tendency to purchase. Brand Image had the strongest direct effect on Purchase Decision, indicating that positive brand perceptions remain a primary consideration when consumers choose cosmetics in an increasingly competitive market. Brand Trust also positively affected Purchase Decision, meaning that consumers with high levels of trust in Pinkflash tend to be more confident about purchasing.

The findings also confirm that Brand Trust served as a significant mediating variable in the effects of Content Marketing and Brand Image on Purchase Decision. This emphasizes that digital marketing strategies are more effective when content quality and brand image can be translated into consumer trust. Companies therefore need to go beyond increasing the intensity of digital promotion and strengthen the transparency of information about product quality, ingredient safety, legal authorization, and the consistency of customer experiences to sustain purchase decisions that may develop into consumer loyalty.

Academically, this study strengthens the consumer behavior literature in the context of social commerce by showing that Brand Trust is an important mechanism linking the effects of Content Marketing and Brand Image to Purchase Decision. Practically, the findings provide implications for cosmetics companies, particularly Pinkflash, to develop digital marketing strategies focused not only on increasing exposure and sales but also on building consumer trust as the foundation for long-term customer relationships.

References

- Aaker, D. A. (1997). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- Amanda, N. T., Prasetyo, A., & Nugroho, R. (2025). Pengaruh brand identity dan brand image terhadap purchase decision dengan brand trust sebagai variabel intervening [The effects of brand identity and brand image on purchase decisions with brand trust as an intervening variable]. *Jurnal Manajemen dan Bisnis Indonesia*, 11(2), 145–159.
- Compas. (2024). Laporan tren penjualan produk kecantikan pada e-commerce Indonesia tahun 2024 [Report on beauty product sales trends in Indonesian e-commerce in 2024]. Compas Market Insight.
- DataReportal. (2025). Digital 2025: Indonesia. <https://datareportal.com/reports/digital-2025-indonesia>.

- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529222>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Janah, S. (2025). Pengaruh brand image terhadap purchase decision melalui brand trust pada industri kosmetik [The effect of brand image on purchase decisions through brand trust in the cosmetics industry]. *Jurnal Ekonomi dan Bisnis*, 12(1), 45–58.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th Global ed.). Pearson.
- Misbakhudin, M., & Komaryatin, K. (2023). Content marketing, live streaming, and online customer reviews on fashion product purchase decisions. *Jurnal Manajemen Bisnis*, 20(3), 215–228.
- Natasiah, U., & Syaefulloh, S. (2024). Brand image, brand trust, and brand ambassador on purchase decisions of Shopee e-commerce users in Pekanbaru City. *International Journal of Economics and Business Research*, 5(2), 102–114.
- Nur Aeni, & Ekhsan, M. (2021). Pengaruh brand image terhadap purchase decision yang dimediasi brand trust pada produk kosmetik Wardah [The effect of brand image on purchase decisions mediated by brand trust for Wardah cosmetics]. *Jurnal Manajemen Bisnis*, 18(4), 451–465.
- Nurazizah, N., Hidayat, R., & Prasetyo, A. (2025). The role of content marketing in improving purchase decisions through consumer engagement. *Journal of Digital Marketing*, 7(1), 45–60.
- Prawira, I. W., & Warmika, I. G. K. (2025). Stimulus–Organism–Response approach in explaining consumer purchase decisions on social commerce. *Jurnal Manajemen Strategi*, 9(2), 133–148.
- Reynaldi, R., & Nuvriasari, A. (2025). The influence of brand image and perceived value on purchasing decisions with brand trust as mediation. *Research Horizon*, 5(2), 97–108.
- Rif Hatul Aliyah, Tamam, & Saodin. (2025). Pengaruh brand trust, perceived value, dan customer engagement terhadap purchase decision produk Skintific pada kalangan Generasi Z [The effects of brand trust, perceived value, and customer engagement on purchase decisions for Skintific products among Generation Z]. *Jurnal Pengabdian Masyarakat dan Riset Pendidikan*, 4(1), 2515–2524.
- Rizky, A., Rojuaniah, R., Ramli, A. H., & Gecolea, Z. T. (2025). The effect of brand ambassador, brand trust, and brand image on purchase decision on beauty product. *Jurnal Ilmiah Manajemen Kesatuan*, 13(2), 881–896. <https://doi.org/10.37641/jimkes.v13i2.2966>
- Royadi, R. N., Ramdhan, S., & Amaludin, Y. (2026). The power of digital persuasion: Examining the impact of influencers and content marketing on purchase decisions. *International Journal of Marketing Research*, 5(2), 2423–2440.
- Sekaran, U., & Bougie, R. (2021). *Research methods for business: A skill-building approach* (9th ed.). Wiley.

- Sugiyono. (2023). Metode penelitian kuantitatif, kualitatif, dan R&D (Edisi ke-2) [Quantitative, qualitative, and R&D research methods (2nd ed.)]. Alfabeta.
- Swesti Mahardini, S., et al. (2023). Pengaruh content marketing dan influencer marketing terhadap keputusan pembelian pada pengguna aplikasi TikTok [The effects of content marketing and influencer marketing on purchase decisions among TikTok application users]. *Jurnal Ekonomi dan Bisnis Digital*, 6(1), 180–187.
- Teresa Dina Novitalia, & Kuswati, R. (2025). Pengaruh electronic word of mouth dan brand image terhadap niat beli konsumen Gen Z pada produk kosmetik yang dimediasi brand trust [The effects of electronic word of mouth and brand image on Generation Z consumers' purchase intentions for cosmetics, mediated by brand trust]. *Jurnal Ekuilnomi*, 7(2), 473–482.
- Tuten, T. L., & Solomon, M. R. (2023). *Social media marketing* (4th ed.). Sage Publications.
- Wiryadharma, P. K. S., & Tirtayani, I. G. A. (2025). Pengaruh content marketing terhadap purchase intention yang dimediasi oleh trust [The effect of content marketing on purchase intention mediated by trust]. *SIBATIK Journal*, 4(11), 3779–3796.