

THE EFFECT OF DIGITAL MARKETING, BRAND IMAGE, AND BRAND TRUST ON CONSUMER PURCHASE INTEREST IN GOOD SUPPLY

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Abstract: This study aims to determine the effect of digital marketing, brand image, and brand trust on consumer purchase intention with Good Supply as the object of study. The variables used in this study are digital marketing, brand image, and brand trust as independent variables, and purchase intention as the dependent variable. The method used is quantitative with multiple linear regression analysis approach. The sample used in this study used a non-probability sampling method with a purposive sampling technique and a sample of 150 respondents. Data collection techniques in this study were carried out by distributing questionnaires using a Likert scale. Based on the results of data analysis, it can be interpreted that digital marketing influences the purchase intention of Good Supply consumers. Brand Image influences the purchase intention of Good Supply consumers. Brand Trust influences the purchase intention of Good Supply consumers.

Keywords: *Purchase intention, digital marketing, brand trust, brand image*

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1. Introduction

Digital technology is now inseparable from people's lives, including the business world. Various digital applications and platforms have proven to help companies expand their markets and facilitate marketing activities (Pradiani, 2017). Indonesia is among the countries with the largest number of internet users, reaching 204.7 million users in January 2022 (Annur, 2022). During the Covid-19 pandemic, social media became the main means of disseminating information and then developed into the easiest digital marketing strategy for MSME entrepreneurs to implement. Data from We Are Social shows that YouTube, WhatsApp, Instagram, Facebook, and Twitter are the platforms with the highest interaction rates in Indonesia (We Are Social, 2019).

The increasingly digital behavior of society is reflected in the increase in e-commerce activity: 93% of internet users search for goods online and 86% make transactions via smartphones (Maulidasari & Damrus, 2020). However, despite the enormous opportunities offered by digital marketing, only 15.08% of MSMEs are actually utilizing it optimally. Limited technological knowledge, insufficient understanding of digital marketing, and low awareness of brand management are the main challenges faced by SMEs.

The Covid-19 pandemic has also changed consumer behavior, with online transactions increasing by up to 400% (Gusti, 2020). This situation requires MSMEs to adapt to digital

marketing in order to survive. One MSME in the fashion industry, Good Supply, experienced a significant decline in sales from April 2021 to the end of 2021. Even though Good Supply had been marketing through Instagram and had more than 4,000 followers. The decline in sales is thought to be related to consumer purchasing interest, where purchasing interest influences purchasing decisions (Kotler et al., 2019; Pangkey et al., 2019).

In addition to digital marketing, brand image and brand trust are also important factors that influence purchasing interest. A good brand image has been proven to increase purchasing interest (Fitriana & Aurinawati, 2020), while brand trust plays a role in convincing consumers in the purchasing process (Pratiwi et al., 2022). Pre-survey findings from 30 Good Supply consumers show that digital marketing (23%), brand image (17%), and brand trust (20%) are the most discussed aspects, indicating the relevance of these three variables to purchase interest.

Previous studies also reinforce this relationship. Zulfikar et al. (2022) found that digital marketing and brand image have a significant effect on purchase intention, while Gong et al. (2022) showed that brand trust also has a significant effect on purchase intention. Thus, further study is needed on the effect of these three variables on the purchase intention of Good Supply consumers.

2. Research Method

This study employed a quantitative approach, which emphasizes hypothesis testing to draw conclusions (Ghozali, 2016). The research aimed to examine the influence of digital marketing, brand image, and brand trust (independent variables) on consumers' purchase intention (dependent variable) toward Good Supply as the research object. The research was conducted in Lamongan from January to June 2023 after receiving supervisors' approval.

The population consisted of potential consumers of Good Supply, whose total number could not be identified because anyone could become a consumer. The sample size was determined using Hair et al. (2014), requiring at least 10 respondents per indicator. With 15 indicators across all variables, the minimum required sample was 150 respondents.

Sampling used a **purposive sampling technique**, where respondents were required to (1) know the Good Supply brand and (2) be between 17–35 years old. Primary data were collected using a structured questionnaire with closed-ended statements measured on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The questionnaire was distributed to respondents who met the sampling criteria.

Instrument validity was tested using Pearson Product Moment correlation, where items were considered valid if the significance value was < 0.05 (Ghozali, 2016). Reliability was assessed using Cronbach's Alpha, with a coefficient > 0.60 indicating acceptable reliability. Before regression analysis, classical assumption tests were conducted:

1. **Normality Test**—using Normal P-P Plot to ensure residuals were normally distributed.
2. **Heteroscedasticity Test**—using scatterplot to verify the absence of heteroscedasticity.
3. **Multicollinearity Test**—using tolerance (> 0.10) and VIF (< 10) values to confirm no multicollinearity among independent variables (Sugiyono, 2017).

Multiple linear regression analysis was used to examine the effect of X1 (digital marketing), X2 (brand image), and X3 (brand trust) on Y (purchase intention), with the model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Hypothesis testing included:

- **F-test** to evaluate the simultaneous effect of independent variables on the dependent variable (significant if $p < 0.05$).
- **t-test** to assess the partial effect of each independent variable (significant if $p < 0.05$).
- **R and R² tests** to determine the strength of the relationship and the proportion of variance explained by the model.

3. Results and Discussion

3.1. Results

Validity tests were conducted on 15 statement items across all research variables. All items showed a significance value of 0.000 (< 0.05), so all indicators were declared valid. Furthermore, reliability tests showed that each variable had a Cronbach's Alpha value above 0.60, indicating that the research instrument was reliable and consistent in measuring the constructs under study.

Table 1. Validity Test Result

Variable	Total Item	Sig.	Conclusion
Digital Marketing	5	0.000	Valid
Brand Image	3	0.000	Valid
Brand Trust	3	0.000	Valid
Purchase Interest	4	0.000	Valid

Source: Processed Data (2023)

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Information
Digital Marketing	0.904	Reliable
Brand Image	0.826	Reliable
Brand Trust	0.883	Reliable
Purchase Interest	0.886	Reliable

Source: Processed Data (2023)

These results confirm that all instruments are suitable for further analysis.

- **Descriptive Analysis**

Descriptive analysis shows that respondents gave positive ratings to all variables. The average scores for digital marketing ($M = 3.813$), brand image ($M = 3.798$), brand trust ($M = 3.744$), and purchase interest ($M = 3.793$) were all in the "Agree" category. This means that consumers have a good perception of digital marketing activities, brand image, trust in Good Supply, and their interest in purchasing products.

These results also reveal areas that Good Supply needs to improve, such as Instagram's response to consumer criticism (lowest mean in digital marketing) and consumer satisfaction with the brand (lowest mean in brand trust).

- **Classical Assumption Tests**

All classical assumptions are met, making the regression model suitable for use.

1. Normality: Residual data is normally distributed ($p = 0.058 > 0.05$).
2. Multicollinearity: There is no multicollinearity (Tolerance > 0.1 ; VIF < 10).
3. Heteroscedasticity: No heteroscedasticity patterns were found and the significance value is > 0.05 .

Table 3. Multicollinearity Test

Variable	Tolerance	VIF
Digital Marketing	0.268	3.731
Brand Image	0.204	4.898
Brand Trust	0.236	4.235

Source: Processed Data (2023)

All values are within safe limits, reinforcing the quality of the regression model.

- **Multiple Regression Analysis**

The regression results show that the three independent variables—digital marketing, brand image, and brand trust—have a positive and significant effect on consumer purchase intent. The resulting regression model is:

$$Y = 0,009 + 0,476 X_1 + 0,232 X_2 + 0,290 X_3$$

The largest coefficient is found in digital marketing ($\beta = 0.476$), indicating that digital marketing activities have the greatest contribution in increasing purchase interest. Brand trust ($\beta = 0.290$) is in second place, followed by brand image ($\beta = 0.232$).

Table 4. Regression Coefficients

Variable	B	Sig.
Digital Marketing	0.476	0.000
Brand Image	0.232	0.017
Brand Trust	0.290	0.001

Source: Processed Data (2023)

All three significance values are below 0.05, indicating that all hypotheses are accepted.

- **Model Fit (R and R²)**

The regression model has excellent predictive power with an R value of 0.875 and an R² value of 0.765. This means that 76.5% of the variation in consumer purchase interest can be explained by digital marketing, brand image, and brand trust, while the remaining 23.5% is influenced by factors outside the research model.

Table 5. Model Summary (R and R²)

R	R Square	Adjusted R Square	Std. Error
0.875	0.765	0.760	0.45337

Overall, the results of the study show that Good Supply consumers have a positive perception of the company's digital marketing efforts, brand image, and level of trust. These three factors have been proven to significantly drive purchase interest. Digital marketing is the strongest factor, indicating that consistent and responsive promotional activities on social media are very important in shaping consumer interest.

Brand image and brand trust also play a significant role; a good brand image and trust in product quality make consumers more confident in choosing Good Supply over other brands. The research model is considered robust and capable of explaining most of the variation in

purchase interest, reinforcing the relevance of these three variables as determinants of consumer purchasing decisions.

3.2. Discussion

The Influence of Digital Marketing on Purchase Intention

Based on the results of the hypothesis test (T-test), it can be seen that digital marketing variables influence purchase intention. The results in Table 5.13 indicate a significance value of 0.000 for the digital marketing variable on purchase intention, indicating that digital marketing influences purchase intention. A positive t-value indicates that digital marketing variables have a unidirectional influence on purchase intention. This finding supports research conducted by Masyitoh and Novitaningtyas (2021), Zulfikar et al. (2022), and Wiguna (2022), which found that digital marketing variables influence purchase intention. Masyitoh and Novitaningtyas (2021) in their study suggested that improving digital marketing, particularly on websites and social media, is essential to increase consumer purchase intention. Furthermore, research conducted by Zulfikar et al. (2022) found that optimally implemented digital marketing will increase positive perceptions among potential consumers, thereby building a strong brand, which impacts purchase intention.

The results of this study indicate that the first hypothesis is accepted. This is reasonable; with good digital marketing, consumers will be more interested in a product. In this study, if the digital marketing for fashion products on Good Supply's social media platforms is engaging, many people will become potential customers due to their interest. In this study, the statement with the highest mean score was "I feel that Good Supply's Instagram is always updated with the latest posts." According to respondents, Good Supply's Instagram page is always updated with the latest products or stock, and this can be said to be quite frequent. This naturally makes consumers feel they have a wider choice of new products. Good Supply needs to improve its social media activities, especially in terms of responsiveness. A positive response to consumers through social media can be a valuable approach to consumer engagement.

The Influence of Brand Image on Purchase Intention

Based on the results of the hypothesis test (T-Test), it is clear that brand image influences purchase intention. The results in Table 5.13 show that the significance value for the brand image variable on purchase intention is 0.017, indicating that brand image influences purchase intention. A positive t-value indicates that the brand image variable has a unidirectional effect on purchase intention. This finding supports research conducted by Zulfikar et al. (2022), Tangka et al. (2022), and Kim and Chao (2019), which found that brand image influences purchase intention. The study by Zulfikar et al. (2022) found that a positive perspective in the minds of potential consumers fosters a positive brand image, thereby increasing purchase intention. Furthermore, the study by Tangka et al. (2022) also found that with the right marketing strategy, the brand image in the minds of potential consumers will also improve, thereby increasing consumer purchase intention.

The results of this study indicate that the second hypothesis is accepted. This is reasonable; when consumers hear about a positive company image, they will naturally have greater confidence in that company. This also applies to the products sold, if consumers get a good image of a product, then consumers will not hesitate to buy the product. In this study, the statement that got the highest mean value was the statement "The Good Supply brand provides clothing that suits consumer needs", because according to respondents, Good Supply provides various types of clothing such as t-shirts, hoodies, crewnecks, shorts, trousers and many more

for men and women. Good Supply needs to carry out quality control on the products to be sold, so that the quality of the products sold can be maintained properly and not to give the wrong price so as not to cause disappointment to consumers. In addition, Good Supply can also provide clothing care before being sold such as coloring, ironing, and others so that it attracts more consumers' attention to make a purchase.

The Effect of Brand Trust on Purchase Intention

Based on the results of the hypothesis test (T-test), it can be seen that the brand trust variable has an influence on purchase intention. The results in Table 5.13 indicate a significance value of 0.001 for the brand trust variable on purchase intention, indicating that brand trust influences purchase intention. A positive t-value indicates that the brand trust variable has a unidirectional influence on purchase intention. This finding supports research conducted by Gong et al. (2022), Laraswanti and Setyawati (2022), and Kim and Chao (2019), which found that brand trust influences purchase intention. Laraswanti and Setyawati (2022) found that with effective marketing, potential consumers can trust a brand, which, in turn, increases the likelihood of consumers making a purchase. Meanwhile, Gong et al. (2022) also found in their research that brand trust positively impacts potential consumers' purchasing interest. High brand trust leads to sustained consumer purchasing interest and can trigger repeat purchases in the future.

The results of this study indicate that the third hypothesis is accepted. This is understandable: consumers will prefer to shop at stores, companies, or brands they trust. If they don't, consumers will naturally be more hesitant to make a purchase. In this study, the statement with the highest mean score was "I believe that Good Supply is a brand whose quality can be trusted." According to respondents, Good Supply always separates good quality products from rejects, allowing consumers to choose the quality of clothing they desire. Good Supply needs to engage with customers both during and after the purchase to maintain a strong brand-consumer relationship. This can also be achieved through social media platforms like Instagram.

4. Conclusion

The findings of this study indicate that digital marketing, brand image, and brand trust each have a positive and significant effect on consumers' purchase intention toward Good Supply. This demonstrates that improvements in digital marketing efforts, a stronger brand image, and higher brand trust correspond with increased consumer interest in purchasing the brand's products. Practically, Good Supply is advised to enhance product quality control, improve responsiveness on Instagram, and strengthen post-purchase customer engagement to maintain long-term consumer relationships. Future research may incorporate additional variables or employ alternative methods—such as qualitative approaches—to obtain deeper insights into consumer behavior. This study also acknowledges limitations, particularly the reliance on online data collection, which extended response time and posed challenges when respondents required further clarification about the questionnaire.

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