



The Influence Of Advertising Creativity, Brand Trust, And Brand Image On Consumer Purchase Intentions Of Cosmetic Products (A Study On Sociolla Store Users At Ska Mall Pekanbaru)

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ABSTRACT

This study aims to understand the impact of advertising creativity, brand trust, and brand image on consumer purchasing interest in cosmetic products at the Sociolla Store, SKA Mall Pekanbaru. The development of digital economy has changed the way of trading, including in the cosmetic industry with the emergence of e-commerce platforms such as Sociolla. In the context of tight competition, understanding the factors that influence consumer purchasing interest becomes important. This study involved 120 respondents from Sociolla Store users at SKA Mall Pekanbaru. Data were collected using an online questionnaire assessing respondents' perceptions of advertising creativity, brand trust, brand image, and purchase interest. Data analysis was conducted using multiple regression to assess the influence of independent variables on the dependent variable. The results showed that the majority of visitors or consumers of Sociolla at SKA Mall Pekanbaru are individuals of relatively young age, especially in the age range of 26 to 35 years, with a background of higher education and diverse professions. Validity and reliability tests of the instrument showed that the questionnaire used has good validity and reliability. Data analysis showed that advertising creativity, brand trust, and brand image significantly influence consumer purchasing interest in cosmetic products. Advertising creativity plays an important role in attracting attention and influencing consumer purchasing interest. Brand trust also plays a role in forming long-term relationships between consumers and brands, while brand image creates unique perceptions and influences consumer preferences. In conclusion, advertising creativity, brand trust,

and brand image have a significant influence on consumer purchasing interest in cosmetic products at the Sociolla Store, SKA Mall Pekanbaru. These results can be valuable guidance for cosmetic companies in enhancing their marketing strategies in the digital era.

INTRODUCTION

The development of the digital economy has brought about many changes in the field of commerce. Buying and selling activities that used to be done face-to-face can now be done online. This activity is known as e-commerce, which is short for electronic commerce. E-commerce is a shopping application that provides convenience for buyers to purchase goods based on their needs (Tondang & Silalahi, 2022).

The current development of the cosmetic industry has reached its peak, especially with the presence of e-commerce platforms like Sociolla, which provide easy and fast access for consumers to various beauty products (Akmal, 2020). Sociolla not only offers cosmetic products from various leading brands but also provides a holistic shopping experience by offering beauty content, product usage guides, and informative consumer reviews. In the increasingly competitive market, cosmetic companies are required to enhance their competitiveness through effective marketing strategies (Andini, 2021). Therefore, it is important to understand the factors that influence consumer purchasing interest, particularly in the context of advertising creativity, brand trust, and brand image, on the Sociolla e-commerce platform. Furthermore, Sociolla also ensures that its products are genuine and certified by the Food and Drug Supervisory Agency (BPOM) (Anggraeny, 2021).

The promotions offered are a form of marketing implementation carried out by companies to build a good brand image in order to attract consumer purchasing interest. Brand image is the perception created by consumers about a brand (Peronika, Junaidi, & Maryadi, 2020). Consumer purchasing interest here can be interpreted as consumer behavior in the form of responses to a desired product, leading to the purchasing transaction process. With a large market share, Shopee is favored by various segments of society (Johannes, 2021).

Sociolla offers various outstanding features, including Sociolla e-commerce, Beauty Journal, and Lilla by Sociolla. Sociolla e-commerce is a beauty platform that combines e-commerce and Sociolla's online media. This platform presents reviews and product reviews from consumers who have used them. Beauty Journal, as part of the Sociolla ecosystem, provides the latest content about beauty and lifestyle, with more than 20,000 product reviews from the Sociolla community. Lilla by Sociolla, an initiative from Sociolla, is a special platform for beauty and self-care products designed specifically for mothers in Indonesia. The products on this platform have been tailored to the needs and preferences of mothers in the country (Khotimah, 2018).

Seeing the potential of Beauty Journal as a promising business pillar, PT Social Bella Indonesia has made massive improvements to its website and added content formats published on their site to meet the information needs of the audience. This has driven organic traffic quite rapidly since the beginning of 2023. According to SimilarWeb's data analytic tools, the average daily visitors during 2023 reached 1.9 million visitors per day.

Table 1 Annual Traffic Of Sociolla Mall Ska Pekanbaru

Year	Total
2020	624.000
2021	648.000
2022	540.000
2023	538.800

Source: Data management results from Similarweb (2024)

The data above serves as a reference for market players to pay attention to the causes of the annual traffic decline experienced by Sociolla's visits each year. Several strategies are needed to attract consumer interest, aiming to prevent similar incidents in the coming years. Therefore, marketers can ensure that their business runs smoothly and has the potential to make purchase transactions (Marhadi. 2014).

Table 2 Data Of Sociolla's E-Commerce Users In Indonesia Based On Age Range In 2023

Age	Persentase
15-19 years	7%
20-24 years	24%
25-29 years	23%
30-34 years	18%
35-39 years	15%
40-44 years	8%

Source: Data management results from Similarweb (2024)

Based on Table 2, Sociolla's e-commerce users aged 20-24 dominate at (24%), followed by the age range of 25-29 at (23%). Meanwhile, the age group of 15-19 years has the smallest percentage at (7%). From the data, it can be seen that Sociolla's e-commerce users are dominated by millennials. This generation considers technology as part of life, where not only seeking information or working but all activities can be done by millennials through the use of technology (Putri & Handayani, 2021). In the book "Generasi Milenial" by (Madiistriyatno & Hadiwijaya, 2020), millennials are defined as those born between 1980 and 2000 or aged 22 to 42 in 2023.

Advertising creativity on e-commerce platforms like Sociolla plays a significant role in attracting consumer attention. Creative advertisements can create strong appeal, increase awareness, and motivate consumers to make purchases. Therefore, this research will examine the extent to which advertising creativity contributes to consumer interest in cosmetic products (Megayani, 2022).

Advertising creativity plays an important role in attracting consumer attention. Creative ads not only enhance visual appeal but also create positive impressions of cosmetic products. Additionally, consumer trust in the brand (brand trust) is crucial in establishing a long-term relationship between consumers and the brand (Nata, 2018). This trust can be built through various factors, including product quality, customer service, and brand integrity. Advertising creativity is a key element in attracting consumer attention (Osaze, 2021). In the context of cosmetic products, creative ads not only visually showcase products attractively but also create a lasting positive impression (Moriarty, 2011)

In the context of purchasing cosmetic products, consumer trust in the brand (brand trust) is crucial. Consumers tend to choose products from brands they trust. Therefore, understanding the extent to which brand trust influences consumer purchase interest is essential in designing effective marketing strategies on e-commerce platforms. Consumer trust in the brand (brand trust) has a significant impact on purchasing decisions (Baines, 2013). Factors such as product quality, customer service, and brand integrity are integral parts of building this trust. Brand image also plays a significant role in influencing consumer purchase interest (Putri, 2018). A positive brand image can help build consumer loyalty and increase their interest in purchasing specific products. In this context, Sociolla as an e-commerce platform serves as an intermediary between consumers and cosmetic brands (Putri, 2020).

Trust in Sociolla as a platform can influence consumers' perceptions of the brands offered within it. Brand image also plays a crucial role in shaping consumer preferences. Creating a positive image can enhance product appeal and build long-term loyalty. Brand image creates a unique perception of a brand in the eyes of consumers. In the context of cosmetic products, brand image can be a determining factor in influencing consumer purchase interest (Shimp,

2014). This study will explore the relationship between brand image and consumer purchase interest in cosmetic products on Sociolla (Shinta, 2020).

With the increasing use of e-commerce in purchasing cosmetic products, consumer consumption patterns have undergone significant changes. Therefore, it is important to understand how factors such as advertising creativity, brand trust, and brand image can influence consumer preferences and purchase interest in this digital era (Schnurr, 2017).

Based on the discussion above, the following issues can be formulated: How does advertising creativity significantly influence consumer purchase interest in cosmetic products at Store Sociolla in Mall SKA Pekanbaru? How does the relationship between brand trust and consumer purchase interest in cosmetic products at Store Sociolla in Mall SKA Pekanbaru? How does brand image affect consumer purchase interest in cosmetic products at Store Sociolla in Mall SKA Pekanbaru? And how does the interaction between advertising creativity, brand trust, and brand image influence consumer purchase interest in cosmetic products at Store Sociolla in Mall SKA Pekanbaru?

Through this study, it is hoped that a deeper relationship between advertising creativity, brand trust, and brand image with consumer purchase interest in cosmetic products, especially among Sociolla e-commerce users, can be found. This research aims to provide a profound understanding of the influence of advertising creativity, brand trust, and brand image on consumer purchase interest in cosmetic products on the e-commerce platform Sociolla. The research results are expected to provide valuable insights for cosmetic companies to enhance their marketing strategies in the digital world.

LITERATURE REVIEW

The Influence Of Advertising Creativity On Consumer Purchase Interest

Advertising creativity is crucial to capture the attention of potential consumers. Advertising serves as a marketing medium that provides information, influences and persuades, creates an image, fulfills desires, and serves as a communication tool between producers and consumers (Saragih & Firnandi, 2019). The development of advertising has expanded to various media, not only through television and radio but also across almost all trending social media platforms today. Advertising creativity is known as a key element in influencing consumer purchase interest. According to marketing theory, creative advertisements can create strong and positive impressions on consumers, enhance product appeal, and change consumers' perceptions of certain brands.

Creativity in advertising involves the ability to generate fresh, unexpected, and captivating ideas that can attract the audience's attention and communicate messages with clarity and high effectiveness. A creative advertisement not only pays attention to visually appealing elements but also must align with campaign objectives, be relevant to the target market, and intelligently leverage the media used. Through innovation, advertisements can differentiate brands from their competitors, and by relying on emotional values, advertisements can build strong bonds between brands and consumers. The end result is an advertisement that not only creates impressions but also invites active responses from the audience, which in turn can increase brand awareness, loyalty, and sales.

According to Wibisono (2012), indicators of advertising include:

1. Capturing attention
2. Attractiveness
3. Generating desire
4. Prompting action

Advertising Management On Consumer Purchase Interest

According to Suyanto (2014), advertising management plays a crucial role in stimulating consumer purchase interest through various means. Effective advertising not only builds brand

or product awareness but also creates the desired brand image in consumers' minds. By leveraging emotionally compelling messages, advertising can evoke deep responses from consumers, associating the brand with positive experiences or desired values. Additionally, advertising serves as a vital tool for conveying product information, offering incentives or promotions to encourage purchases, and facilitating direct interaction between the brand and consumers. With personalized strategies and wise repetition, advertising management can significantly influence consumer purchase interest, helping brands achieve success in an increasingly competitive market.

According to Suyanto (2014), generally, advertising management involves a 5-stage process known as the 5M:

1. Mission (setting objectives)
2. Money (budget decisions)
3. Message (message decisions)
4. Media (media selection)
5. Measurement (campaign evaluation)

Brand Trust As The Foundation Of Purchase Decisions

According to Hana (2019), trust is one of the many factors that can influence the transaction process in e-commerce. Trust can be defined as a feeling that arises within consumers regarding their perception or view of a company. Brand trust, or consumer trust in the brand, plays a crucial role in shaping purchase interest. According to consumer psychology theory, trust is a key element in forming long-term relationships between consumers and brands. Brand trust theory states that consumers tend to choose products from brands they consider trustworthy, both in terms of quality and integrity.

According to Firmansyah (2019), indicators in measuring brand trust include:

1. Brand trustworthiness
2. Brand security
3. Brand honesty

The Role Of Brand Image In Shaping Consumer Preferences

According to Pandiangan, Masiyono, & Dwi Atmogo (2021), brand image is the consumer's perception of a brand as a representation of that brand. Iwan & Saputra (2020) state that brand image is a view formed in the minds of the public when desiring a product. Brand image, or brand perception, encompasses consumers' perceptions of the brand. According to branding theory, a positive brand image can create competitive advantages and increase consumer purchase interest. This theory emphasizes the importance of creating a consistent brand identity that aligns with consumer values.

According to Suryati (2015), brand image is measured by 3 indicators:

1. Brand association excellence
2. Brand association strength
3. Brand association uniqueness

Purchase Interest

According to Hermawan (2021), purchase interest arises when making a purchase and brings forth a motivation that crosses someone's mind, shaping a strong pattern of activity, and eventually the consumer must fulfill their desires, and everything they think of will be realized. Based on the opinions of several experts mentioned above, the conclusion drawn regarding purchase interest is the consumer's interest in making a purchase of a certain amount and at a certain time.

According to Ferdinand (2022), purchase interest is identified through the following indicators:

1. Transactional interest
2. Referential interest

METHODS

Research Design

This study employs a quantitative research design with a cross-sectional approach. Data is collected within a single time period to understand the relationship between independent variables (Brand Image, Brand Trust, and Advertising Creativity) and the dependent variable (Purchase Interest).

Population And Sample

The population in this study consists of Sociolla store users at Mall SKA Pekanbaru. 120 respondents are randomly selected from this population. Sampling is determined using random sampling methods to enhance the representativeness and generalizability of the research results.

Research Variables

The questionnaire's validity will be tested through content validity, and the instrument's reliability will be measured using Cronbach's alpha test to ensure consistency in measurement. Data collection is conducted online through a survey platform.

Data Collection Procedure

An online questionnaire is designed to measure respondents' perceptions of Brand Image, Brand Trust, Advertising Creativity, and Purchase Interest. A Likert scale is used to assess the level of agreement or disagreement. The questionnaire is distributed online to selected respondents through a survey platform.

Operational Definitions

Operational definitions are specific and measurable explanations of a concept or variable within the context of a particular research study. These definitions outline concrete ways to measure or observe the concept or variable within the framework of the ongoing research.

Table 3 Operational Definitions

Variable	Definition	Indicators
Purchase Intent	Purchase Intent Consumers' tendency or desire to purchase or acquire a product or service	1. Interest Desire Action Satisfaction Suryana (2018)
Brand Image	Brand Image is the perception or image that consumers have of a brand.	a. Corporate Image: Strength b. Product/Consumer Image: Uniqueness c. User Image: Preference Aaker and Biel (2009)
Brand Trust	Brand Trust is the trust developed by consumers towards a brand.	1. Brand trust 2. Reliability 3. Brand security, honesty of a brand. Firmansyah (2019)
Advertising Creativity	Advertising Creativity refers to the ability to generate innovative, original, and captivating ideas in the process of creating advertising campaigns.	1. Originality 2. Flexibility 3. Elaboration 4. Synthesis and artistic value Reinartz and Saffert (2013)

Data collected will be analyzed using multiple regression analysis to assess the influence of independent variables on the dependent variable. The t-test will be used to assess the significance of each regression coefficient, while the F-test will be conducted to test the overall significance of the regression model. The coefficient of determination (R Square) will be calculated to evaluate how well the model can explain the variation in Purchase Intention. The data will be processed using statistical software SPSS.

RESULTS

Respondent Characteristics

Age Of Respondents

Research on the characteristics of respondents who are consumers or visitors to the Sociolla store at Mall SKA Pekanbaru shows a significant variation in age. The majority of respondents are aged between 26 and 35 years, accounting for 54% of the total sample. This is followed by the age group of 16 to 25 years, contributing 36% of the respondents. Meanwhile, the age group of 36 to 45 years has a lower contribution, accounting for only 10%. There were no respondents above 45 years old participating in this study. This indicates that the majority of Sociolla visitors or consumers at Mall SKA Pekanbaru are individuals of relatively young age, especially in the age range of 26 to 35 years, which may reflect preferences and consumption habits that are more modern and trendy.

Education Of Respondents

Research on the characteristics of respondents who are consumers or visitors to the Sociolla store at Mall SKA Pekanbaru depicts a diverse range of educational levels. The majority of respondents have a Bachelor's degree (S1), accounting for 57% of the total sample. This is followed by those with a High School (SMA) education background, contributing 25% of the respondents. Meanwhile, respondents with Diploma and Junior High School (SMP) degrees have lower contributions, each accounting for 11% and 3%, respectively. A small portion of respondents also have a Master's degree (S2), with a percentage of 5%. This data indicates that the majority of Sociolla visitors or consumers at Mall SKA Pekanbaru have a high level of education, especially with Bachelor's degrees, which may reflect a high level of literacy and awareness of beauty products.

Occupation Of Respondents

The research findings indicate that visitors or consumers of Sociolla at Mall SKA Pekanbaru have diverse occupational backgrounds. The majority of them are private employees, accounting for 34% of the total sample. This is followed by civil servants (ASN), reaching 24% of the respondents. 27% of the respondents are students, while housewives contribute 15% of the overall total. This data reflects the diversity of professions among Sociolla store visitors, with the majority being active private workers. Additionally, the significant number of students indicates that the beauty products offered by Sociolla also attract interest from the younger generation.

Validity Test

Table 4 Validity Test Results

Variable	Question	R value	R table	Remark.
<i>Brand Image (X1)</i>	A1	0.378	0.1793	Valid
	A2	0.402	0.1793	Valid
	A3	0.554	0.1793	Valid
	A4	0.560	0.1793	Valid
	A5	0.548	0.1793	Valid
	A6	0.554	0.1793	Valid
	A7	0.369	0.1793	Valid

Variable	Question	R value	R table	Remark.
<i>Brand Trust (X2)</i>	B1	0.328	0.1793	Valid
	B2	0.396	0.1793	Valid
	B3	0.525	0.1793	Valid
	B4	0.739	0.1793	Valid
	B5	0.722	0.1793	Valid
	B6	0.525	0.1793	Valid
Advertising Creativity (X3)	C1	0.602	0.1793	Valid
	C2	0.611	0.1793	Valid
	C3	0.607	0.1793	Valid
	C4	0.602	0.1793	Valid
	C5	0.330	0.1793	Valid
Purchase Intent (Y)	Y1	0.385	0.1793	Valid
	Y2	0.365	0.1793	Valid
	Y3	0.873	0.1793	Valid
	Y4	0.882	0.1793	Valid

The results of the validity test in Table 1 indicate that the Brand Image variable (X1) has a high level of validity, with each question item (A1 to A7) showing statistically significant R values (0.378 to 0.554) compared to the established R table value (0.1793). This indicates that the question items related to Brand Image can be considered to represent the variable being measured well, thus the measurement instrument can be relied upon in the context of this research. Similarly, the Brand Trust (X2) and Advertising Creativity (X3) variables also show positive validity test results, with R values significantly greater than the R table value. Furthermore, for the Purchase Interest variable (Y), the validity test results show that each question item (Y1 to Y4) also meets the established validity criteria. The significant R values (0.365 to 0.882) indicate that the measurement instrument for measuring Purchase Interest can be relied upon and provides an accurate depiction of respondents' purchase interest levels.

Reliabilitas Test

Table 5 Reliability Test Results

Variable	Alpha Cronbach Value	ref
<i>Brand Image</i>	0,715	Reliabel
<i>Brand Trust</i>	0.746	Reliabel
Advertising Creativity	0.731	Reliabel
Purchase Interes	0.792	Reliabel

The results of the reliability test in Table 3 indicate that each variable or construct (Brand Image, Brand Trust, Advertising Creativity, and Purchase Interest) shows an acceptable level of reliability, measured through the Cronbach's Alpha values. Marcoulides and Hershberger (1997) as well as Richard J. Shavelson and Nunally (1970) provide guidelines that Cronbach's Alpha values above 0.70 can be considered as good reliability. The Cronbach's Alpha values obtained for each variable are 0.715, 0.746, 0.731, and 0.792, respectively. All these Cronbach's Alpha values exceed the commonly accepted threshold of reliability, which is 0.7. Therefore, it can be concluded that the measurement instruments for each variable demonstrate a good level of consistency or reliability.

The Brand Image variable obtained a Cronbach's Alpha value of 0.715, indicating that all items related to this variable have sufficient interrelatedness or consistency. Brand Trust has a Cronbach's Alpha value of 0.746, indicating that the items related to Brand Trust also show a good level of consistency. Advertising Creativity obtained a Cronbach's Alpha value of 0.731,

indicating good consistency in measuring this variable. Meanwhile, Purchase Interest has the highest Cronbach's Alpha value of 0.792, indicating a very good level of consistency in measuring the Purchase Interest variable.

Results Of Linear Regression Test

Table 6 Multiple Regression Table

Model	Unstandardized Coefficient		Standardized Coefficients
	B	Std. Error	Beta
<i>(Constant)</i>	1.317	0.385	
<i>Brand Image</i>	0.649	0.065	0.954
<i>Brand Trust</i>	0.983	0.049	1.223
<i>Advertising Creativity</i>	0.567	0.060	0.686

Based on the results of multiple linear regression analysis, regression coefficients were obtained for each independent variable. The regression equation is as follows::

$$Y = 1.317 + 0.649 X1 + 0.983 X2 + 0.567 X3 + \epsilon$$

In this model, the constant has a value of 1.317, representing the value of Y when all independent variables are zero. Brand Image has an unstandardized coefficient of 0.649 with a standard error of 0.065, indicating the expected change in the dependent variable for each one-unit change in Brand Image. The standardized coefficient (Beta) is 0.954, indicating a relatively significant contribution of Brand Image to the dependent variable. Brand Trust has an unstandardized coefficient of 0.983 with a standard error of 0.049, and a standardized coefficient (Beta) of 1.223. Brand Trust has a greater influence compared to other variables on the dependent variable. Advertising Creativity has an unstandardized coefficient of 0.567 with a standard error of 0.060, and a standardized coefficient (Beta) of 0.686. Although it has a significant positive influence, Advertising Creativity has a slightly lower contribution compared to Brand Image and Brand Trust.

t-Test Results

Table 7 t-Test Table (ANOVA)

Model	T table	T	Sig.
<i>Brand Image</i>	1.987	3.425	.001
<i>Brand Trust</i>	1.987	9.918	.000
<i>Advertising Creativity</i>	1.987	20.127	.000

Table 4 presents the results of the t-test (ANOVA) for the variables Brand Image, Brand Trust, and Advertising Creativity. Firstly, for the Brand Image variable, the t-value of 3.425 exceeds the critical t-table value of 1.987 with a significance level of 0.001, indicating that this difference is statistically significant. Furthermore, for the Brand Trust variable, the high t-value of 9.918 is also significant at a very low significance level (< 0.001), confirming significant variation between the compared groups. For the Advertising Creativity variable, the t-value of 20.127 exceeds the critical t-table value of 1.987, indicating that the difference between these groups is highly statistically significant.

F-Test Results**Table 8 F-Test Table (ANOVA)**

Model	Df	F	F table	Sig.
Regression	3	483.516	2.70	0.000
Residual	117			
Total	120			

Table 85 shows the results of the F-test (ANOVA) for the regression model involving the dependent variable and several independent variables. This regression model has three degrees of freedom (Df) with an F-value of 483.516 and a significance level (Sig.) of 0.000. With an F-table value of 2.70, these results indicate that the observed F-value far exceeds the critical F-table value, allowing us to reject the null hypothesis. This indicates that at least one of the independent variables (Brand Image, Brand Trust, and Advertising Creativity) has a significant influence on the dependent variable. In other words, the regression model as a whole makes a significant contribution to explaining the variation in the dependent variable.

Coefficient Of Determination**Table 9 Coefficient Of Determination**

R	R Square	Adjusted R Square	Std. Error
0.962	0.926	0.924	0.332

The analysis results in Table 6 indicate that the regression model used fits the observed data well. With an R Square value of 0.926, it can be concluded that approximately 92.6% of the variation in the dependent variable can be explained by the independent variables included in the model. The nearly equivalent Adjusted R Square value, 0.924, indicates that the addition of independent variables to the model significantly contributes to explaining the variation in the dependent variable. Additionally, the correlation value (R) of 0.962 indicates a strong positive relationship between the dependent and independent variables.

DISCUSSION

This research aligns with findings reported by several previous researchers. For instance, the finding regarding the influence of Brand Image on Consumer Buying Interest supports the study by Yasin, Noor, & Mohamad (2007), who found that a strong brand image has a positive impact on consumer purchasing behavior. However, Aaker (1991) stated that although brand image is important, consumer trust in the brand can have a greater impact on their buying interest. Similarly, the finding regarding the influence of Brand Trust on Consumer Buying Interest aligns with the research by Prayogo & Wibowo (2017), who found that consumer trust in the brand significantly influences purchasing behavior. However, Davis, Golicic, & Boerstler (2013) emphasized that although consumer trust is important, other factors such as brand image can also have a significant impact on buying interest.

Moreover, the finding regarding the influence of Advertising Creativity on Consumer Buying Interest also supports the research by Rahmawati & Dewi (2016), who found that creative advertising can affect consumer purchasing behavior by attracting attention and enhancing brand perception. However, Kotler & Keller (2012) highlighted that although advertising creativity can attract consumer attention, consumer trust in the brand and a strong brand image remain more important factors in shaping buying interest. Thus, this research concludes that while Brand Image, Brand Trust, and Advertising Creativity collectively contribute positively to Consumer Buying Interest, these arguments indicate the complexity of the factors influencing consumer purchasing behavior

CONCLUSION

Based on the regression analysis results and support from related studies, several key conclusions can be drawn from this research. The regression model involving independent variables, namely Brand Image, Brand Trust, and Advertising Creativity, in explaining the dependent variable Consumer Buying Interest, yields significant results. These findings support the initial hypothesis that these factors play an important role in influencing the level of Consumer Buying Interest.

Brand Image, as a representation of brand image, has a positive and significant influence on Consumer Buying Interest. This is consistent with previous studies that emphasize the importance of brand image in shaping consumer preferences and purchasing decisions. Furthermore, Brand Trust, which reflects consumer trust in the brand, also has a significant contribution to Consumer Buying Interest. Consumer trust in the brand is recognized as a key factor influencing purchasing decisions, and this finding supports literature that emphasizes the important role of Brand Trust. Advertising Creativity also provides a positive contribution to Consumer Buying Interest. These results are in line with marketing concepts that emphasize the importance of creativity in advertising as a way to attract attention and build emotional bonds with consumers. Overall, this regression model successfully explains about 92.6% of the variation in Consumer Buying Interest

SUGGESTION

Based on the research findings, it is recommended to continue the research by exploring additional variables that may influence Consumer Buying Interest, such as demographic factors or price preferences, to deepen understanding of the dynamics of purchasing decisions. Additionally, involving moderation variables, such as the level of consumer loyalty, can provide a richer perspective on the influence of Brand Image, Brand Trust, and Advertising Creativity.

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