



# The Effect Of Digital Promotion Quality Dimensions On Consumer Purchase Intentions With Trust As A Mediating Variable (A Study At Smart Jaya Phone Store, Palu City)

Zihan Fhaiza Purnama Ramli <sup>1)</sup>; Ponirin <sup>2)</sup>; Umar Syarifuddin <sup>3)</sup>; Farid <sup>4)</sup>

<sup>1,2,3,4)</sup> *Study Program of Management, Faculty of Economics and Business, Tadulako University, Indonesia*

Email: <sup>1)</sup> [zihanfaizah112@gmail.com](mailto:zihanfaizah112@gmail.com); <sup>2)</sup> [ppaidjan@gmail.com](mailto:ppaidjan@gmail.com); <sup>3)</sup> [umarmanfiebuntad@gmail.com](mailto:umarmanfiebuntad@gmail.com)

<sup>4)</sup> [Faridmnj45@gmail.com](mailto:Faridmnj45@gmail.com)

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## ABSTRACT

The development of digital technology has transformed marketing strategies, making digital promotions an effective tool for reaching consumers. This study aims to analyze the influence of digital promotion quality dimensions on consumer purchase intentions with trust as a mediating variable at the Smart Jaya Phone Store in Palu City. This study uses a quantitative approach with a causal design. Data were collected through questionnaires from 116 customer respondents of the store and analyzed using SmartPLS-based Structural Equation Modeling (SEM). The results show that digital promotion quality has a positive and significant effect on purchase intentions, both directly and indirectly through trust. Trust is also proven to act as a partial mediator that strengthens the relationship between digital promotion quality and purchase intentions. The practical implications of this study emphasize the importance of digital promotion quality that is not only attractive but also able to build consumer trust to encourage sustainable purchase intentions.

## INTRODUCTION

The development of digital technology is transforming marketing strategies, making digital promotions one of the most effective tools for reaching consumers. The quality of digital promotions is not only seen from the visual aspect, but also the extent to which the information conveyed is useful, entertaining, relevant, and able to encourage consumer action. Smart Jaya Phone Store in Palu City, as a business actor in the smartphone sales sector, utilizes various digital platforms to promote its products. In the context of modern retail, especially the smartphone sales industry, consumers increasingly rely on social media, *e-commerce platforms*, and online review forums as reference sources before purchasing products. The use of

effectively designed digital promotions has been proven to reduce information uncertainty, strengthen trust, and build preferences that have an impact on the formation of consumer purchase intentions (Jinyoung Hwang, 2024).

Modern consumer behavior has shifted to become more dynamic and complex with technological advancements. Today's consumers are not only looking for quality products, but also expect informative, entertaining, and personalized shopping experiences through various digital platforms. A study by Google Indonesia (2023) revealed that 75% of consumers prefer brands that provide relevant and interactive promotional content. This indicates that the quality of digital promotions is a determining factor in shaping consumer perceptions and purchase intentions.

However, despite this enormous potential, Toko Smart Jaya Phone, an MSME in Palu City, faces a paradoxical phenomenon: on the one hand, the store has actively promoted its products through social media and digital platforms, but on the other hand, the conversion rate from promotional impressions to actual purchases is not optimal. Based on initial observations and informal interviews with several customers, a gap was identified between the high exposure of digital promotions and low consumer trust, which ultimately hinders purchase intentions. Many consumers stated that they still feel doubtful and anxious about the authenticity of the product, the accuracy of the advertised specifications, and the store's credibility as an online seller, especially for high-value smartphones. This phenomenon indicates that even though digital promotions have been carried out, without building trust, these marketing efforts fail to be converted into concrete purchase intentions. This condition is the background for research to investigate the role of trust as a bridge that mediates the relationship between the quality of digital promotions and consumer purchase intentions.

Theoretically, although many previous studies have confirmed the influence of various dimensions of digital promotion on purchase intention, several research gaps can still be identified. First, most studies such as Liu & Zhang (2024) and Chen et al. (2022) is often conducted in the context of metropolitan markets or global e-commerce. Consumer characteristics and market dynamics in mid-sized cities like Palu differ significantly, with distinct cultures and consumption patterns. Recently, research in the local context of Palu has begun to develop, such as studies Yulianti et al. (2025) demonstrating the effectiveness of influencers as mediators between product quality and purchasing decisions in the fashion industry. However, these studies focused on a single promotional channel (influencers) and specific mediating variables. Second, previous studies tended to focus on direct relationships, while the indirect mechanisms—how the promotional quality dimension ultimately leads to purchase intentions—remain underexplored, particularly in the context of local e-retail.

The context of MSMEs in Palu City has received attention in research Farid et al. (2025) demonstrating that digital marketing adoption significantly impacts sustainable marketing orientation and competitive advantage in MSMEs in the region, with value co-creation acting as a moderator that strengthens this relationship. These findings reinforce the importance of digital marketing strategies for MSMEs in Palu. However, this research has not yet explored the quality of digital promotions in depth and the mechanism of *trust* as a mediating variable.

*This* is where trust is strongly suspected to play a crucial role as a mediating variable. Theory Ashiq & Hussain (2024) asserts that in the context of MSMEs, consumer trust is often the foundation that determines the success of a transaction. Informative, credible, and relevant digital promotions do not necessarily result in immediate purchases; they must first go through a trust-building process. Consumers who trust a store will feel safer and more comfortable making transactions. Recent support from Alzate et al. (2022) confirms that *trust* significantly mediates the relationship between the quality of information and entertainment in digital promotions and repurchase intentions on e-commerce platforms.

The construct of quality has been shown to be a key driver in various business contexts. Recent findings Ponirin et al. (2024) confirm that *service quality* and *sustainable servicescape* are

critical antecedents of *environmental satisfaction*. This indicates that consumers' perceptions of both service and environmental quality significantly shape their psychological responses. Based on the same logic, this study hypothesizes that the quality of digital promotions acts as a critical antecedent shaping consumer perceptions and responses, in this case, purchase intention. If service quality and the physical environment can influence satisfaction, then the quality of digital promotions, as the first environment or interface encountered by consumers, is strongly suspected to have an equally strong influence on transaction intention.

Several recent studies indexed by Scopus support the relationship between digital promotion quality, trust, and purchase intention. One Liu & Zhang (2024) study showed that interactivity and clarity of information increase consumer trust, which then strengthens purchase intention in *live streaming e-commerce*. Chen et al. (2022) Internet research found that interactivity and credibility significantly influence the formation of *swift guanxi* (fast relationships) and *trust*, which ultimately increases purchase intention. Meanwhile, Fatimah et al. (2024) in the journal *Economic Relations*, trust is a critical mediator between digital promotion quality and purchase decisions.

Based on the research gap and literature support, this study not only aims to analyze the direct influence of the five dimensions of digital promotion quality, but also wants to test and explain the role of trust as a mediating variable that bridges the relationship. By examining this deeper mechanism, it is hoped that a more holistic understanding and more effective strategies for Toko Smart Jaya Phone can be obtained, while also providing scientific contributions to the digital marketing literature by presenting empirical evidence from a unique geographic context, and complementing the findings Farid et al. (2025) with a specific focus on the electronics retail industry and the mechanism of *trust* as a mediator.

## LITERATURE REVIEW

### Digital Promotion Quality

Digital promotion quality is a multidimensional construct that represents consumer perceptions of the effectiveness and attractiveness of promotions through digital means. Based on theoretical studies, this quality is reflected through the promotion's ability to present accurate, relevant, and useful information ( *informativeness* ) as carried out Rini Lestari et al. (2023), as well as the clarity of role and consistency of brand identity across various platforms ( *clarity & consistency* ), which are considered Anita et al. (2025) the foundation of brand recognition. This dimension not only ensures that information can be easily understood but also builds a coherent and memorable brand image.

*interactivity* and engagement aspect emphasizes the importance of two-way communication in digital promotions where consumers are not just passive recipients but active participants. According to Aditi et al. (2023) and Kushariyadi et al. (2025), interactive features such as the ease of commenting, providing feedback, and a clear *call to action* can increase engagement and build an emotional connection with the brand. Meanwhile, visual appeal ( *aesthetic appeal* ) which includes an attractive, professional, and visually pleasing design, as shown in research Laluyan et al. (2017), plays an important role in capturing consumer attention and differentiating the brand from competitors.

These five dimensions are integrated in building perceived credibility as a determining dimension of consumer trust. Kushariyadi et al. (2025) and Rini Lestari et al. (2023) emphasizes that credible promotions are characterized by information that matches the reality of the product, the official impression of the promotional source, and the absence of deceptive impressions, which are key to reducing perceived risk and increasing consumer trust. Holistically, these five dimensions complement each other in creating a comprehensive digital promotional experience, which is not only informative and visually appealing but also able to build lasting relationships with consumers.

The importance of a structured approach to measuring quality is increasingly emerging in recent literature. In line with this research, Muzakir et al. (2024) they developed a measurement model to construct *sustainable service escape* and *service quality* in the context of green spaces. They emphasized that quality is a multidimensional concept that must be defined through specific and measurable indicators to predict outcomes such as satisfaction.

### **Purchase Intent**

Purchase intention is defined as a consumer's willingness to purchase a particular product or service in the future, as reflected in their plans, desires, and buying behavior tendencies (Fishbein & Ajzen, 1977). (Schiffman & Lazar, 2010) This concept represents a critical stage in the consumer decision-making process, where the consumer has formed a predisposition to act to purchase a product or service.

### **Trust**

Trust is defined as consumer confidence that a seller or platform will act honestly, reliably, and safeguard the interests of buyers during online transactions (McKnight et al., 2002). In the context of e-commerce and digital marketing, trust is a critical foundation that enables transactions between parties who do not physically know each other. The dimensions and indicators of trust are; (1) *ability/competence*; (2) *benevolence*; (3) *integrity/honesty*; (4) *reliability/consistency*; and (5) *security & privacy assurance*. Trust in the digital context has long been recognized as the main foundation of transactions. Ponirin et al. (2015) In their e-loyalty model, they place e-trust as a key variable influenced by factors such as *e-security* and *e-service quality*, and ultimately significantly influence *e-commitment* and e-loyalty.

## **METHODS**

This study uses a causal design to test the effect of digital promotion quality on consumer purchase intention with trust as a mediating variable. The population in this study is all customers of the Smart Jaya Phone Store in Palu City who have made transactions at the Smart Jaya Phone Store. Because the population in this study is unknown, the sampling measurement in this study uses the Machin and Campbell (1987) formula. The results of the calculation, then to obtain the number of respondent samples to be used in this study using  $\rho = 0.30$ ; with  $\alpha = 5\% = 0.05$  so that  $(Z_{1-\alpha}) = 1.96$  in two-way measurement; and  $\beta = 10\% = 0.10$  and  $(Z_{1-\beta}) = 1.6449$ ; resulting in  $n$  (minimum) = 116.

Based on this, the number of samples in this study is 116 respondents. The data type in this study consists of quantitative data obtained from questionnaires. Data sources include primary data collected through online and offline surveys, as well as secondary data in the form of user data and previous scientific references. The research instrument used a questionnaire with a Likert scale of 1-5, which measures the variable of digital promotion quality (X), against the variable of repurchase intention (Y) with the variable of trust (Z) as a mediating variable. Distribution was carried out through a digital survey (questionnaire) and directly to customers at Toko Smart Jaya Phone.

Data analysis was conducted using the SmartPLS-based *Structural Equation Modeling* (SEM) method. The analysis included construct validity, reliability, and path coefficient testing, as well as structural model testing based on R-square and HTMT values to assess the quality of the research model.

## RESULT

**Table 1. Description of Research Respondents**

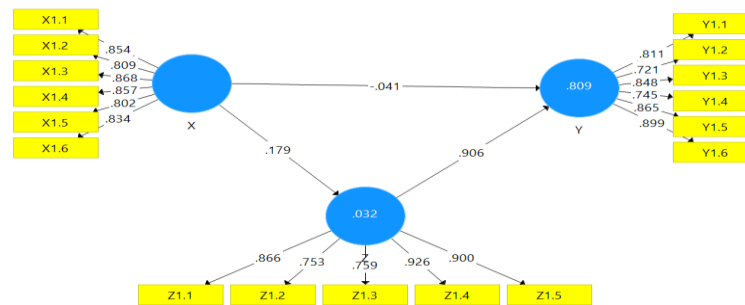
Respondent Description	Category	Amount	Percentage
Gender	Man	36	31%
	Woman	80	69%
Age	18-29 Years	95	82%
	30-41 Years	12	10%
	42-50 Years	9	8%
Domicile Area	West Palu	12	10%
	South Palu	15	13%
	East Palu	27	23%
	North Palu	7	6%
	Mantikulare	22	19%
	Tatanga	22	19%
	Ulujadi	7	6%
	Tawaeli	4	3%
Last education	Junior high school/equivalent and below	0	0%
	High school/equivalent	52	45%
	Diploma or Bachelor's degree	62	53%
	Postgraduate and above	2	2%
Work	Students	12	10%
	Private employees	31	27%
	State-Owned Enterprises/PNS	63	54%
	Self-employed	8	7%
	Housewife	2	2%
Income	Rp. 500,000 - Rp. 1,000,000	20	17%
	Rp. 1,000,000 - Rp. 2,000,000	26	22%
	Rp. 3,000,000 - Rp. 4,000,000	31	27%
	Rp. 4,000,000 - Rp. 5,000,000	13	11%
	> Rp. 5,000,000	26	22%

This study involved 116 respondents who were customers of the Smart Jaya Phone Store. Based on gender, the majority of respondents were female (69%), while male respondents were 31%. This reflects the dominance of female consumers in shopping at the Smart Jaya Phone store. In terms of age, most reflected being in the range of 18-29 years (82%), 30-41 years (10%) and respondents aged 42-50 years (8%). This shows that customers who make purchases at the Smart Jaya Phone store are predominantly aged 18-29 years. In terms of domicile area, respondents in this study predominantly resided in East Palu (23%), Mantikulore and Tatanga each (19%), South Palu (13%), West Palu (10%), North Palu and Ulujadi (6%), and finally Tawaeli District (3%). Respondents with the largest percentage were those who resided in East Palu. This was due to the close distance between their homes and the Smart Jaya Phone store. For the respondents' final education, it was dominated by diplomas or S1 (53%), high school education or equivalent (45%) and postgraduate education or above (2%).

Occupation category, respondents in this study were dominated by BUMN/PNS employees, namely 54%, private sector employees by 27%, students by 10%, and housewives by 2%. In the income category, respondents in this study were dominated by incomes of Rp.

3,000,000 and Rp. 4,000,000, namely 27%, then followed by incomes > Rp. 5,000,000 and Rp. 1,000,000-Rp. 2,000,000, namely 22%, then incomes of Rp. 500,000-Rp. 1,000,000 by 17% and incomes of Rp. 4,000,000 - Rp. 5,000,000, namely 11%. This is directly proportional to the dominance of respondents' occupations in this study, which are dominated by BUMN and private sector employees.

**Figure 1. Structural Equation Model Output Using SmartPLS**



Source: Research Results, 2025

Based on Figure 1, the structural model shows a fit. The outer loading value of all variable indicators is above 0.70, which means the indicators are valid. For example, the indicator on digital promotion quality (X) ranges from 0.802-0.868, trust (Z) between 0.753-0.926, repurchase intention (Y) ranges from 0.721-0.899. The validity test results show that the values of all indicators of all variables show positive results, which means that all questionnaire items in this study are valid. A structural model that can be tested using statistical analysis such as SEM ( *Structural Equation Modeling* ) or multiple regression. This is a form of theoretical framework for quantitative research, common in digital marketing and consumer behavior.

**Validity Test**

**Table 2. Validity Test**

	Digital Promotion Quality	Consumer Purchase Intention	Trust
X1.1	,854		
X1.2	,809		
X1.3	,868		
X1.4	,857		
X1.5	,802		
X1.6	,834		
Y1.1		,811	
Y1.2		,721	
Y1.3		,848	
Y1.4		,745	
Y1.5		,865	
Y1.6		,899	
Z1.1			,866
Z1.2			,753
Z1.3			,759
Z1.4			,926
Z1.5			,900

Source: SmartPLS processed data, 2025

The validity analysis results show the outer loading values of all variables in this study. The results indicate that the independent variable (digital promotion quality), the mediating variable (trust), and the dependent variable (consumer purchase intention) have outer loading values > 0.70. These detailed results are shown in Table 2 as a measure of the correlation between the indicators and the latent variables, indicating that all variables are valid.

### Reliability Test

**Table 3. Reliability Test**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digital Promotion Quality	,931	1,175	,934	,702
Consumer Purchase Intention	,900	,918	,923	,668
Trust	,897	,899	,925	,713

Source: SmartPLS processed data, 2025

The reliability test shown in Table 3 shows the Croanbach's alpha value for the trust variable of 0.897, the digital promotion quality variable of 0.931 and consumer purchase intention of 0.900. The Croanbach's alpha value for all variables is more than 0.70 and the composite reliability value for all variables is more than 0.70, so it can be concluded that all variables are reliable or can be relied upon.

### R-Square Test

**Table 4. R-Square Test**

	R Square	R Square Adjusted
Consumer Purchase Intention	,809	,806
Trust	,832	,830

The R-Square test in Table 4 shows an adjusted R-Square value for the trust variable (Z) of 0.830. This indicates that the trust variable is able to explain the digital promotion quality variable by 83%. Therefore, it can be concluded that the model is considered strong. Meanwhile, the adjusted R-Square value for the consumer purchase intention variable (Y) is 0.806 or 80.6%.

### Heterotrait-Monotrait Ratio (HTMT)

**Table 5. Heterotrait-Monotrait Ratio (HTMT)**

	Trust	Digital Promotion Quality	Consumer Purchase Intention
Trust			
Digital Promotion Quality	,159		
Consumer Purchase Intention	,150	,126	

Source: SmartPLS 2025 processed data

The CFA criteria are accepted if the discriminant validity value (HTMT < 0.90). The HTMT value in this research model has a Heterotrait-Monotrait Ratio (HTMT) value < 0.90, so it can be concluded that this research model is discriminantly valid.

**SEM-PLS analysis****Table 6. Test Path Coefficients and Significance Test Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Digital Promotion Quality -> Consumer Purchase Intention	,903	,905	,032	25,411	,000
Digital Promotion Quality -> Trust	,911	,912	,014	66,600	,000
Trust -> Consumer Purchase Intention	,613	,605	,101	31,451	,000

Source: SmartPLS 2025 processed data

Furthermore, hypothesis testing is carried out by analyzing the coefficients between variables and the significance values that arise. The test results as in Table 6 indicate a significant relationship between the trust variable (Z) and consumer purchase intention (Y), the digital promotion quality variable (X) and the trust variable (Z), and the digital promotion quality variable (X) and the consumer purchase intention variable (Y) as indicated by P-Values of less than 0.05. This indicates that all hypotheses that have a direct influence are accepted.

**Table 7. Specific Indirect Effect Test**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Digital Promotion Quality -> Consumer Purchase Intention	,262	,274	,121	2,263	,000
Digital Promotion Quality -> Trust					
Trust -> Consumer Purchase Intention					

This study also tested the indirect *effects hypothesis* by analyzing the coefficients between variables and the resulting significance values. The test results, as shown in Table 7, indicate a significant relationship between the digital promotion quality variable (X) and consumer purchase intention (Y) through trust (Z). This indicates that all hypotheses that did not have an indirect effect were accepted.

The results of the hypothesis testing in this study indicate that trust plays a crucial mediating role, where the quality of digital promotions does not directly drive purchase intent but must first be fostered through building consumer trust. Therefore, a store's digital marketing strategy should be formulated not only to attract attention but also to foster trust, which will ultimately convert that attention into concrete purchase intent.

**DISCUSSION****Digital Promotion Quality Has a Positive Influence on Purchase Intention**

The analysis shows that the quality of digital promotions has a positive and significant effect on consumer purchase intention. This influence occurs through the mechanisms of forming positive perceptions, reducing uncertainty, and increasing consumer engagement. In the context of the electronics retail business in a mid-sized city like Palu, the quality of digital promotions is a determining factor in winning market competition and building consumer loyalty. These results are consistent with a study conducted by [Lien et al. (2017)1], which found

that the quality of digital promotional content increased purchase intention by 34% in electronics retailers.

### **A Positive Influence On Trust**

The analysis results show that the quality of digital promotion has a positive and significant effect on trust. The quality of digital promotion significantly builds consumer trust in the Smart Jaya Phone Store in Palu City through the mechanism of signaling business credibility, reducing uncertainty through transparent information, forming positive perceptions based on content consistency, and strengthening relational bonds through responsive engagement. In the context of mediation, trust functions as a psychological bridge that transforms digital promotion exposure into belief in the store's credibility, which then influences consumer purchase intentions. The results of this study are consistent with findings McKnight et al. (2002) that confirm that in the context of e-commerce, the quality of digital information and presentation is the main foundation in building *trusting beliefs*.

### **Trust Has a Positive Influence on Consumer Purchase Intentions**

The analysis results show that trust as a mediating variable plays a significant role as a mediating variable that strengthens the relationship between the quality of digital promotions and consumer purchase intentions at the Smart Jaya Phone Store in Palu City. This finding confirms that building trust is not merely a business strategy, but a long-term investment in creating sustainable purchase intentions. For the Smart Jaya Phone Store, consistency in maintaining the quality of digital promotions and meeting the expectations set through these promotions is key in maintaining a cycle of trust and positive purchase intentions among consumers in Palu City. This finding is in line with the theoretical framework of Kim et al. (2008) which emphasizes that in a trust-based consumer decision-making model, trust functions as a critical mechanism that transforms positive perceptions into behavioral intentions.

### **Influence on Consumer Purchase Intention Through Trust**

In addition to the direct effect, a mediation test was also conducted. The analysis results show that promotional quality has a positive effect on consumer purchase intention through the mediation mechanism of trust at the Smart Jaya Phone Store in Palu City. This study shows that consumers exposed to high-quality digital promotions develop trust in the store before forming purchase intention. Promotions that present complete and accurate smartphone product specifications ( *informativeness* ) build cognitive trust that the store is competent and understands its products. Fast and friendly responses to questions on social media ( *interactivity & engagement* ) foster affective trust that the store cares about consumer needs. Consistent and professional visual design ( *aesthetic appeal & clarity* ) strengthens the perception that the store is a legitimate and trustworthy business.

The practical implications of these findings confirm that for Toko Smart Jaya Phone, investing in improving the quality of digital promotions not only increases *brand awareness* but, more importantly, serves as a *trust-building strategy* that ultimately drives purchase intention. A holistic approach that integrates the five dimensions of digital promotion quality is key to creating a *seamless customer journey* from promotional exposure to the formation of purchase intention through building strong trust.

These findings also support the research model on Kim et al. (2008) *trust-based customer decision-making*, where *trust* serves to reduce *perceived risk* in purchasing electronic products. For smartphones, which have high economic value and technical complexity, the role of trust as a mediator becomes even more critical. Consumers require assurance of trust before deciding to purchase, and the quality of digital promotions is a key signal that shapes that trust.

## CONCLUSION

This study aims to examine the effect of digital promotion quality on consumer purchase intention with trust as a mediating variable. Based on the results of structural model testing using the SEM-PLS approach, evidence was obtained that digital promotion quality contributes positively and significantly to consumer trust and purchase intention. Trust was also shown to have a significant influence on consumer purchase intention, while also acting as a partial mediator in the relationship between digital promotion quality and consumer purchase intention. These results strengthen the theoretical basis regarding the importance of trust variables in the relationship between digital promotion quality and consumer purchase intention. Digital promotion quality functions as *a critical antecedent* that shapes consumer *trusting beliefs*. These *trusting beliefs* are then internalized into *trusting intentions* that manifest in purchase intention.

## LIMITATIONS

This study has limitations, namely that it was only conducted at one location, the Smart Jaya Phone Store in Palu City. Therefore, the findings cannot be generalized to all MSMEs in Indonesia or to the smartphone retail industry in other regions. Consumer characteristics and market dynamics in Palu City may have their own uniqueness that differs from other regions. In addition, the study only focuses on five dimensions of digital promotion quality (*informativeness, clarity & consistency, interactivity & engagement, aesthetic appeal, and perceived credibility*) and trust as a mediating variable. There are other variables that may influence purchase intention such as price, product quality, social influence, or demographic factors that are not included in this research model.

Data was collected over a specific time period, while consumer behavior dynamics and digital promotional strategies continue to evolve rapidly. Research findings may not be fully relevant if there are significant changes in digital marketing trends or consumer behavior in the future.

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