

ABSTRACT

In the industrial era 4.0, the Indonesian economic system is starting to enter the digital world. Massive technological progress requires all parties to adapt to what is called digitalization. Many companies are trying to take advantage of technological advances to simplify and streamline the marketing activities they carry out. There are various ways to try to utilize digital marketing to attract the attention of potential customers. The popularity of Belajarlagi, as a brand that carries out digital marketing strategies, is interesting to examine whether these variables make customers make product purchases. Apart from this phenomenon, inconsistencies were found in the results of previous research regarding the Brand Image variable on Purchasing Decisions. Therefore, based on these research phenomena and gaps, this research aims to prove whether brand image, electronic word of mouth, and content marketing variables can influence purchasing decisions with brand trust as an intervening variable.

Data collection was carried out by distributing questionnaires to Belajarlagi customers who had purchased the products they sold. A total of 152 respondents were obtained. The criteria for research respondents are customers who have purchased Belajarlagi products at least once. The results of the questionnaire data collection that were obtained were analyzed quantitatively and structurally using the SEM (Structural Equation Model) method using the AMOS (Analysis Moment of Structural) 24 program.

The findings in this research succeeded in proving that brand image, electronic word of mouth, and content marketing can have a positive and significant influence on the formation of brand trust. Apart from that, brand image, electronic word of mouth, and content marketing have a positive and significant influence on purchasing decisions. However, there is rejection of the hypothesis which states that there is a negative and insignificant influence on the relationship between brand trust and purchasing decisions. The managerial implication that can be applied is to use this research as a consideration for determining the marketing strategy carried out by a company when it wants to increase product sales.

Keywords: Brand Image, Electronic Word of Mouth, Content Marketing, Brand Trust, Purchasing Decisions.