The Influence Of Content Marketing, On Purchase Decisions With Product Quality As A Mediation Variable And Brand Trust As A Moderating Variable

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Abstract

The purpose of this study is to determine the influence of marketing content variables The influence of content marketing, on purchase decisions with product quality as a mediating variable and brand trust as a moderating variable on Pond's Facial Wash products at Pelita Bangsa University. By using quantitative methods, sampling methods and the population used are all students of Universitas Pelita Bangsa who use Pond's products. Meanwhile, the type and source of data used is primary data, namely data collected and processed by themselves obtained from the results of the distribution of questionnaires with a total of 105 respondents. Data analysis using SmartPLS3 (Partial Least Square). The results of this study. Content marketing has a positive but insignificant effect on purchase decisions, and variable Brand Trus has a positive effect on purchase decisions , variables Product quality has a positive effect on purchase decisions, variables Content marketing have a positive effect on brand marketing, Content Marketing has a positive effect on Product Quality, and Product Quality variables have a positive effect on purchase decisions. This identifies that the existence of Product Quality, brand trus can influence consumer purchasing decisions so as to cause purchases of pond's products to increase.

Keywords : Content Marketing, Brand Trus, Product Quality, Purchase Decision

Introduction

Everyone certainly wants to have an attractive appearance, a healthy body, and a beautiful body. They focus on maintaining themselves so that their appearance in the eyes of the public increases their confidence. Especially the face, taking care of facial skin is considered a female habit, but in this modern era men are increasingly aware of their appearance in order to look attractive. We need to understand that the difference is when it comes to men. Women see more problems in their skin, but most men are more concerned about taking care of their hair than cleaning their face. For most men, they usually don't attach importance to facial care, before they grow up, and often in taking care of the face one of the products becomes the solution to the problem   (Grant, 2014) in (Togubu et al., 2018).

But lately men are also starting to realize the importance of taking care of their skin, this is due to unpredictable weather changes, men need to protect their skin to avoid environmental impacts, men's skin is usually thicker, more oily and hairy than women's skin and also more susceptible to UV rays, environmental pollution, wind damage, and other factors because most men work outside the workplace. Recently, men are increasingly aware of their

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appearance and want to look attractive. However, men with smooth faces and stocky bodies are not attractive to women. Surely men with healthy skin are more attractive in the eyes of women, than those with dashing faces. There are many reasons that encourage men to use skincare products, but the most important one is to improve their skin and personal hygiene (Togubu et al., 2018).

One of the face whitening products that is in great demand by consumers is Pond's face whitening product which is a beauty product from the multinational company Unilever. The results of a survey conducted by Spire Research & Consulting show that adults aged 18-45 years do know and like Pond's. At least, 105 respondents of Universitas Pelita Bangsa 86.7% stated that they knew the Pond's brand. In terms of product distribution, Unilever Indonesia's sales and distribution team has succeeded in placing Pond's starting from modern markets (hypermarkets, supermarkets, minimarkets) to general trade (cosmetic stores, grocery stores) (Rosida, 2022).

Content marketing is a marketing strategy that focuses on creating, distributing, and promoting content that is relevant, useful, and engaging for the target audience. Good content not only helps in building a strong relationship with consumers, but also increases the trust of a brand in the eyes of consumers. Content marketing is a marketing strategy approach that focuses on creating and distributing valuable, relevant, and consistent content. According to , content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understood target audience with the aim of driving profitable customer actions. Content marketing is made to produce content that is of quality, unique, significant, valuable, dynamic and more relevant than its competitors. According to him, there are four indicators that are used as variables for content marketing success, including Content Creation, Content Sharing, Connecting, and Community Building Web. (Pulizzi, 2013) in (Nasta'in et al., 2023) (Gunelius, 2011) in (Nasta'in et al., 2023)

Product Quality According to the stated that the capacity of a product in includes the durability, protection, and accuracy of the product, which is obtained by the product as a whole. According to there are six indicators of product quality as follows: 1) Ease of use means that the cream in Pond's can be easily used or applied, so that users do not need to use hard enough effort when using this Pond's cream; 2) The economic age of the product or the expiration date (Expired Date), is the length of the age of Pond's, which although physically the product still looks intact, but if it is used no longer profitable, it means that the expiration period has expired so it cannot be used again; 3) conformity of product standards, meaning that Pond's cream already has the standard quality of whitening cream treatment experts and is said to be compliant; 4) increasing consumer interest in the product, meaning that Pond's cream has the most complete range of whitening treatments ranging from facial care creams to body care; there is not often damage that includes the durability of the product, meaning that Pond's cream has strong packaging, so the product is not easily damaged.; 6) product design model, meaning that Pond's cream has a good product design so that it is liked by the public. (Kotler and Keller, 2016) in (Harum Putri Terate & Nurhadi, 2023) (Dhani, 2022) in (Harum Putri Terate & Nurhadi, 2023)

Brand trust is the trust of consumers in the brand which will later provide a sense of satisfaction and positive expectations. According to "A brand with trust is a product of a

company that has the potential to build trust, because other groups have the ability to function in the right direction in accordance with the will and needs of the buyer" According to , "a brand with trust or confidence is a buyer who certifies the goods with all risks because the company has a maximum reference. It brings loyalty and trust to the brand. It can be said that brand trust is the expectation of consumers with all the risks arising from good expectations about the brand, in order to meet the needs and desires of buyers. The formation of consumer trust in a brand depends on the established reputation of the brand. Trust in a brand can arise if consumers have tried to use the brand or are confident and believe that the brand is able to provide quality and benefits according to their expectations. Consumer trust in a brand (brand trust) is described as "the willingness of consumers to rely on a brand by bearing all forms of risks associated with the brand" Indicators in measuring brand trust according to include, among others: brand trust, brand safety and honesty of a brand. (Heriyanto, 2017) in (Anggraeni & Rachmi, 2023)   (Kotler and Amstrong, 2016) in (Anggraeni & Rachmi, 2023) (Novalina et al ., 2018)   (Rizan, 2012) in (Zulia Pramesti & Sujana, 2023).   (Firmansyah, 2019) in (Kusumastuti, 2022)

The purchase decision made by consumers is to buy the product that they like the most. According to the opinion that the purchase decision is an evaluation process carried out by potential consumers to combine their knowledge of two or more product alternatives and choose one of them. A shrewd company can understand the factors that influence consumer awareness from the outside as well as from within itself that give rise to the purchase decision. According to the indicators of purchase decisions, including Introduction of needs, Seeking information, Evaluating alternatives, Making decisions, Evaluation after purchase.   (Peter and Olson, 2012) in (Nasta'in et al., 2023)   (Kotler & Keller, 2012) in (Nasta'in et al., 2023) According to the following three indicators of purchase decisions: 1) Number of purchases, meaning that within three months Pond's cream has been sold between 1 - 2 packs, 2) Purchase frequency, meaning that every three months consumers will buy Pond's cream, 3) Interest in re-buying, meaning, if with the use of Pond's cream, consumers are satisfied, they will make a repurchase.   (Sumaryanto et al., 2022)

Based on the description of the phenomenon above, the author is interested in conducting an analysis related to the factors that affect purchasing decisions with the research title "The Influence of Content Marketing, on Purchase Decisions with Product Quality as a Mediation Variable and Brand Trust as a Moderating Variable in Pond's Facial Wash Products at Pelita Bangsa University". This study was conducted to analyze the influence of Content Marketing on purchasing decisions mediated by Brand Trust and moderated by Product Quality.

Methods

This study uses a quantitative method to analyze the data obtained, while the type and source of data used is primary data, namely data collected and processed by themselves obtained directly from selected respondents. The population in this study is consumers who use Pond's Facial Wash products with a sample of 105 respondents. According to (Sugiyono, 2016) in Population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics that are approved by the researcher to be analyzed and then

conclusions are made. The data collection technique carried out in this study is to distribute questionnaires to consumers who are distributed directly. The results of the questionnaire answers were expressed on a likert scale which contained the opinions of the respondents regarding statements that had been made based on experience. Respondents were directed to fill in the statement by voting strongly agree equal to 5, agree equal to 4, neutral equal to 3, disagree equal equal to 2, and strongly disagree equal equal to 1. The research data analysis techniques used are validity test, reliability test and t test (hypothesis). The data was analyzed using (Pramezwary et al., 2021) the Smart PLS 3 application.

Results And Discussion
Respondent Profile

Table 1. Individual Characteristics of Respondents

Characteristics of Respondents	Person	Proportion
Male	35	33,30%
Female	70	66,70%
Sum	105	100%
Aged		
18-25 Years	97	92,40%
26-35 Years	6	5,70%
36-45 Years	1	1,20%
>45 Years	1	1,20%
Sum	105	100%
Education		
High School/Vocational School/MA	88	83,80%
S1	17	16,20%
Sum	105	100%
Fond's Facial Wash Users		
Yes		
Not	91	86,70%
	14	13,30%
Sum	105	100%

Source : Google Form Questionnaire (2024)

Based on talbel 1 above which shows the characteristics of respondents according to the type of respondents, it is concluded that the number of respondents is 35 or 33.3% of the total number of respondents is 100%. This hall shows the number of respondents who were surveyed by the survey. The characteristics of respondents by age can be concluded that respondents aged 18-25 years were 97 people or 92.4%, 26-35 years old were 6 people or 5.7%, 36-45 years old were 1 person or 1.2%, and >45 years old were 1 person or 1.2% of the total 100%. The characteristics of respondents according to the Last Education can be concluded

that the respondents who are educated in SMA, SMK, MA are 88 people or 83.8%, S1 as many as 17 people or 16.2% of the total 100%. And the respondents who used Pond's Facial Wash were 91 people or 86.7%, and those who did not use Pond's Facial Wash were 14 people or 13.3% of the total 100%.

Validity Test

Table 2. Outer Loading

Variable	Brand Trus (Z)	Content Marketing (X)	Product Quality (M)	Purchase Decision (Y)	Information
M1.1			0.878		Valid
M1.2			0.884		Valid
M1.3			0.871		Valid
M1.4			0.845		Valid
M1.5			0.866		Valid
M1.6			0.852		Valid
X1.1		0.754			Valid
X1.2		0.842			Valid
X1.3		0.806			Valid
X1.4		0.850			Valid
X1.5		0.882			Valid
X1.6		0.867			Valid
Y1.1				0.780	Valid
Y1.2				0.843	Valid
Y1.3				0.892	Valid
Y1.4				0.814	Valid
Y1.5				0.825	Valid
Y1.6				0.774	Valid
Z1.1	0.850				Valid
Z1.2	0.891				Valid
Z1.3	0.828				Valid
Z1.4	0.823				Valid
Z1.5	0.851				Valid
Z1.6	0.879				Valid

Source : Primary Data processed (2024)

Based on the data in the table above, it is known that all indicators have an outer loading value of >0.6, so it can be said that all indicators are valid.

Reality Test

Table 3. Cronbach's Alpha

Variable	Cronbach's Alpha	Information
Brand Trus (Z)	0.926	Realible
Content Marketing (X)	0.912	Realible
Product Quality (M)	0.933	Realible
Purchase Decision (Y)	0.904	Realible

Source : Data processed with SmartPLS 3

Based on the table above, it shows that the results are positive with a value of Crobach's Alpha >0.70,, so it can be concluded that all variables have a high level of realism.

R Square

Table 4. R Square

Variable	R Square	R Square Adjusted
BT	0.685	0.682
KP	0.635	0.631
KPL	0.824	0.819

Based on the table above, it shows that the R-Square value in the purchase decision variable is 0.819, the acquisition explains that the percentage of purchase decisions is 81.9%. This means that content marketing has an effect on purchase decisions. Then for the R-Square variable Brand Trus, which is 0.685 if it is presented at 68.5%. And for R-Square, the product quality is 0.631 or 63.1%.

Hypothesis Test

Table 5. Path Coefficients

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Trus (Z) -> Purchase Decision (Y)	0.373	0.377	0.108	3.454	0.001
Content Marketing (X) > Brand Trus (Z)	0.828	0.836	0.046	17.876	0.000
Content Marketing (X) -> Product Quality (M)	0.797	0.796	0.067	11.814	0.000

Content Marking (X) -> Purchase Decision (Y)	0.342	0.320	0.125	2.727	0.007
Product Quality (M) -> Purchase Decision (Y)	0.249	0.268	0.089	2.808	0.006

Source : Primary data processed, 2024

The test results for the Z variable were obtained from the original sample of 0.372 and the t-value of the > t table (3.454 > t table) with a P value of 0.001 < 0.05. This proves that the Brand trus variable has a positive and significant effect on purchase decisions. The result of variable X was obtained from the original sample X to Z of 0.828 t value calculated > t table (17.876>t table) with P value 0.000 < 0.05. This proves that the variable content marketing has a positive and significant effect on Brand Trus. The results of the test for variable X were obtained from the original sample X to M of 0.797 t value calculated > t table (11.814 > t table) with P value 0.000 < 0.05. This proves that the variable content marketing has a positive and significant effect on Product Quality, the test results of Variable X were obtained from the original sample X to Y of 0.342 t value calculated > t table (2.727 > t table) with P value 0.007 > 0.05. This proves that content marketing variables have a positive and insignificant effect on purchasing decisions. The results of the M varibael test obtained the original sample M was Y of 0.249 t value calculated > t table (2.808 > t table) with P value 0.006 > 0.05. This proves that the variable Product Quality has a positive but not significant effect on the variable of Purchase Decision.

To test the hypothesis of the Marketing Content Variable on Purchase Decision with Product Quality as the Mediation Variable and Brand Trus as the Moderation Variable. then it is necessary to carry out a bootstropping test with the following results:

Table 6. Specific Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X > Z -> Y	0.309	0.316	0.098	3.158	0.002
X -> M -> Y	0.198	0.215	0.079	2.526	0.013

Source : Primary data processed, 2024

The results of the test of the coefficient of t-static parameters for the variables of Content marketing (X) > Brand Trus (Z) > Purchase decision (Y) had a value of 3.158. Then it is declared significant (t table of significance, 5% = 1.96) or it can be stated that H06 is rejected and Ha6 is accepted. The test results of the coefficient of t-statistical parameters for the variables of Content Marketing (X) > Product Quality (M) > Purchase Decision (Y) have a value of 2.526. Then it is declared significant (t table of significance 5% = 1.96) or it can be stated that H07 is rejected and Ha7 is accepted.

Discussion

The results of the study show that the Trus brand has a positive and significant effect on purchase decisions. This is in line with the research of Sigar et al, 2021 in their journal entitled "The Influence of Brand Ambassadors, Viral Marketing and Brand Trust on Nike Shoe Purchase Decisions on Students of the Faculty of Economics and Business Unsrat". Giving the conclusion that Brand Trust has a positive and significant effect on the purchase decision. on purchase decisions. The more trusted a brand is, the more people will not only use it but also give recommendations for the product to colleagues or family, the brand trust built by Pond's products has proven to have a positive and significant effect on purchase decisions, this proves that with trust in the brand in a product, consumers will buy the product repeatedly and it is possible that the consumer will be loyal to the product (Sigar et al., 2021).

The results of this study show that content marketing has a positive and significant effect on brand trus. This is in line with the research of Dharmayanti & Juventino, 2021 in their journal entitled "Analysis of the Influence of Content Marketing on Customer Loyalty with Customer Engagement and Brand Trust as an Intervening Variable in Zalora Indonesia E-Commerce in Surabaya". Giving a conclusion that content marketing has a positive and significant effect on the trus brand. Therefore, content marketing can also make consumers know about the product so that they like the product, and ultimately can form trust in consumers. Pond's always provides content that provides informative and useful things so that it is able to solve its customers' problems on social media around beauty, fashion and lifestyle so that customers' information needs can (Dharmayanti & Juventino, 2021).

The results of the Conten marketing research have a positive and significant effect on product quality. This is in line with the research by Zamani N F et al, 2023 entitled "The Influence of Social Media Marketing on Purchase Decisions Moderated by Product Quality"

Giving a conclusion that social media marketing affects product quality. Most consumers consider that the quality of the products provided is of good quality. consumers feel that the quality of the products provided by Pomd's functions well and is able to show reliability, resilience, and convenience for consumers. Pond's conducts content marketing in a product to show the quality of pond's products to consumers. (Zamani N F et al., 2023)

The results of the Conten marketing research have a positive but not significant effect on purchase decisions. This is in line with the research of Mahardini et al, 2023 in their journal "The Influence of Content Marketing and Influencer Marketing on Purchase Decisions in Tik-Tok Application Users in the DKI Jakarta Area". Giving the conclusion that content marketing has a positive effect on purchasing decisions. Creating content marketing makes it easy for consumers to understand and know about the product without having to come directly to the figure. This attracts interest from consumers to buy the product through the content displayed. (Mahardini et al., 2023)

The results of product quality research have a positive but not significant effect on purchasing decisions. This is in line with the research of Martini et al, 2021 in their journal The Influence of Product Quality on Oppo Mobile Phone Purchase Decisions in Pagar Alam City". Giving a conclusion that product quality has a positive and significant effect on purchasing decisions. Product quality plays an important role in marketing strategies, and can increase consumers' purchase decisions about the product even higher because consumers tend to make

product quality a reference in purchasing decisions. A company must be able to create attractive product quality while describing product quality that is in accordance with the wishes and needs of consumers so that the products made by a company will have an image in the hearts of consumers. The company must have a brand that is different from its competitors as well as a brand image that has been embedded in the minds of customers, because brand image is one of the things that customers see first before making a purchase or product selection. The company's image is one of the handles for consumers in making purchase decisions. (Martini et al., 2021)

The results of this study show that the variable content marketing on purchase decisions has a significant effect after being mediated by brand trus on pond's products. The results based on the path coefficient tester in the inner model show the t-statistical results for the variable content marketing on purchase decisions mediated by brand trus, which is 3,158 and is declared significant because the t-statistical value > 1.96 (3,158 > 1.96). So the hypothesis test 6 states that H06 is rejected and Ha6 is accepted.

This is in line with the research of Alviana Mawarda & Fani Firmansyah, 2024 in her journal "The Influence of Content Marketing and Influencer Marketing on Purchase Decisions with Brand Image as a Mediation Variable: A Study on the Purchase of Luxcrime Products in Malang City". That content marketing indirectly has a significant effect on brand image with brand image as a mediating variable between content marketing and purchase decisions. Therefore, the trus brand is very important in this study. It can be concluded that brand trus content marketing has a significant influence on the Repurchase Decision. This means that consumers of Pond's content marketing products are the main components that can be used as considerations that can improve and influence purchasing decisions. (Alviana Mawarda & Fani Firmansyah, 2024)

The results of this study show that the Content Marketing variable on Purchase Decisions moderated by product quality has a significant effect on pond's consumers. This is based on the Path Coefficient test on the inner model which shows the t-statistical results for the content marketing variable on Purchase Decisions moderated by Product Quality, which is 2.526 and is declared significant because the t-statistical value > 1.96 (2,256 > 1.96). So the hypothesis test 7 was stated that H07 was rejected and Ha7 was accepted.

This is in line with the research of Kasriel et al, 2023 in their journal "The Influence of Social Media Marketing on Purchase Decisions Mediated by Samsung Smartphone Brand Image: A Study on Management Study Program Students of Yapis Papua University". that social media marketing variables indirectly have a significant effect on purchasing decisions and brand image as a medoration. Therefore, product quality is very important in moderating between variable content marketing and purchasing decisions. Then it can be concluded that product quality is a benchmark for consumers in making a purchase decision of a product. Good and guaranteed quality will increase consumer buying interest in a product. (Kasriel et al., 2023)

Conclusion

The results show that in the context of Pond's products, factors such as brand trust and content marketing have a significant influence on purchasing decisions. These findings are in

line with previous research that emphasized the importance of consumer trust in brands and informative content in influencing purchasing preferences. Brand trust, which is built through a consistent branding strategy and a positive consumer experience, plays a major role in strengthening the relationship between consumers and brands, which in turn influences purchasing decisions. In addition, content marketing, by presenting relevant and useful information to consumers, also plays a role in shaping a positive perception of the brand and its products. However, it's important to note that product quality also has a significant role in moderating the relationship between content marketing and purchasing decisions. While content marketing doesn't directly significantly influence purchasing decisions, through brand trust mediation, the impact is significant. This shows that Pond's consumers tend to consider product quality in their purchasing decision process, and factors such as brand trust and content marketing are important supporters in reinforcing positive perceptions of Pond's brands and products. Therefore, it can be concluded that the hypothesis is proposed, except for the hypothesis that is directly related. Content marketing with purchase decisions, is acceptable.

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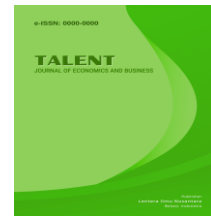
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