

THE INFLUENCE OF CONTENT MARKETING, BRAND IMAGE, AND ONLINE CUSTOMER REVIEWS ON THE PURCHASE DECISION OF HANASUI POWER BRIGHT EXPERT SERUM PRODUCTS WITH TRUST AS AN INTERVENING VARIABLE

ABSTRACT

The purpose of this study is to know and analyze the Influence of content marketing, brand image and online customer reviews on the decision to purchase Hanasui Power Bright Expert Serum products with trust as an intervening variable. The sample of this study is consumers who have made purchases of Hanasui products. The sample of this study was 120 respondents and the data used in the study used questionnaire instrument data. The method used is Partial Least Square with the help of SmartPLS 4.1 software is Outer Model (Convergent Validity, Discriminant Validity), Average Variance Extracted (AVE), and Inner Model (Composite Reliability), Test R-Square, Predictive Relevance (Q²), Path Coefficient, Spesific Indirect Effect, dan Total Effects. Based on the results of the Path Coefficient test, it shows that the variables Content Marketing, Brand Image, and Online Customer Review have an effect on Trust. Content Marketing, Brand Image, and Online Customer Review variables affect Purchase Decisions. Based on the results of the Specific Indirect Effect test, the variables Content Marketing, Brand Image, and Online Customer have an effect on purchasing decisions with Trust.

*Keywords: Brand Image, Content Marketing, Trust, Purchase Decisions, Online Customer Reviews
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