
**THE INFLUENCE OF DIGITAL MARKETING, BRAND TRUST, AND BRAND
IMAGE ON PURCHASE DECISION OF SOMETHINC COPY PASTE
BREATHABLE CUSHION PRODUCTS**



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Abstract

This study aims to analyze the influence of digital marketing, brand trust, and brand image on the purchase decision of Somethinc Copy Paste Breathable Cushion products in Cimahi City. In the digital era, marketing strategies have undergone significant changes, with digital marketing playing an essential role in attracting consumer attention. The study identifies how digital marketing, through social media, e-commerce, and other digital platforms, influences consumer behavior, while brand trust and brand image further affect consumer decisions. A descriptive and causal quantitative approach was used, with data collected through a survey involving 183 respondents. Multiple linear regression analysis was applied to test the impact of the variables. The results show that digital marketing, brand trust, and brand image have a significant positive impact on purchase decisions. Digital marketing enhances brand awareness and consumer engagement, while brand trust provides security and confidence, and brand image shapes perceptions of exclusivity. These findings suggest that integrating digital marketing, brand trust, and brand image in marketing strategies is crucial for increasing purchase decisions and fostering brand loyalty. Further research could explore how these factors interact across other industries and their impact on long-term consumer loyalty and repeat purchases.

Keywords: Digital Marketing, Brand Trust, Brand Image, Purchase Decision, Cosmetic

INTRODUCTION

In the digital era, consumer purchasing behavior has become increasingly influenced by online engagement. Particularly in the cosmetics industry, digital marketing has transformed how consumers discover, evaluate, and ultimately decide on products. Companies now leverage social media, e-commerce platforms, and official websites to reach a broader audience, capitalizing on the growing internet penetration and shifting consumer behavior. As noted by Kotler and Keller (in Ellitan, 2022), digital marketing plays a pivotal role in enhancing brand awareness and fostering consumer trust both of which are critical in shaping purchase decisions.

This transformation is particularly evident in the beauty sector, where consumers often rely on digital advertisements, online reviews, and influencer endorsements to guide their choices (Macheke et al., 2024). The Indonesian local cosmetics market has experienced notable growth, with numerous brands competing through innovation and product quality. One such brand is Somethinc, whose product *Copy Paste Breathable Cushion* has attracted attention for offering quality comparable to international brands. However, given the wide array of available cushion products, consumers are faced with complex decisions influenced not only by product attributes but also by factors such as digital marketing, brand trust, and brand image (Tazlia et al., 2023).

Despite extensive research in this area, findings regarding the impact of these variables on purchase decisions remain inconsistent. While some studies emphasize the direct effect of digital marketing, others suggest that its influence is mediated by brand trust and brand image (Sihombing et al., 2023). In particular, brand image has been associated with loyalty, whereas brand trust especially in the cosmetics industry where product safety and credibility are vital often has a more substantial effect (Siagian et al., 2024). These varying conclusions underscore the need for further investigation. However, few studies have examined the combined influence of digital marketing, brand trust, and brand image on purchase decisions in the local cosmetic market, particularly in urban Indonesian contexts like Cimahi.

Understanding purchase decisions is a core concern in consumer behavior research. Engel, Blackwell, and Miniard (1995) argue that both internal and external factors shape consumer choices (Shamshad, 2023). In the beauty industry, such decisions tend to be emotional and symbolic, reflecting personal identity and self-confidence (Lashari, 2025). Consumers often consider product quality, brand reputation, and peer experiences before making a purchase (Imani et al., 2023). These emotional and psychological dimensions make the study of purchase behavior in this category especially nuanced.

Cimahi City represents a dynamic urban market where beauty trends and digital influence intersect. Known as a hub for creative industries, Cimahi's consumers are highly active on social media and responsive to digital campaigns. According to Statista, over 70% of Indonesian cosmetics consumers use social media as their primary source of product information (Hasim et al., 2025). This highlights the strong potential of digital marketing to shape purchase behavior. Yet, whether digital marketing has a direct impact or operates through brand-related perceptions remains an open question.

For local cosmetic businesses, especially emerging brands like Somethinc, understanding these dynamics is critical. Effective marketing strategies must not only raise

awareness but also cultivate brand trust and a favorable brand image key elements for consumer retention and loyalty. As Tiep Le et al. (2023) suggest, brand trust can mediate the effect of brand image on loyalty, which in turn influences purchasing behavior. A strong brand image, meanwhile, can enhance product value and customer satisfaction, ultimately contributing to market share growth (Zia et al., 2021).

This study aims to analyze the influence of digital marketing, brand trust, and brand image on the purchase decisions of Somethinc's Copy Paste Breathable Cushion in Cimahi City. By examining the relationships among these variables, the study seeks to fill the research gap concerning their joint effect within a localized urban setting. Academically, the research addresses inconsistencies in the literature by providing empirical evidence from a relevant Indonesian context. Practically, it offers insights for cosmetic industry players to refine their digital strategies and build consumer loyalty through trusted and well-positioned brands.

REVIEW OF LITERATURE

Digital Marketing

Digital marketing has emerged as one of the most effective strategies in today's digitally driven business environment. Through the utilization of platforms such as Instagram, Facebook, Twitter, TikTok, and websites, companies are able to reach broader audiences while enhancing brand awareness. In the beauty industry, this strategy holds particular significance due to its influence on consumer behavior and purchase decisions (Fitri et al., 2023). Empirical evidence demonstrates that social media, combined with the influence of beauty influencers and customer testimonials, significantly boosts brand credibility and facilitates stronger consumer relationships (Leite & Baptista, 2022).

An illustrative case is Somethinc Copy Paste Breathable Cushion, which has effectively leveraged digital marketing strategies to raise brand recognition and attract targeted consumer segments through personalized engagement. According Handayani et al. (2022), there are five key dimensions of digital marketing effectiveness: accessibility, interactivity, entertainment, trust, and the clarity of information. These dimensions are not only instrumental in delivering compelling marketing messages but also in building sustainable consumer relationships. Supporting empirical research further highlights that engaging campaigns, particularly on Instagram and TikTok, enhance product attractiveness and contribute to increased purchase intention (Riki et al., 2024).

Importantly, digital marketing does not operate in isolation. It serves as a foundation that fosters brand trust and enhances brand image, both of which are critical in shaping consumer decision-making especially in high-involvement product categories such as cosmetics.

Brand Trust

Brand trust constitutes a pivotal factor in influencing consumer purchase decisions, particularly in sectors where product safety and quality are paramount, such as cosmetics. From a theoretical perspective, Chaudhuri and Holbrook (as cited in Bryant et al., 2021) outline brand trust as encompassing four fundamental elements: trust, reliability, honesty, and safety. These components are foundational for fostering positive brand-consumer relationships.

Empirical studies further support the importance of transparency and consistent consumer experience in establishing trust (Holloway, 2025). For example, products that openly communicate certifications such as those from BPOM (Indonesia's drug and food control agency) tend to alleviate consumer doubts and reinforce confidence (Amanpour et al., 2023). In this context, Somethinc Copy Paste Breathable Cushion exemplifies a brand that has built trust by emphasizing product quality and safety. Verified certifications and favorable customer reviews contribute to a perception of reliability that, over time, translates into consumer loyalty and repeat purchases (Shafiq et al., 2023).

Moreover, trust derived from consistent digital marketing communications enhances the perceived credibility of a brand, further strengthening its position in the consumer's decision-making process.

Brand Image

Brand image refers to the consumer's overall perception of a brand, shaped by personal experience, social influence, and brand communication (Gómez-Rico et al., 2023). From a theoretical standpoint, Keller emphasizes that brand image plays a strategic role in differentiating products in competitive markets. In the beauty industry, this perception often determines the attractiveness of a product, as consumers are drawn to brands that align with their identity or aspirations.

According to Guliyev (2023), brand image is influenced by three key dimensions: corporate image, user image, and product image. Brands that successfully manage these dimensions can create a compelling narrative that resonates with their target audience. For instance, Somethinc Copy Paste Breathable Cushion has cultivated a distinctive brand image through innovative packaging and consistent communication across digital platforms. These efforts contribute to a premium product perception that not only captures initial consumer interest but also fosters brand loyalty (U. Abbas et al., 2021; Yatna & Yulianah, 2024).

Importantly, brand image is closely intertwined with brand trust. A positive brand image reinforces trust, especially when supported by credible digital marketing efforts, which ultimately reinforces consumer confidence during the purchase decision process.

Purchase Decision

A purchase decision represents the culmination of a consumer's evaluative process, influenced by both internal and external factors. Theoretically, consumer behavior models suggest that internal motivations such as needs, values, and preferences interact with external stimuli such as social influence, marketing strategies, and brand messaging (Kimiagari & Asadi Malafe, 2021; Nuseir & El Refae, 2022). In the cosmetics industry, external factors such as influencer endorsements, digital content engagement, and product transparency have a significant impact on the decision-making process.

Empirical studies have identified key indicators of purchase decisions, including product awareness, evaluation, purchase intention, and the actual buying action (Wijekoon & Sabri, 2021). Moreover, consumer recommendations and post-purchase satisfaction contribute to brand loyalty and repeated purchases. Somethinc Copy Paste Breathable Cushion has effectively increased purchase intentions and decisions through strategic digital marketing, brand trust reinforcement, and the establishment of a relatable and aspirational brand image (Saputra, 2024).

Thus, the integration of digital marketing, brand trust, and brand image forms a cohesive framework that significantly influences the consumer's purchase journey in the

beauty sector. Understanding the interaction between these variables is crucial for brands aiming to optimize their marketing strategies and foster sustainable customer engagement.

RESEARCH METHOD

This study employs a quantitative method with both descriptive and causal approaches to analyze the influence of digital marketing, brand trust, and brand image on purchase decisions of Somethinc Copy Paste Breathable Cushion in Cimahi City. The descriptive approach is applied to summarize respondents' characteristics and perceptions of each variable using measures such as frequency, percentage, and mean. Meanwhile, the causal approach is operationalized through multiple linear regression analysis to examine the cause-and-effect relationships between the independent variables (digital marketing, brand trust, and brand image) and the dependent variable (purchase decision).

The sampling procedure was based on the Slovin formula with a 5% margin of error. The estimated population consists of consumers in Cimahi City aged 18–35 who have purchased the product and are active users of digital media platforms. Based on this sampling frame, a sample size of 183 respondents was obtained. Respondents were selected through purposive sampling based on inclusion criteria: (1) aged 18–35 years, (2) had purchased the product, and (3) actively use digital platforms such as Instagram, TikTok, or e-commerce websites.

Data were collected through a structured questionnaire using a 5-point Likert scale. The indicators for each variable digital marketing, brand trust, brand image, and purchase decision were adapted from previously validated instruments in related studies (e.g., Handayani et al., 2022; Chaudhuri & Holbrook, 2001; Gómez-Rico et al., 2023; Wijekoon & Sabri, 2021), ensuring content validity and relevance to the research context.

The data analysis was conducted systematically using SPSS version. The analysis began with:

1. Validity and reliability testing to ensure that the instrument measures consistently and accurately.
2. Descriptive statistics to interpret the general profile and responses of participants.
3. Classical assumption testing, including normality, multicollinearity, and heteroscedasticity checks.
4. Multiple linear regression analysis to assess the partial and simultaneous influence of the three independent variables on the purchase decision.
5. Hypothesis testing was performed using the t-test (for partial effects) and F-test (for simultaneous effects), with a significance level of 0.05.

In terms of ethical considerations, the study ensured that participation was voluntary, and all respondents were informed about the purpose of the research. Anonymity and confidentiality of responses were guaranteed, and informed consent was obtained prior to data collection.

The findings from this study are expected to provide empirical insights into the effectiveness of digital marketing, the role of brand trust, and the impact of brand image on consumer behavior in the cosmetics industry, particularly in the context of Cimahi City. These insights may guide local cosmetic brands in formulating more targeted and impactful marketing strategies.

RESULTS AND DISCUSSION

The results of the multiple linear regression analysis demonstrate that digital marketing, brand trust, and brand image significantly influence the purchase decisions for Somethinc Copy Paste Breathable Cushion in Cimahi City. The model explains 95.4% of the variance in consumer purchase decisions, indicating a very strong explanatory power (Table 1).

Table 1.
Results of the Regression Analysis on the Influence of Digital Marketing, Brand Trust, and Brand Image on Purchase Decisions

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.
(Constant)	-0.479		-0.815	0.416
Digital Marketing (X1)	0.352	0.354	7.705	0.000
Brand Trust (X2)	0.343	0.339	7.696	0.000
Brand Image (X3)	0.321	0.312	6.615	0.000

Source: Author

Digital Marketing and Its Strategic Leverage

The standardized Beta coefficient (0.354) and high t-value (7.705) underscore digital marketing's influential role. However, beyond the statistics, digital marketing is more than just outreach it's about meaningful engagement. Prior studies (Yao & Yao, 2024; Jiang et al., 2023) highlight how digital touchpoints like influencer campaigns, interactive content, and targeted advertising do more than inform; they shape emotional connections. That said, over-reliance on digital channels can also oversaturate audiences or miss older demographics who still value offline interaction. For Somethinc, a more refined strategy might include:

- Segment-specific digital campaigns (e.g., Gen Z via TikTok, Millennials via Instagram)
- Real-time engagement using Q&A sessions or “Ask Me Anything” formats
- Incorporation of customer-generated content to build authenticity

Brand Trust: A Psychological and Strategic Asset

Brand trust (Beta = 0.339) emerges as a close second in its impact. In a highly competitive beauty market, brand trust isn't only built on product efficacy it also involves transparency, certifications (e.g., BPOM), and responsiveness to customer complaints (Fong et al., 2024).

However, trust is fragile. A single negative experience can offset years of positive perception. Hence, Somethinc should:

- Strengthen product transparency through behind-the-scenes content
- Offer risk-free trials or satisfaction guarantees
- Encourage online reviews but actively manage and respond to feedback

This not only builds confidence but also reduces uncertainty, especially in first-time buyers.

Brand Image: The Value of Perception

The brand image variable (Beta = 0.312) also shows a significant impact. A strong brand image helps products stand out in a cluttered market. Yet, while prior studies

emphasize its role in consumer preference (Srivastava et al., 2022), the challenge lies in maintaining image consistency amid rapid digital shifts.

Something's strategy should involve:

- Consistent visual identity across all platforms
- Strategic collaborations with personalities that align with brand values
- Regular brand audits to ensure perception aligns with positioning

Still, brand image is vulnerable to viral criticisms. Investing in reputation monitoring tools can help detect image risks early.

Synergistic Influence of the Three Variables

Rather than operating in silos, digital marketing, brand trust, and brand image create a mutually reinforcing ecosystem (Kurniawan et al., 2022). Digital marketing raises awareness, brand trust reduces hesitation, and brand image enhances desirability. Their combined influence leads not just to higher purchase rates but also to customer loyalty and advocacy.

A holistic strategy for Something might include:

- Integrated marketing communication plans that blend storytelling, education, and reviews
- Building an omnichannel presence to provide a seamless consumer experience
- Measuring success not just through sales, but also engagement, retention, and Net Promoter Score (NPS)

Critical Reflection and Limitations

While the results are compelling, several limitations should be acknowledged:

- The study focuses only on Cimahi City, limiting generalizability
- Other potential influencers, such as pricing, peer influence, or product availability, are not examined
- The cross-sectional nature of the study limits causal inference

Future research should consider broader geographic samples, include qualitative insights, and examine longitudinal changes in consumer behavior. This study confirms that digital marketing, brand trust, and brand image significantly and positively affect purchase decisions for Something Copy Paste Breathable Cushion in Cimahi City. For brands aiming to thrive in the cosmetic industry, a multidimensional strategy that integrates these factors is essential not only for boosting sales but for building a lasting brand legacy.

Discussion

The results of this study indicate that the three independent variables, digital marketing, brand trust, and brand image, have a positive and significant influence on consumer purchasing decisions for Something Copy Paste Breathable Cushion in Cimahi City. This is supported by the significance values (p-values) for each variable, all below the 0.05 threshold, as well as positive regression coefficients, suggesting that improvements in these variables directly contribute to an increase in consumers' purchase decisions.

First, the findings reaffirm the strategic role of digital marketing in influencing consumer behavior. In the highly competitive and visually-driven cosmetics industry, an effective digital marketing strategy fosters emotional engagement between the brand and consumers. Marketing efforts through social media platforms, influencers, and e-commerce channels not only broaden promotional reach but also help shape favorable consumer

perceptions. This result is consistent with previous research showing that digital marketing enhances brand awareness and drives purchase intentions by actively engaging consumers.

Second, brand trust emerged as a critical determinant of purchase decisions, particularly in the cosmetics sector. Consumers are more inclined to purchase and use products they perceive as safe, reliable, and reputable. Trust is established through consistent product quality, transparent information, and responsive customer service. This study aligns with prior findings that suggest brand trust mediates the relationship between digital marketing and consumer purchase intention higher levels of trust amplify the influence of digital marketing on buying decisions.

Third, the brand image variable also has a significant effect on purchase decisions. A strong brand image reflects the values communicated by a company and shapes how consumers perceive the product. In the cosmetics industry, a positive brand image increases consumer interest, especially when the product aligns with their lifestyle, personality, or values. These findings support previous studies that highlight how visual elements, packaging design, and consistent brand messaging contribute to stronger consumer loyalty toward local beauty brands.

Furthermore, the study reveals the synergistic relationship among digital marketing, brand trust, and brand image in shaping purchase decisions. These variables reinforce one another, forming an integrated and effective marketing approach. A well-executed digital marketing strategy can strengthen both brand image and brand trust simultaneously. In this context, brands that successfully integrate all three elements are more likely to secure a competitive advantage and build long-term customer loyalty.

In conclusion, this study offers both theoretical and practical contributions. Theoretically, it strengthens consumer behavior models that highlight the mediating roles of brand image and trust in the relationship between digital marketing and purchase decisions. Practically, the findings suggest that local brands such as Somethinc should continue to refine their digital marketing strategies not just for promotion, but also for building a strong brand image and fostering consumer trust. The combination of these three elements is proven to be a key factor in capturing and retaining consumers in today's digital marketplace.

CONCLUSION

This study shows that digital marketing, brand trust, and brand image significantly influence the purchase decision of Somethinc Copy Paste Breathable Cushion products in Cimahi City. Digital marketing is effective in increasing brand awareness and consumer engagement, while brand trust provides a sense of security and confidence, and brand image shapes the perception of exclusivity that affects consumer preferences. The synergy of these three factors not only enhances purchase decisions but also creates sustained loyalty. These findings emphasize the importance of integrating all three elements into a holistic marketing strategy.

As a practical recommendation, Somethinc, a cosmetic company, should maximize digital marketing by optimizing the use of social media and influencers to boost consumer engagement. Transparency in product quality and safety should also be strengthened to build brand trust, as well as maintain a consistent brand image across platforms. Further research

could deepen the analysis of how these three factors interact across different industry sectors and explore their impact on long-term loyalty and repeat purchase decisions.

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