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INFLUENCE MARKETING INFLUENCER AND CONTENT MARKETING TO PURCHASE DECISION MEDIATED BY BRAND TRUST ON TIKTOK SOCIAL MEDIA MYKONOS PERFUME

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ABSTRACT

The increasing digital era has made the use of social media a promotional medium for business owners to promote their products. On TikTok social media, there are two main things that can be used as promotional material, namely in the form of video content creation and promotional assistance from influencers. The Si.sora perfume brand, which was only founded in November 2023, also took part in taking advantage of this opportunity, but what was done was apparently not optimal enough. Therefore, this research was created to carry out benchmarking on similar perfume brands, namely Mykonos Perfume. This study investigates how Influencer Marketing and Content Marketing affect Purchase Decisions on Mykonos Perfume's TikTok account, with Brand Trust tested as a mediating variable. The study uses 187 respondents, consisting of Mykonos Perfume customers who made purchases during live-stream sessions on the TikTok account @mykonofofficial. The collected data were analyzed using SmartPLS 4.0. The findings indicate that Influencer Marketing does not significantly influence Purchase Decisions. In contrast, Content Marketing and Brand Trust have a significant positive effect on Purchase Decisions. The results also show that both Influencer Marketing and Content Marketing significantly influence Brand Trust. In addition, Brand Trust is confirmed to mediate the effects of Influencer Marketing and Content Marketing on Purchase Decisions.
Keywords: Influencer Marketing, Content Marketing, Purchase Decision, Brand Trust, Mykonos Perfume

INTRODUCTION

Si.sora Perfume, a local perfume brand founded in November 2023, utilizes TikTok social media to promote its products. Si.sora Perfume frequently creates video content on its TikTok page, but it is not consistent enough. Currently, the TikTok page @si.soraofficial shows that the number of followers has reached 1,055 and the number of likes is 2,446 for all content with the least number of views being 213 and the most being 15.9 thousand viewers. Until now, Si.sora Perfume has never done any form of promotion with the help of influencers so it can be said that the promotion carried out for Si.sora Perfume products is still lacking. This can be seen from the number of buyers on the TikTok page @si.soraofficial which only sold three products. Regarding product variants, so far Si.sora Perfume has only released one variant, namely "Freesia" with a fruity floral aroma with a sweet and fresh aroma impression.

Unlike Si.sora Perfume, Mykonos Perfume, a local perfume brand that was established earlier in 2019, has demonstrated its presence as a well-known local perfume brand in Indonesia. Mykonos has created various product variants with various scents ranging from aquatic, fresh floral, oriental, sweet fruity, powdery, and gourmand. In the promotional process carried out by the Mykonos brand, they use the help of several well-known influencers, including:

Table 1. List of Influencers from Mykonos Perfume

Name Influencer	Amount TikTok Followers	Amount Follower Instagram
Tasya Farasya	3.6 M	6.6 M
Rachel Vennya	2.7 M	7.6 M
Shani Amelia	3.6 M	1.1 M
Clarissa Daughter	1.4 M	1.2 M
Titan Tyra	261.1 K	804 K

Raffi Nagita	14.7 M	75.1 M
Maia Estianty	1.7 M	22.9 M
Fujianti	25.1 M	15.9 M
Jovi Adhiguna	246.8 K	875 K
Aurelie Hermansyah	13.8 M	33.9 M
Violenzia Jeanette	445.1 K	927 K
Paola Serena	9,637 K	313 K
Gilang Samiadji	3 M	271 K
Abel Beautiful	182.6 K	1 M
Clarice Cutie	1.2 M	1.3 M

Source Data: processed researcher, 2024

Table 2. Data Sale Product Mykonos on account TikTok @mykonosofficial

Name Variants	Amount Sold (pcs)
Mykonos Intimate Affair Extrait De Perfume 100 ml	314
Mykonos Extrait & EDP Travel Size	4.144
Mykonos Perfume EDP Collection	71,000
Mykonos Aphrodite EDP 50 ml	8,536
Mykonos Enchanted Extrait De Perfume 100 ml	3,037
Mykonos Slow Living EDP 50 ml	941
Mykonos Vanilla Clouds EDP 100 ml	1,598
Mykonos Zora & Late afternoon EDP 50 ml/100 ml	3,765
Mykonos Pistachios Cream Cake EDP 50 ml	448
Mykonos Coconut Dreams EDP 100 ml	633
Mykonos Sansa EDP 100 ml	2,333
Mykonos Verve Extrait De Perfume & When in Paris EDP 100 ml	597
Mykonos Black Opera EDP 100 ml	4,084
Mykonos Body Mist 115 ml	5,902
Mykonos Adelina EDP 50 ml	217
Total Sale Overall Product Mykonos Perfume	**107,549**

Source: Media Social TikTok @mykonosofficial. Accessed on year 2024

Seeing these differences, the researchers concluded that Si.sora Perfume needed to benchmark Mykonos Perfume in an effort to improve its promotional efforts and increase product sales through TikTok. This study investigates the influence of influencer marketing and content marketing on consumers' purchasing decisions in the perfume industry. It also analyzes brand trust as a mediating variable in the relationship between influencer marketing and purchasing decisions, as well as between content marketing and purchasing decisions. Besides influencer marketing, another form of promotion is content marketing. A brand also needs to strengthen its position with marketing content that they compile or design according to the circumstances of consumers so that the message delivered will be more appropriate to the conditions and needs of consumers and ultimately be able to direct consumers to the process of purchasing a product. Sudarsono (2020) states that content marketing is one factor that can encourage consumers to make online purchases. When brands provide content that is interesting, relevant, and high quality, consumers are more likely to explore the product and move toward a purchase decision. Andreas (2013) defines content marketing as producing content such as text, images, audio, and videos to support broader marketing activities, including core marketing efforts, distribution and search tools, social media, and digital advertising.

Wilujeng and Edwar (2014) define *brand trust* as a psychological state in which consumers are willing to depend on a brand to lower perceived risk, grounded in the expectation that the brand will generate favorable outcomes. This trust emerges and becomes stronger when a product or service repeatedly meets, or even exceeds, consumer expectations (Amron, 2018). When consumers feel safe and confident in using a brand, they tend to develop intentions to purchase and repurchase (Tufahati et al., 2021). Meanwhile, *Purchase Decision* refers to the stage at which an individual ultimately decides to buy a product (Kotler & Armstrong, 2001). Based on these concepts, the present study is intended to function as benchmarking material for the researcher's business, which also operates in the local perfume industry. The findings are expected to support the researcher in refining promotional strategies for Si.sora Perfume.

This study examines the role of Influencer Marketing and Content Marketing in influencing Purchase Decisions, both directly and indirectly through Brand Trust. It explores whether Influencer Marketing has an impact on Purchase Decisions and whether it also helps build Brand Trust. In addition, the study analyzes the effect of Content Marketing on Purchase Decisions as well as its role in enhancing Brand Trust. It also assesses the influence of Brand Trust on Purchase Decisions and considers Brand Trust as a mediating variable that clarifies the relationship of Influencer Marketing and Content Marketing with Purchase Decisions.

LITERATURE REVIEW

Cognitive Response Theory

Cognitive Response Theory is a theory initiated by Greenwald (1968) and is explained as the cognitive response of communication recipients to persuasive information that comes to them. Hovland et al. (1953) explained that Cognitive Response Theory aims to see the cognitive process of consumers when faced with advertising messages through their cognitive responses. This theory assumes that each individual acts based on the positive and negative thoughts they have, where these thoughts will later guide the individual's choice to support or not the message. According to Ma'arif (2015) the process of attitude change will occur when the persuasive messages delivered can go through the process of argumentation/producing arguments. In this study, Cognitive Response Theory is related to the activity of delivering persuasive messages through Influencer Marketing and Content Marketing carried out by the Mykonos perfume brand, which will later influence the cognitive response of consumers in the form of Brand Trust until finally influencing the Purchase Decision action on consumers.

Purchase Decision

Kotler and Armstrong (2001) describe a purchase decision as the stage where consumers actually buy a product. Schiffman and Kanuk (2004) also explain purchase decision-making as a process in which consumers select one option from several alternatives based on specific considerations to meet their needs and wants. This process will involve mental and physical activities so this is the right time for a business actor to promote their product by providing information needed and expected by consumers will certainly be able to influence consumer behavior (Vidyanata, 2022). According to Kotler & Armstrong (2008) there are four indicators in measuring the purchase decision, namely the determination to buy after knowing the product information, deciding to buy because the brand is liked by customers, buying because they want and need it and buying because of recommendations from others.

Influencer Marketing

According to Agustin & Amron (2022), influencer marketing refers to a marketing approach that uses social media as the main channel for promotion by collaborating with individuals who have influence among their audiences. Influencers commonly consist of artists, Instagram celebrities, YouTubers, and bloggers. In essence, influencer marketing emphasizes the role of social media influencers in distributing brand messages to connect with the desired target market (Jarrar et al., 2020). Content presented through influencer marketing typically takes the form of testimonial advertisements, influencers are presented as potential buyers, or influencers act as third parties, where third parties can act as retailers, producers, or value-added influencers (Nurfadila, 2020). According to Alifa & Saputri (2022), there are four indicators used to measure influencer marketing, including: Visibility, which refers to how well-known or popular a figure is in promoting a product. Credibility, which refers to the perception that assesses a figure's ability to make the displayed advertisement easily attract attention. Attractiveness refers to the

condition where an individual finds something about a figure that is considered interesting and then adopts the behavior, attitudes, and habits of that figure. Power refers to a figure's ability to make individuals follow or imitate what is displayed.

Content Marketing

Wilson (2019) defines content marketing as a business approach that communicates messages through content designed for a specific consumer target. Pulizzi & Barrett (2008) emphasize that the content must offer clear value that can capture and maintain consumer attention; it should not only be engaging, but also encourage purchasing behavior. Because of this, brands need to deliver content that stays relevant and consistent with the needs and characteristics of the intended audience. Templeman (2015) adds that effective content should prioritize answering questions and helping consumers solve their problems, rather than merely promoting the brand or company. Milhinhos (2015) states that content marketing can be assessed using several indicators: relevance, accuracy, value, ease of understanding, ease of finding, and consistency.

Brand Trust

Brand trust can be defined as consumers' confidence in a brand's ability to deliver products of reliable quality, complete with the features they require, as well as assurances of durability and after-sales support (Atmaja & Menuh, 2019). Wijaya and Keni (2022) describe brand trust as the belief that a company is able to fulfill customer expectations. In addition, Amron (2018) argues that brand trust emerges from the basic information communicated by the brand, which is reflected in product performance when the products or services consistently meet or exceed consumer expectations. As a result, brand trust serves as a key element in establishing and maintaining strong relationships between brands and consumers (Sumanti et al., 2024). Sunanti and Widyani (2021) further suggest that brand trust can be measured through four main indicators, namely credibility, brand competence, brand value, and brand reputation.

Relationship between Variables and Hypotheses

The Influence of Influencer Marketing on Purchase Decisions

In influencer marketing, companies collaborate with influencers as part of their promotional efforts to influence consumer purchasing decisions. Through content that provides information about products or services, influencers can increase a brand's visibility and public recognition (Brown & Hayes, 2008). According to Sammis et al. (2015), influencer marketing combines both creative and analytical approaches to encourage influential individuals to deliver brand-related messages to their audiences through sponsored content. This method is widely used because it is perceived as an effective strategy for influencing consumers (Sumanti et al., 2024). Therefore, influencer marketing can function as a strategic promotional instrument that influences consumers in selecting particular brands. This view is supported by previous studies, such as those conducted by Mammadli (2021), Sumanti et al. (2024), and Yodi and Widyastuti (2020), which found that influencer marketing has a significant impact on purchase decisions.

H1: Influencer Marketing influences Purchase Decision

The Influence of Influencer Marketing on Brand Trust

Influencer Marketing is a strategy that uses influencers to shape the decisions of potential customers. Because of that, brands need to select influencers who match the product category so audiences view their recommendations as credible. For instance, when promoting perfume, brands should work with influencers who understand perfumes or who have followers that fit the potential customer profile. Kim & Kim (2021) note that consumers often repeatedly depend on specific influencers when looking for product reviews. Lou & Yuan (2019) also explain that influencer posts can build brand trust when they provide useful information, entertainment, and appear reliable. In line with this, studies by Mammadli (2021) and Sumanti et al. (2024) found that Influencer Marketing has a significant effect on Brand Trust.

H2: Influencer Marketing has an impact on Brand Trust

The Influence of Content Marketing on Purchase Decisions

Content marketing is a type of promotion carried out by a brand by creating content through their social media. Court et al. (2009) explained that content marketing can be a useful tool for a brand in its involvement with consumer purchasing decisions. Social media marketing can be used effectively to provide consumers with adequate information that supports their purchase decision-making process (Rockendorf, 2011). In addition, Upadana and Pramudana (2020) state that content marketing has a positive influence on purchase decisions because it can improve decision-making, shape consumer behavior, and encourage consumers to purchase products. This argument is supported by previous studies conducted by Yodi and Widyastuti (2020) and Hanaysha (2022), which show that content marketing significantly affects purchase decisions. However, Vidyanata (2022) reports a different finding, indicating that content marketing does not significantly influence purchase decisions.

H3: Content Marketing influences Purchase Decision

The Influence of Content Marketing on Brand Trust

Calefato et al. (2015) state that social media interaction plays a key role in developing and sustaining brand trust, and companies can build stronger engagement through the content they publish. When trust grows, brands can communicate their marketing messages more effectively and shape a better image in consumers' minds (Ebrahim, 2020). This means content should not focus only on explaining product features, but also on showing quality and helping consumers feel that the product can solve their needs. Supporting this view, studies by Vidyanata (2022) and Hanaysha (2022) found that content marketing has a significant effect on brand trust.

H4: Content Marketing influences Brand Trust

The Influence of Brand Trust on Purchase Decisions

The purchase decision process commonly begins when consumers recognize a need or want for a product. They then compare several brands as alternatives before making the final buying choice. Morgan and Hunt (1994) argue that consumers are more likely to make a purchase when they trust a brand's reliability and integrity, as this trust reflects the brand's ability to fulfill their expectations. However, previous empirical findings on this relationship remain inconclusive. Aurellia and Sidharta (2023) found that Brand Trust has a significant effect on Purchase Decisions, while Sumanti et al. (2024) reported that Brand Trust does not significantly influence Purchase Decisions.

H5: Brand Trust influences Purchase Decision

The Influence of Influencer Marketing on Purchase Decisions Mediated by Brand Trust

Influencers can contribute substantially to the formation of brand trust among consumers, and this trust can become a driver of purchasing behavior. Garg & Bakshi (2024) explain that when consumers consider an influencer's product-related information trustworthy, their loyalty toward the influencer tends to increase. In addition, Kim & Kim (2021) find that many consumers continuously depend on specific influencers as a reference for product reviews. Rizomyliotis et al. (2018) further state that consumers are more willing to adopt recommendations that may influence their buying decisions when the suggestions come from trusted influencers. In line with these perspectives, research by Mammadli (2021) and Sumanti et al. (2024) confirms that Brand Trust serves as a significant mediator between Influencer Marketing and Purchase Decisions.

H6: Influencer Marketing influences Purchase Decisions mediated by Brand Trust

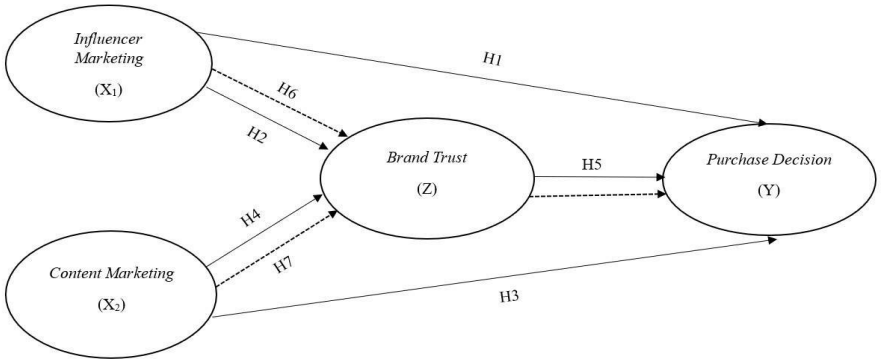
The Influence of Content Marketing on Purchase Decisions Mediated by Brand Trust

One way to make consumers feel closer and recognize a brand is through social media. Devereux et al. (2019) explained that communicating brand messages through social media platforms will build a sense of trust (brand trust) in consumers and will indirectly lead to purchase decisions. Sumarto and Anggarawati (2024) argue that content marketing can strengthen brand trust, stimulate consumers' purchase decisions, and exert a stronger influence on purchase decisions when the relationship operates through brand trust. Supporting this perspective, Hanaysha (2022) and Vidyanata (2022) found that Brand Trust plays a significant mediating role in the relationship between Content Marketing and Purchase Decisions.

H7: Content Marketing influences Purchase Decisions mediated by Brand Trust

Analysis Model

Figure 1. Analysis Model



Source Data: processed researcher, 2024

RESEARCH METHODS

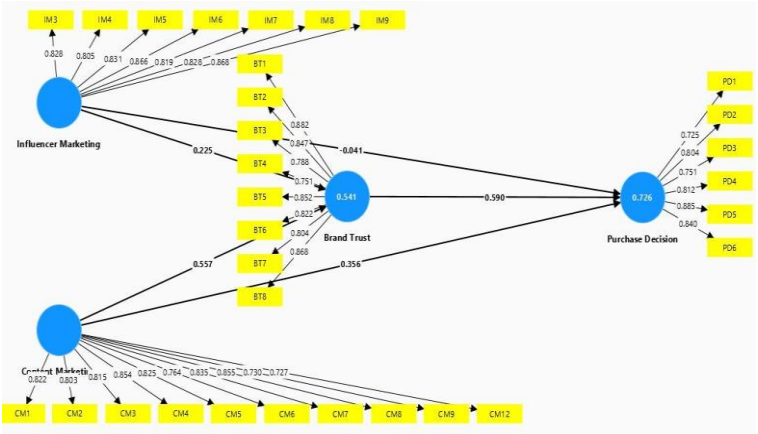
This study adopts a quantitative research design and employs Structural Equation Modeling (SEM) to analyze the proposed model. The research was carried out in Surabaya, and the data were collected through an online questionnaire administered via Google Forms. Data collection is carried out over a two-week period, from April 20, 2024 until May 6, 2024. The target population comprises Mykonos Perfume consumers associated with the TikTok account @mykonosofficial. The study employs non-probability sampling and applies purposive sampling to ensure respondents meet the research requirements. The selected respondents are Mykonos Perfume consumers who made purchases via the TikTok page @mykonosofficial, completed transactions during live-stream events, and fall within the age range of 12–45 years. These criteria are used to support the study goal of assessing the influence of Influencer Marketing and Content Marketing on Purchase Decisions, with Brand Trust serving as the mediating variable on Mykonos Perfume's TikTok platform. The sample size is calculated from the number of indicators, using 18 indicators × 10, which results in 180 respondents and a 5% margin of error. In line with this, Hair et al. (2019) suggest that a sample size of 100–200 respondents is generally adequate for this type of analysis.

RESULT AND DISCUSSION

Analysis Model Measurement (Outer Model)

Analysis Partial Least Square used For test analysis Measurement (Outer) Model in research using Smart PLS (Partial Least Square) 4.0 software. The following is a structural model that describes the results of the analysis of the Measurement (Outer) Model in this research:

Figure 2. PLS Algorithm Test Results



Source: Data Respondents processed, 2024

Table 3. Test Validity Convergent

Variables	Item	Outer Loading	AVE	Information
Influencer Marketing	X1.3	0.828	0.698	Valid
	X1.4	0.805		
	X1.5	0.831		
	X1.6	0.866		
	X1.7	0.819		
	X1.8	0.828		
	X1.9	0.868		
Content Marketing	X2.1	0.822	0.647	Valid
	X2.2	0.803		
	X2.3	0.815		
	X2.4	0.854		
	X2.5	0.825		
	X2.6	0.764		
	X2.7	0.835		
	X2.8	0.855		
	X2.9	0.730		
	X2.12	0.727		
Brand Trust	Z1	0.882	0.685	Valid
	Z2	0.847		
	Z3	0.788		
	Z4	0.751		
	Z5	0.852		
	Z6	0.822		
	Z7	0.804		
	Z8	0.868		
Purchase Decision	Y1	0.725	0.647	Valid
	Y2	0.804		
	Y3	0.751		
	Y4	0.812		
	Y5	0.885		
	Y6	0.840		

Source: Data Respondents processed, 2024

Convergent validity is considered acceptable when an indicator demonstrates an outer loading greater than 0.70 and an Average Variance Extracted (AVE) value exceeding 0.50. As presented in Table 5.7, all retained indicators across the variables meet these required criteria, as indicated by outer loading values above 0.70 and AVE values greater than 0.50, so they are appropriate for measuring the constructs in this study. In contrast, indicators X1.1, X1.2, X2.10, X2.11, Z9, Y7, and Y8 were excluded because their outer loadings were below 0.70 and their AVE values were below 0.50, so they did not meet the convergent validity requirements.

Table 4. Cross Loading Values

Indicator	Z	X2	X1	Y
Z1	**0.882**	0.678	0.584	0.732
Z2	**0.847**	0.653	0.590	0.729

Z3	**0.788**	0.565	0.415	0.656
Z4	**0.751**	0.509	0.522	0.581
Z5	**0.852**	0.615	0.528	0.721
Z6	**0.822**	0.575	0.512	0.672
Z7	**0.804**	0.540	0.474	0.615
Z8	**0.868**	0.602	0.506	0.701
X2.1	0.564	**0.822**	0.588	0.599
X2.2	0.555	**0.803**	0.552	0.589
X2.3	0.675	**0.815**	0.570	0.666
X2.4	0.594	**0.854**	0.621	0.614
X2.5	0.593	**0.825**	0.648	0.643
X2.6	0.559	**0.764**	0.497	0.621
X2.7	0.538	**0.835**	0.562	0.559
X2.8	0.589	**0.855**	0.627	0.612
X2.9	0.599	**0.730**	0594	0.556
X2.12	0.489	**0.727**	0.521	0.554
X1.3	0.517	0.579	**0.828**	0.475
X1.4	0.478	0.601	**0.805**	0.454
X1.5	0.461	0.572	**0.831**	0430
X1.6	0.533	0.653	**0.866**	0.503
X1.7	0.585	0.648	**0.819**	0.481
X1.8	0.561	0.586	**0.828**	0.579
X1.9	0.505	0.565	**0.868**	0.471
Y1	0.621	0.569	0.490	**0.725**
Y2	0.614	0.640	0.451	**0.804**
Y3	0.638	0.611	0.591	**0.751**
Y4	0.662	0.591	0.399	**0.812**
Y5	0.743	0.607	0.462	**0.885**
Y6	0.669	0.602	0.432	**0.840**

Source: Data Respondents processed, 2024

Table 5. Fornell Larcker Criterion

Indicator	Z (BT)	X2 (CM)	X1 (IM)	Y (PD)
Z (Brand Trust)	0.828			
X2 (Content Marketing)	0.719	0.804		
X1 (Influencer Marketing)	0.626	0.720	0.835	
Y (Purchase Decision)	0.820	0.750	0.584	0.804

Source: Data Respondents processed, 2024

The assessment of discriminant validity is based on the cross-loading values of the indicators. An indicator is considered to satisfy discriminant validity when its cross-loading exceeds 0.70 and its highest loading is found on the construct it is designed to measure rather than on other constructs. Discriminant validity can also be evaluated using the Fornell–Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) with the correlations among latent constructs. This requirement is fulfilled when the square root of AVE for each construct is greater than its correlations with the other constructs. As shown in Table 5.8, every indicator has a cross-loading

value above 0.70 and loads most strongly on its intended construct. Table 5.9 also confirms this result, since the diagonal values representing the square roots of AVE are consistently higher than the correlation values outside the diagonal. Therefore, all constructs included in this study can be regarded as having met the criteria for discriminant validity.

Table 6. Composite Reliability and Cronbach's Alpha

Indicator	Cronbach's Alpha	Composite Reliability	Information
X1 (Influencer Marketing)	0.928	0.942	Reliable
X2 (Content Marketing)	0.939	0.948	Reliable
Z (Brand Trust)	0.934	0.946	Reliable
Y (Purchase Decision)	0.890	0.916	Reliable

Source: Data Respondents processed, 2024

In assessing reliability, attention should be given to the results of Cronbach's alpha and composite reliability. A variable is considered reliable when its Cronbach's alpha value exceeds 0.60 and its composite reliability value is greater than 0.70. As presented in Table 5.10, all variables have Cronbach's alpha values above 0.60 and composite reliability values above 0.70. Therefore, it can be concluded that each variable in this study satisfies the reliability criteria.

Table 7. Standardized Root Mean Square Residual

Model Fit	Saturated Model	Estimated Model
SRMR	0.057	0.057

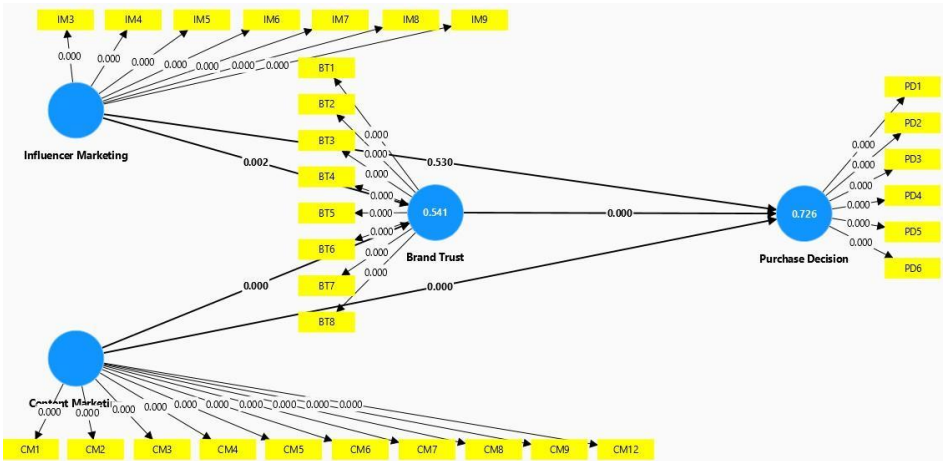
Source: Data Respondents processed, 2024

Model fit is assessed using the Standardized Root Mean Square Residual (SRMR), with values below 0.08 indicating an acceptable level of fit. As shown in Table 5.11, the SRMR value is lower than 0.08, suggesting that the model satisfies the goodness-of-fit requirement and can therefore be regarded as appropriate.

Analysis Structural Model (Inner Model)

The structural (inner) model in this study was examined using the Partial Least Squares (PLS) approach with the support of SmartPLS 4.0 software. The following structural model presents the results of the inner model analysis conducted in this research.

Figure 3. Results Bootstrapping Algorithm Testing



Source: Data Respondents processed, 2024

Test R- Square

The R-Square value is based on the statement from Ghozali & Latan (2015) which states that if the R-Square value as big as 0.67 so influence between variables stated strong, whereas R- value Square 0.33 so influence between variables stated moderate, and if The R-Square value is 0.19, so the influence between variables is declared weak.

Table 8. R- Square Test

Variables	R-Square	R-Square Adjusted	Effect Size
Z (Brand Trust)	0.541	0.536	Moderate
Y (Purchase Decision)	0.726	0.722	Strong

Source: Data Respondents processed, 2024

As presented in Table 5.12, the R-square for Brand Trust is 0.536, indicating a moderate explanatory capacity. This result implies that Influencer Marketing and Content Marketing account for 53.6% of the variance in Brand Trust, whereas the remaining 46.4% is attributable to other variables that are not examined in this study. For Purchase Decision, the R-square value reaches 0.722, which suggests strong explanatory power. Thus, Influencer Marketing, Content Marketing, and Brand Trust jointly explain 72.2% of the variance in Purchase Decision, while 27.8% is explained by factors outside the proposed model.

Test F- Square

The interpretation of the f-square value in this study refers to Ghozali and Latan (2015). An f-square value of 0.02 indicates that the independent variable has a small effect on the dependent variable. An f-square value of 0.15 reflects a moderate effect, while a value of 0.35 suggests a strong effect of the independent variable on the dependent variable.

Table 9. F- Square Test

Variables	F-Square	Effect Size
Z (Brand Trust) → Y (Purchase Decision)	0.583	Big
X2 (Content Marketing) → Z (Brand Trust)	0.325	Currently
X2 (Content Marketing) → Y (Purchase Decision)	0.168	Currently
X1 (Influencer Marketing) → Z (Brand Trust)	0.053	Small
X1 (Influencer Marketing) → Y (Purchase Decision)	0.003	No Influential/Ignored

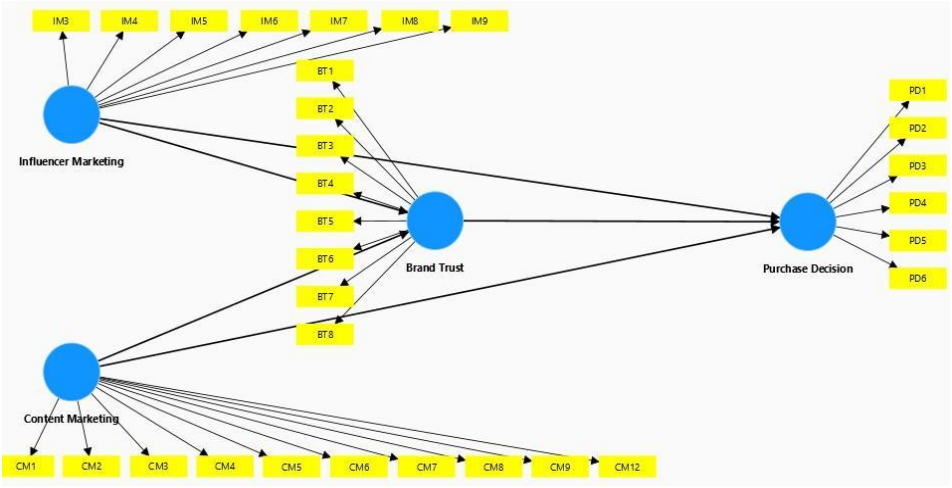
Source: Data Respondents processed, 2024

Table 5.13 indicates that the strongest effect occurs in the relationship from Brand Trust to Purchase Decision, as the F-square value is above 0.35. A moderate effect appears in the paths from Content Marketing to Brand Trust and from Content Marketing to Purchase Decision, because both F-square values are above 0.15. A small effect is found for the relationship between Influencer Marketing and Brand Trust, with an F-square value above 0.02. Meanwhile, the effect of Influencer Marketing on Purchase Decision can be considered negligible because its F-square value is below 0.02, which suggests no meaningful effect.

Test Q-Square (Q2)

Blindfolding analysis in this study was conducted using the Partial Least Squares (PLS) method with SmartPLS 4.0 software. The following structural model illustrates the results of the blindfolding analysis performed in this research.

Figure 9. Results Algorithm Testing Blindfolding



Source: Data Respondents processed, 2024

In the blindfolding procedure, predictive relevance is evaluated using the Q-square (Q^2) value. A model is considered to have predictive relevance when the Q^2 value is greater than 0. In contrast, a Q^2 value below 0 indicates that the model lacks predictive relevance (Hair et al., 2014). Furthermore, the magnitude of Q^2 can be grouped into three categories. Values ranging from 0.02 to 0.15 reflect low predictive relevance, values from 0.15 to less than 0.35 indicate moderate predictive relevance, and values above 0.35 represent high predictive relevance.

Table 10. Q- Square Test (Q2)

Variables	Q-Square
Z (Brand Trust)	0.539
Y (Purchase Decision)	0.563

Source: Data Respondents processed, 2024

Based on Table 5.14, shown that Q-Square results on Brand Trust of 0.539 and for Purchase Decision as big as 0.563 so that results Q-Square in both is more than 0, so it can be said that the model shows predictive relevance and is able to make good predictions in large categories.

Table 11. Path Coefficient

Hypothesis	Original Sample (O)	T-Statistic (|O/STDEV|)	P-Values	Information
Influencer Marketing ⟶ Purchase Decision	-0.041	0.629	0.530	H1: No effect
Influencer Marketing ⟶ Brand Trust	0.225	3,163	0.002	H2: Influential
Content Marketing ⟶ Purchase Decision	0.356	4,723	0.000	H3: Influential
Content Marketing ⟶ Brand Trust	0.557	7,661	0.000	H4: Influential
Brand Trust ⟶ Purchase Decision	0.590	6,760	0.000	H5: Influential

Source: Data Respondents processed, 2024

The study evaluates hypotheses using path coefficients, with significance determined by a T-statistic above 1.96 and a P-value below 0.05. Referring to Table 4.11, the findings can be summarized as follows.

H1: Influencer Marketing No influential towards Purchase Decision

The relationship between Influencer Marketing and Purchase Decision is not significant because the T-statistic is 0.629 and the P-value is 0.530; therefore, H1 is rejected.

H2: Influencer Influential marketing towards Brand Trust

Influencer Marketing significantly affects Brand Trust, as indicated by a T-statistic of 3.163 and a P-value of 0.002; thus, H2 is accepted.

H3: Content Marketing influential towards Purchase Decision

Content Marketing significantly influences Purchase Decision, supported by a T-statistic of 4.723 and a P-value of 0.000; hence, H3 is accepted.

H4: Content Marketing influential towards Brand Trust

Content Marketing also has a significant effect on Brand Trust, with a T-statistic of 7.661 and a P-value of 0.000. H4 is accepted.

H5: Brand Trust influential to Purchase Decision

Brand Trust significantly affects Purchase Decision, evidenced by a T-statistic of 6.760 and a P-value of 0.000, so H5 is accepted

Table 12. Specific Indirect Effect

Hypothesis	Original Sample (O)	T Statistic (|O/STDEV|)	P Values	Information
Influencer Marketing ⟶ Brand Trust ⟶Purchase Decision	0.133	2,627	0.009	H6: Influential
Content Marketing⟶ Brand Trust⟶ Purchase Decision	0.328	5,193	0.000	H7: Influential

Source: Data Respondents processed, 2024

H6: Influencer Marketing influential to Purchase Decision mediated Brand Trust

The findings for H6 indicate that Brand Trust significantly mediates the relationship between Influencer Marketing and Purchase Decision, as reflected by a T-statistic of 2.627 and a P-value of 0.009. Because the T-statistic is greater than 1.96 and the P-value is lower than 0.05, H6 is accepted.

H7: Content Marketing influential to Purchase Decision mediated Brand Trust

H7 proposes that Content Marketing influences Purchase Decision through Brand Trust. The results likewise reveal a significant indirect effect, with a T-statistic of 5.193 and a P-value of 0.000. Therefore, H7 is also supported, indicating that Brand Trust acts as a partial mediating variable in the relationship between Content Marketing and Purchase Decision

DISCUSSIONS

The Influence of Influencer Marketing on Purchase Decisions

The findings show that Influencer Marketing does not have a significant effect on Purchase Decisions for Mykonos Perfume. This implies that consumers' decisions to purchase Mykonos Perfume are not primarily driven by recommendations from influencers or other individuals. Instead, their purchasing behavior appears to be influenced more by the extent to which the product aligns with their personal needs and preferences. This finding is

consistent with Katamso & Sugianto (2024), who reported that influencer marketing may be ineffective for purchase decisions in the beauty sector when other factors, such as product–consumer compatibility, play a more dominant role. This is further deepened by the fact that the compatibility factor within oneself is the main factor, followed by other, less dominant factors, such as the influence of Influencers. In their research on Scarlett Whitening skincare products, it was also explained that the presence of Influencers is indeed an effective promotional medium for introducing products to the public or potential consumers, but only to the extent of knowing or being interested, not to the purchasing decision stage.

The Influence of Influencer Marketing on Brand Trust

The influence of Influencer Marketing in this study has been proven to have an impact on Brand Trust. Based on the research results, it can be concluded that when an Influencer is able to convey information very well and convincingly, it will also create a sense of trust in consumers towards the promoted product. In this case, there must be a stage where a consumer trusts the Influencer first before trust can arise in the promoted product. These results align with Nuraida et al. (2022), who argue that consumer trust in a brand increases when influencers communicate product information effectively. Similarly, Khan & Zaman (2021) highlight that influencers can create positive brand trust, which can influence consumers and support marketing outcomes. From this standpoint, the selection of influencers should place greater emphasis on their communication ability and effectiveness in delivering messages, rather than merely on the number of followers they have. The findings of this study indicate that Mykonos Perfume selected an appropriate influencer, as the influencer was capable of communicating product information and brand messages in a manner that enhanced consumers' trust in the Mykonos brand.

The Influence of Content Marketing on Purchase Decisions

The results confirm that Content Marketing significantly affects Purchase Decisions, indicating that it plays a meaningful role in influencing Mykonos Perfume consumers when deciding to buy. This implies that content with higher informational value tends to increase consumers' motivation to purchase. After receiving product-related information, consumers generally assess whether the product attributes align with their needs, preferences, or expectations. When the information indicates a strong fit, consumers are more inclined to continue to the purchase decision stage. This finding is consistent with Misbakhudin & Komaryatin (2023), who emphasize that Content Marketing contributes to shaping consumers' attitudes toward brands or products, where relevant and beneficial information supports positive perceptions that encourage purchasing. In addition, Nurivananda & Fitriyah (2023) reported that content presented clearly and accurately, while remaining brief, engaging, and concise, is more likely to attract consumer attention and increase purchasing behavior.

The Influence of Content Marketing on Brand Trust

The results indicate that content marketing has a significant effect on brand trust in Mykonos Perfume. This suggests that the provision of more informative and relevant content can enhance consumers' confidence in the quality of the product, which in turn contributes to stronger trust in the brand. In this study context, effective content communicates the product's main advantages and distinctive benefits. This result is in line with Dharmayanti & Juventino (2020), who argue that content marketing can improve consumers' understanding of a company and foster greater consumer liking and trust toward the company.

The Influence of Brand Trust on Purchase Decisions

The findings of this study demonstrate that Brand Trust has a significant influence on Purchase Decisions among Mykonos Perfume consumers. These results suggest that Brand Trust plays an important role in encouraging consumers to make purchase decisions. When consumers have strong confidence that a brand is capable of delivering products that meet their expectations, they are more likely to decide to purchase those products. These results support Wilujeng and Edwar (2014), who found that Brand Trust significantly affects Purchase Decisions for Oriflame cosmetics. Their study also showed that when consumers hold strong and positive trust in a brand, they are more likely to purchase its products, especially when the products meet consumer expectations. Hapsoro & Hafidh (2018) similarly explained that higher trust in a brand increases the likelihood that consumers will choose to buy from that brand. In addition, the findings align with Sumarto & Anggarawati (2024), who reported that stronger trust in SKECHERS products leads to stronger purchase decisions among consumers.

The Influence of Influencer Marketing on Purchase Decisions Mediated by Brand Trust

The findings indicate that Brand Trust fully mediates the relationship between Influencer Marketing and Purchase Decisions for Mykonos Perfume. Consumers will assess and sort out influencers who they truly consider honest in providing product recommendations. In this case, consumers will usually consistently rely on certain influencers to review the products they want (Kim & Kim, 2021). Consumers are more likely to accept advice that has the potential to change their purchasing decisions when it comes from influencers they trust (Rizomyliotis et al., 2018). This result is consistent with Garg & Bakshi (2024), who reported that trust acts as a mediating factor in how influencers shape consumer behavior. This suggests that, in the purchasing decision process, consumers are more likely to be influenced by influencers when a stronger sense of trust has first been established. In other words, the effect of influencer marketing on purchase decisions becomes meaningful only when it is supported by consumers' trust in the brand.

Content Marketing on Purchase Decisions Mediated by Brand Trust

The results suggest that Brand Trust partially mediates the effect of Content Marketing on Purchase Decisions among Mykonos Perfume consumers. This means Brand Trust remains a meaningful mechanism that helps explain how Content Marketing contributes to Purchase Decisions, even though Content Marketing also influences Purchase Decisions directly. However, the findings also imply that Content Marketing does not instantly create Brand Trust, because consumers realize that brand-produced content is primarily promotional and aims to introduce products. In this context, consumers use content as a tool to validate product information by assessing how well the product aligns with their needs and expectations. These findings are in line with the studies of Huda et al. (2022), Oktaviani (2024), Nurlinda (2023), and Puspita et al. (2024), which also reported that Brand Trust partially mediates the relationship between Content Marketing and Purchase Decision. Furthermore, Misbakhudin and Komaryatin (2023) state that Content Marketing can reinforce the level of trust between brands and consumers. When a brand consistently delivers content that is informative and of high quality, consumers are more likely to develop stronger trust in the brand, which subsequently encourages their purchase decisions

CONCLUSIONS AND PRACTICAL IMPLICATION

CONCLUSIONS

This study offers several important insights into the relationship of Influencer Marketing and Content Marketing with Purchase Decision for Mykonos Perfume, with Brand Trust positioned as a mediating variable. The findings reveal that Influencer Marketing does not have a significant effect on Purchase Decision. Nevertheless, Influencer Marketing significantly affects Brand Trust. In addition, Content Marketing has a significant influence on Purchase Decision and also contributes significantly to strengthening Brand Trust. In addition, Brand Trust serves as a significant mediator in Mykonos Perfume, both in the relationship between Influencer Marketing and Purchase Decision and in the relationship between Content Marketing and Purchase Decision.

IMPLICATIONS

This study also offers practical implications for the researcher's business, Si.sora Perfume. The findings suggest that Si.sora Perfume should evaluate influencer utilization as part of its product promotion strategy, especially because online perfume selling is more difficult than offline selling. In offline settings, consumers can immediately assess fragrance and quality through direct experience, whereas online purchases do not allow this evaluation. As a result, consumers may require additional sources of reassurance before deciding to buy. Influencers can act as a persuasive bridge by helping convey information about aroma and product quality, which can support consumer purchase decisions. Si.sora Perfume can consider the types of aromas that are proven to be liked by customers of Mykonos Perfume for plans to produce the next type of aroma, namely those related to oriental, gourmand, and fresh floral aromas because these types of aromas are proven to be in accordance with the target market that Si.sora Perfume wants to target.

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