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The Contribution of Influencer Marketing, Product Quality, and Online Customer Reviews in Forming Purchase Decisions through Brand Trust as a Mediating Variable in the Local Perfume Brand HMNS Sore X Sheila Dara Variant

Abstract

This study examines the impact of influencer marketing, product quality, and online customer reviews on purchase decisions, with brand trust serving as a mediating variable for the HMNS perfume variant SORE x Sheila Dara. This study employs a quantitative methodology, utilizing a survey of 255 respondents, which was examined via SPSS and the Sobel test. This study's results demonstrate that these three criteria positively and significantly influence brand trust and purchasing decisions. Brand trust significantly influences buying decisions and mediates the relationships among variables. The findings affirm that brand trust is an essential factor that enhances the efficacy of digital marketing techniques in influencing customer purchase behavior.

Keyword: Influencer Marketing, Product Quality, Online Customer Reviews, Purchase Decisions, Brand Trust

INTRODUCTION

The development of digital marketing in Indonesia is undergoing rapid transformation along with the widespread use of social media for brand communication and promotion. One increasingly dominant strategy is the use of influencer marketing as a medium for marketing messages to shape consumer perceptions. The local perfume industry in Indonesia has shown extraordinary development, experiencing rapid growth in recent years. One brand that has succeeded in capturing the attention of consumers, especially among young people, is HMNS. This success depends not only on product quality, but also on an intensive and aggressive digital promotional approach, particularly through influencer marketing, promotions on social media, and an increasingly sophisticated online shopping experience. Collaborative products such as the Sore X Sheila Dara variant are a clear example of how leveraging public figures can increase a brand's appeal amidst very tight market competition. Previous research has shown that recommendations provided by influencers have a positive and significant impact on consumer

trust. The credibility, appeal, and emotional bond between influencers and their audience are key elements in fostering customer trust in the promoted products (Wijaya & Putri, 2025).

However, intense competition has undoubtedly made consumers more cautious in product selection and purchase decisions. Consumers consider not only the popularity of influencers but also product quality, brand trust, and online customer reviews. In this situation, purchase decisions are no longer based on spontaneous impulses but rather on in-depth assessment. Therefore, it is crucial to understand how the combination of digital marketing strategies and product quality can influence purchase decisions, with brand trust serving as a key link and mediating variable.

Research conducted by (Raissa & Putri, 2025) shows that this strategy involves the use of influencers, customer testimonials, and the distribution of content capable of creating emotional engagement between consumers and brands. These results indicate that consumer trust serves as a key link between promotional messages and purchasing behavior. One strategy widely used in digital marketing is influencer

marketing. Influencers have the ability to influence consumers attitudes and behavior through the content they share on social media.

Besides influencer marketing, product quality is also a key factor in determining a brand's success in the competitive marketplace. A high-quality product will satisfy consumers and create a positive brand perception. Research (Soleh, 2024) this indicates that product quality can influence purchase decisions because consumers often choose products that meet their needs and expectations.

In today's digital age, consumers are also heavily influenced by various information obtained online, particularly through online customer reviews. Customer reviews on various e-commerce platforms and social media are often the primary source of information before consumers decide to purchase a product. (Syadiyah, 2024) emphasized that online customer reviews influence purchase decisions because consumer trust in reviews from other consumers provides a real picture of the product, so online customer reviews play an important role in building trust, providing additional information and influencing consumer perceptions of purchase decisions.

In line with this, the purchase decision is an evaluation process undertaken by consumers before making a final choice. According to Kotler (as cited in Suryani & Burhan, 2025) purchase decision is the stage a consumer goes through when deciding whether to continue or cancel a purchase. Therefore, these factors form the basis for understanding how influencer marketing, product quality, and online customer reviews contribute to building brand trust as a mediating variable that ultimately influences consumer purchase decisions.

Amidst the various factors influencing consumer behavior, brand trust has a significant impact on consumer purchase decisions because it reduces the perceived risk consumers face when purchasing a product. Consumers tend to feel more secure and confident that the products they purchase from trusted brands will meet their expectations. Consumers with a high level of trust in a brand are more likely to make purchases and even repeat purchases in the future because they feel comfortable with the product (Syafitri, 2019). This study strengthens the position of brand trust as a variable that directly drives purchase decisions.

While prior research has investigated the impact of influencer marketing, product quality, and brand trust on purchasing decisions, several studies continue to analyze these variables in isolation or concentrate solely on a singular facet of digital marketing. Few studies have combined influencer marketing, product quality, and online shopping experiences within a single research framework mediated by brand trust. Furthermore, no prior studies have specifically examined the HMNS collaboration product, the Sore X Sheila Dara variant, which has unique characteristics because it combines the power of public figures with digital branding strategies. This study was undertaken to address this gap by examining the impact of influencer marketing, product quality, and online customer reviews on purchase decisions, with brand trust serving as a mediating variable for the local perfume brand HMNS, specifically the Sore X Sheila Dara variation.

The purpose of this study is to analyze the contribution of influencer marketing, product quality, and online customer reviews to purchase decisions through brand trust in the

local perfume product HMNS, Sore X Sheila Dara variant. This project aims to advance digital marketing research, specifically about the elements that affect customer purchasing decisions in the digital age.

Influencer Marketing

Influencer marketing is a marketing communications strategy that utilizes public figures to influence consumer attitudes and behavior. According to (Prayogi, 2024) which states that influencers typically have a large following and a high level of trust among their followers on social media, so their recommendations can certainly influence consumer perceptions and behavior. In the context of HMNS, the presence of influencers can strengthen brand perception and increase consumer trust.

The collaboration between local perfume brand HMNS and actress Sheila Dara on the Sore X Sheila Dara variant demonstrates a more in-depth form of influencer marketing, namely story-based endorsements. (Wijaya & Putri, 2025) show that influencer marketing can increase consumer trust in a brand because the messages delivered by influencers are perceived as more relatable and relevant than traditional advertising. This makes it easier for consumers to accept the information conveyed and more interested in trying recommended products.

Product Quality

Product quality is defined by Philip Kotler (as cited in Ramadhan & Purnama, 2024) as a product's ability to perform its functions, including the product's overall durability, reliability, and accuracy. A product with good quality will provide benefits that meet consumer expectations, thereby increasing customer satisfaction and loyalty (Soleh, 2024). High-

quality products tend to have higher value in the eyes of consumers, thus increasing purchase decisions. Consumers who are satisfied with product quality tend to have higher trust in the brand because consistent product quality improvement is crucial for maintaining customer loyalty, creating long-term relationships and driving sustainable business growth (Lekatompessy, 2025).

In the context of the Sore variant, the warm scent reflects an emotional identity, aligning with Sheila Dara's narrative. When these qualities align with the expectations built through the film's story and Sheila Dara's character, consumers will form a consistent and trustworthy brand perception.

Online Customer Reviews

Online customer reviews according to Filieri & McLeay in ((Diah & Kustina, 2026) is a form of word-of-mouth communication in online sales. It involves aspects such as ease of site navigation, transaction security, delivery speed, and virtual interaction with the brand. In today's perfume marketing era, this experience is a crucial component of brand value. According to (Nabilah et al., 2025) state that consumer reviews on social media can influence consumer perception of a product. Positive reviews can increase consumer trust, while negative reviews can decrease purchasing interest.

In the context of HMNS, the Sore variant is intensively promoted through social media and digital platforms. When consumers feel comfortable and secure during the purchasing process, brand trust continues to grow, driving their purchase decisions.

Brand Trust

Brand trust is consumers' confidence in a brand's integrity, reliability, and consistency in delivering on its market commitments. Farella and Mustikorini (2024) argue that brand trust entails the expectation that the brand will positively influence consumers. According to a study by Syafitri (2019), brand trust significantly influences purchase decisions. Consumers with strong faith in a brand generally feel more secure in their purchasing decisions, as they are assured of the product's quality.

In the context of the HMNS collaboration with the Sore X Sheila Dara variant, building brand trust does not occur instantly, but rather through a multi-layered communication process. Brand trust serves as a crucial mediating variable connecting marketing efforts (such as influencer marketing, product quality, and online customer reviews) to consumer purchase choices.

Purchasing Decision

According to Kotler in (Diah & Kustina, 2026), define purchase decision as the process of selecting a product with the most preferred brand, which lies between purchase intention and actual purchase behavior. Acquisition choices are now influenced not only by cognitive factors but also by emotional considerations. Prior studies indicate that digital marketing elements, such as influencer marketing and online customer reviews, significantly influence purchasing decisions by providing information that aids consumers in product evaluation (Syadiyah, 2024).

In the context of the Sore X Sheila Dara variant, purchase decisions are formed through a psychological process that combines the meaning of stories, public figures, and the

consumer's personal experiences. Thus, the Sore X Sheila Dara variant exemplifies modern marketing, combining these three aspects into one, forming brand trust and encouraging conscious and sustainable purchase decisions.

This study aims to elucidate how digital marketing methods and product quality influence purchasing decisions via brand trust in the local perfume brand HMNS, specifically the Sore X Sheila Dara variation, by integrating five key themes.

METHOD

This study used a quantitative methodology to examine the interrelationships among the variables. The study sample comprised 255 respondents who were previously acquainted with and had purchased the SORE x Sheila Dara HMNS product.

Data collection was conducted by distributing questionnaires to participants. The study instrument was developed on a five-point Likert scale: 1 = Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A), and 5 = Strongly Agree (SA). This scale assessed respondents' impressions of influencer marketing, product quality, online customer reviews, brand trust, and purchasing decisions.

Furthermore, the data that has been obtained will be analyzed using Statistical Program for the Social Scientist (SPSS) software version 26. The analysis stages involve several aspects starting from validity, reliability, normality, multicollinearity, heteroscedasticity, regression and *sobel test* for mediation to examine the extent of the influence the three variables have on purchase decisions through brand trust as a mediator on the HMNS product variant SORE x Sheila Dara.

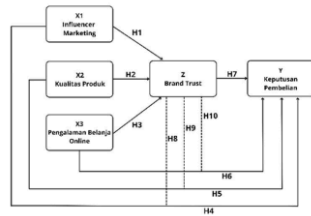


Figure 1. Research Framework

Research Hypothesis

- H1: Influencer marketing has a positive effect on brand trust.
- H2: Product Quality has a positive effect on brand trust.
- H3: Online shopping experience has a positive effect on brand trust.
- H4: Influencer marketing has a positive effect on purchase decisions.
- H5: Product Quality has a positive effect on purchase decisions.
- H6: Online shopping experience has a positive effect on purchase decisions.

- H7: Brand trust has a positive effect on purchase decisions.
- H8: Brand trust mediates the effect of influencer marketing on purchase decisions.
- H9: Brand trust mediates the effect of Product Quality on purchase decisions.
- H10: Brand trust mediates the effect of online shopping experience on purchase decisions.

RESULTS AND DISCUSSION

This research successfully involved 255 respondents who had seen information about and purchased the HMNS product, SORE x Sheila Dara variant.

Table 1. Respondent Characteristics

| Category | Information | Amount | Percentage |
|---|-----------------------|--------|------------|
| Gender | Female | 163 | 64% |
| | Male | 92 | 36% |
| Usia | 18 years to 25 years | 189 | 74% |
| | 25 years s/d 30 years | 51 | 20% |
| | > 30 years | 15 | 6% |
| Do you know the local perfume brand HMNS?. | Yes | 253 | 99% |
| | No | 2 | 1% |
| Do you know or have you ever seen the promotion for the HMNS perfume variant Sore X Sheila Dara?. | Yes | 248 | 97% |
| | No | 7 | 3% |
| Have you ever bought the HMNS perfume | Yes, I have bought it | 237 | 93% |

| | | | |
|--|--------------------------------------|-----|-----|
| variant Sore X Sheila Dara?. | Not yet, but interested in buying | 18 | 7% |
| How did you find out about this product? (can choose more than one). | Instagram | 144 | 56% |
| | Tiktok | 51 | 20% |
| | Friend/Family | 28 | 11% |
| | Marketplace (Shopee, Tokopedia, dll) | 32 | 13% |
| Do you follow HMNS' official social media accounts? | Yes | 239 | 94% |
| | No | 16 | 6% |
| Have you ever seen HMNS Sore X Sheila Dara reviews from influencers before purchasing? | Yes | 248 | 97% |
| | No | 7 | 3% |
| The main factors that encourage you to buy HMNS Sore X Sheila Dara | Influencer Recommendations | 93 | 36% |
| | Aroma Quality | 40 | 17% |
| | Price | 10 | 4% |
| | Packaging | 29 | 11% |
| | Review Online | 44 | 17% |
| | Brand Image | 39 | 15% |

4
Source: Author's Processed Data 2026

Based on gender, the majority of respondents were female (163 people) (64%), while 92 were male (36%). In terms of age, the majority of respondents were aged 18-25 (189 respondents) (74%), followed by 51 respondents aged 25-30 (20%), and the remaining 15 were over 30 (6%). This indicates a high level of awareness of the local perfume brand HMNS, reaching 99%. This also aligns with the effectiveness of the promotional collaboration between HMNS' SORE x Sheila Dara variant, which was seen by 97% of respondents.

The next step after describing the respondent profile is to develop the operational

variables. This process is a strategic step to break down theoretical concepts into practical indicators that can be measured and observed empirically. In the context of the HMNS perfume product research variant SORE x Sheila Dara, the operationalization of variables serves to convert abstract concepts such as Influencer marketing, product quality, and online customer reviews into scientifically valid measurement tools, allowing for analysis of their influence on decision-making through brand trust.

Table 2. Operational Table

| Variable | Variable Definition | Indicator | Rating Scale |
|-----------------------------|--|--|------------------------|
| Influencer Marketing (X1) | Influencer marketing is a marketing communications strategy that leverages public figures to influence consumer attitudes and behavior. Influencers typically have large followings and a high level of trust among their followers on social media, so their recommendations can influence consumer perceptions and behavior. | 1. Influencer Marketing 2. Viral Marketing 3. Purchase Decision (Diky Prayogi, (2024)) | Likert scale point 1-5 |
| Product Quality (X2) | Product quality is the ability of a product to perform its functions, this ability includes the durability, reliability and accuracy obtained by the product as a whole. | 1. Product Quality 2. Product Innovation 3. Product Design 4. Product Competitive Advantage (Muhammad Fadhilah, (2024)) | Likert scale point 1-5 |
| Online Customer Review (X3) | Online Customer Reviews (OCR) are a form of word-of-mouth communication in online sales. The online shopping experience encompasses aspects such as ease of site navigation, transaction security, delivery speed, and virtual interaction with the brand. | 1. Trust 2. Influencer Marketing 3. Online Customer Review 4. Purchase Decision (Ayu Putu Diah, (2026)) | Likert scale point 1-5 |
| Purchasing Decision(Y) | Consumer purchasing decisions are activities to buy products with the most preferred brand, but are still between purchasing intentions or purchasing decisions. | 1. Trust 2. Influencer Marketing 3. Online Customer Review | Likert scale point 1-5 |

| | | | |
|-----------------|--|--|------------------------|
| | | 4. Purchase Decision (Ayu Putu Diah, (2026)) | |
| Brand Trust (Z) | Brand trust is a high expectation that the brand will have a positive impact on consumers. | 1. Brand Image 2. Brand Trust 3. Brand Awareness 4. Purchase Decision (Aulia Nanda, (2024)) | Likert scale point 1-5 |

Source: Author's Processed Data 2026

The measurement process begins by demonstrating how each primary variable Influencer Marketing (X1), Product Quality (X2), Online Customer Reviews (X3), Brand Trust (Z), and Purchase Decision (Y) is broken down into more detailed indicators. Each indicator is assessed using a Likert scale of 1 to 5 to accurately and impartially capture respondents' perspectives.

The next stage after compiling the operational table is to assess the study's validity. The validity test used the Pearson Product-Moment Correlation technique, employing SPSS version 26. The instrument is deemed valid when the computed r value exceeds the tabulated r value.

Table 3. Validity Test Results

| No | Variable | Indicators | R Count | R Table | Information |
|----|------------------------|------------|---------|---------|-------------|
| 1. | Influencer Marketing | X1.1 | 0,63 | 0,12 | Valid |
| | | X1.2 | 0,55 | 0,12 | Valid |
| | | X1.3 | 0,61 | 0,12 | Valid |
| | | X1.4 | 0,64 | 0,12 | Valid |
| | | X1.5 | 0,62 | 0,12 | Valid |
| 2. | Product Quality | X2.1 | 0,58 | 0,12 | Valid |
| | | X2.2 | 0,61 | 0,12 | Valid |
| | | X2.3 | 0,58 | 0,12 | Valid |
| | | X2.4 | 0,57 | 0,12 | Valid |
| | | X2.5 | 0,65 | 0,12 | Valid |
| 3 | Online Customer Review | X3.1 | 0,62 | 0,12 | Valid |
| | | X3.2 | 0,60 | 0,12 | Valid |
| | | X3.3 | 0,64 | 0,12 | Valid |
| | | X3.4 | 0,65 | 0,12 | Valid |
| | | X3.5 | 0,53 | 0,12 | Valid |
| 4. | Purchasing Decision | Y1.1 | 0,60 | 0,12 | Valid |
| | | Y1.2 | 0,65 | 0,12 | Valid |
| | | Y1.3 | 0,65 | 0,12 | Valid |
| | | Y1.4 | 0,56 | 0,12 | Valid |
| | | Y1.5 | 0,54 | 0,12 | Valid |
| 5. | Brand Trust | Z1.1 | 0,57 | 0,12 | Valid |
| | | Z1.2 | 0,59 | 0,12 | Valid |
| | | Z1.3 | 0,57 | 0,12 | Valid |
| | | Z1.4 | 0,65 | 0,12 | Valid |

4 Source: Author's Processed Data 2026

Based on the data obtained in this study, the validity of the instrument was tested by comparing the calculated r-value obtained with the r-table. With an r-table value of 0.12 and all

items declared valid. Overall, the calculated r-value is in the range of 0.53 to 0.65 which is far beyond the r-table limit. This indicates that all statement items in the questionnaire have

excellent internal consistency in measuring variables in the study on the HMNS product variant SORE x Sheila Dara.

Once the instrument is declared valid, the next step is to measure the instrument's

consistency or reliability through a reliability test using the Cronbach's Alpha method. A construct is considered reliable if its alpha coefficient is above 0.60.

Table 4. Reliability Test Results

| No | Variable | Cronbach Alpha | Information |
|----|------------------------|----------------|-------------|
| 1. | Influencer Marketing | 0,74 | Reliabel |
| 2. | Quality Product | 0,73 | Reliabel |
| 3. | Online Customer Review | 0,74 | Reliabel |
| 4. | Purchase Decision | 0,73 | Reliabel |
| 5. | Brand Trust | 0,71 | Reliabel |

Source: Author's Processed Data 2026

All variables in this investigation had Cronbach's Alpha values exceeding 0.70. This indicates that the measurement equipment is remarkably stable, enabling reliable responses from respondents across multiple time points.

Upon confirming that the research instrument satisfies the validity and reliability

standards, the subsequent essential step is to perform a normality test. The objective of this test is to determine whether the residuals from the regression model follow a normal distribution.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual | |
|-----------------------------------|-------------------------|-------------------------|------|
| N | | 255 | |
| Normal Parameters ^{a, b} | Mean | .0000000 | |
| | Std. Deviation | 1.08495932 | |
| Most Extreme Differences | Absolute | .070 | |
| | Positive | .059 | |
| | Negative | -.070 | |
| Test Statistic | | .070 | |
| Asymp. Sig. (2-tailed) | | .004 ^c | |
| Monte Carlo Sig. (2-tailed) | Sig. | .129 ^d | |
| | 95% Confidence Interval | Lower Bound | .088 |
| | | Upper Bound | .171 |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 255 sampled tables with starting seed 2000000.

Source: Author's Processed Data 2026

The One-Sample Kolmogorov-Smirnov test results indicate a test statistic of 0.070 for this model, as presented in the table above. Due to

the relatively large sample size, the study relied more heavily on the Monte Carlo Sig. (2-tailed) value of 0.129 for greater accuracy. This is in

accordance with the decision-making criteria, as the significance value is greater than 0.05 (0.129 > 0.05). Consequently, the residuals in this regression model are normally distributed.

Upon satisfying the assumption of normality, which indicates a uniform distribution, the subsequent phase of the analysis was to perform a multicollinearity test. This test aims to verify that the regression model does not exhibit a perfect or overly strong linear correlation among the independent variables: influencer marketing, product quality, online

customer reviews, and brand trust. Multicollinearity was identified by analyzing Tolerance and Variance Inflation Factor (VIF) values in the coefficients table. The criteria for a model free of multicollinearity are a Tolerance value greater than 0.10 and a VIF value less than 10.

Table 6. Multicollinearity Test Results

| Coefficients ^a | | | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.946 | 1.350 | | 1.441 | .151 | | |
| | TOTAL_X1 | .140 | .061 | .135 | 2.313 | .022 | .609 | 1.641 |
| | TOTAL_X2 | .323 | .066 | .307 | 4.893 | .000 | .531 | 1.882 |
| | TOTAL_X3 | .146 | .058 | .140 | 2.530 | .012 | .683 | 1.465 |
| | TOTAL_Z | .372 | .079 | .274 | 4.699 | .000 | .613 | 1.631 |

a. Dependent Variable: TOTAL_Y

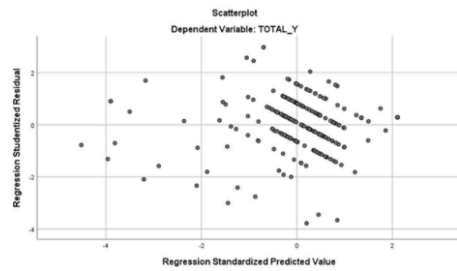
Source: Author's Processed Data 2026

According to the table, all independent variables exhibit Tolerance values significantly exceeding 0.10 and VIF values substantially below 10. This demonstrates that the regression model lacks multicollinearity, facilitating objective predictions of the relationships among the variables without disrupting the linear associations between the independent variables.

Once the regression model is proven free of multicollinearity, the next step in verifying the

classical assumptions is the Heteroscedasticity Test. This test ensures that the residual variances between observations in the regression model remain consistent and do not fluctuate. Heteroscedasticity must be avoided to ensure accurate and efficient model estimation, thus ensuring the credibility of the hypotheses regarding the purchase decision for HMNS perfume.

Table 7. Heteroscedasticity Test Results



Source: Author's Processed Data 2026

In this study, heteroscedasticity detection uses the Scatterplot graphic method. This indicates that the data distribution at the scattered data points is even and without a pattern, both above and below the 0 line on the Y axis. With the assumption of non-heteroscedasticity that has been met, the regression model involving influencer

marketing, product quality, online customer reviews, and brand trust is ready for multiple linear regression analysis and hypothesis testing.

**Path Analysis using the Sobel test Method.
Regression Test 1**

Table 8. Results of Regression Test 1

| Coefficients ^a | | | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 4.608 | 1.037 | | 4.445 | .000 | | |
| | TOTAL_X1 | .226 | .046 | .296 | 4.891 | .000 | .667 | 1.498 |
| | TOTAL_X2 | .209 | .051 | .269 | 4.097 | .000 | .567 | 1.764 |
| | TOTAL_X3 | .150 | .045 | .194 | 3.318 | .001 | .713 | 1.403 |

a. Dependent Variable: TOTAL_Z

Source: Author's Processed Data 2026

The test findings in Table 8 indicate that the Influencer Marketing (X1) variable has a significance value of 0.000 (<0.05), Product Quality (X2) has a significance value of 0.000 (<0.05), and Online Customer Reviews (X3) has a significance value of 0.001 (<0.05). The computed t-values for Influencer Marketing (X1) are 4.891, for Product Quality (X2) are 4.097, and for Online Customer Reviews (X3) are 3.318. The estimated t-values for these three variables exceed the t-table value of 1.969.

Based on this, Regression 1 can be concluded as follows:

1. Influencer Marketing (X1) has a positive and significant effect on Brand Trust (Z). This proves that Influencer Marketing contributes positively and significantly to strengthening Brand Trust in the HMNS product variant SORE x Sheila Dara (H1 is accepted).
2. Product Quality (X2) has a positive and significant effect on Brand Trust (Z). This

data confirms that high Product Quality standards effectively increase consumer trust in a brand (H2 is accepted).

- Online Customer Reviews (X3) has a positive and significant effect on Brand Trust (Z). This data indicates that consumer reviews on social media are a

significant factor in validating consumer trust in a brand, thus building strong brand trust in the context of the HMNS perfume variant SORE x Sheila Dara (H3 is accepted).

Table 9. Results of Regression Test 2

| | | Unstandardized Coefficients | | Standardized Coefficients | | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------------------------|---------------|
| Model | | B | Std. Error | Beta | t | Sig. | Tolerance VIF |
| 1 | (Constant) | 1.946 | 1.350 | | 1.441 | .151 | |
| | TOTAL_X1 | .140 | .061 | .135 | 2.313 | .022 | .609 1.641 |
| | TOTAL_X2 | .323 | .066 | .307 | 4.893 | .000 | .531 1.882 |
| | TOTAL_X3 | .146 | .058 | .140 | 2.530 | .012 | .683 1.465 |
| | TOTAL_Z | .372 | .079 | .274 | 4.699 | .000 | .613 1.631 |

a. Dependent Variable: TOTAL_Y

Source: Author's Processed Data 2026

Based on the data in the table above, the Influencer Marketing (X1) variable has a significant value of 0.022 (<0.05), Product Quality (X2) has a significant value of 0.000 (<0.05), Online Customer Reviews (X3) has a significant value of 0.012 (<0.05), and Brand Trust (Z) has a significant value of 0.000 (<0.05). The calculated t-values for the Influencer Marketing (X1) variable are 2.313, Product Quality (X2) is 4.893, Online Customer Reviews (X3) is 2.530, and Brand Trust (Z) is 4.699. These variables have a calculated t-value greater than the t-table value of 1.969. Based on this, Regression 2 can be concluded as follows:

- Influencer Marketing (X1) has a positive and significant influence on Purchase Decision (Y). This indicates that

influencer marketing influences consumers' purchase decisions (H4 Accepted).

- Product Quality (X2) has a significant influence on the purchase decision (Y) for the HMNS SORE x Sheila Dara variant. This data confirms that Product Quality is a primary consideration for consumers before making a purchase (H5 Accepted).
- Online Customer Reviews (X3) show a significant influence on the purchase decision (Y). This indicates that reviews from other consumers effectively encourage Purchase Decisions (H6 Accepted).

Table 10. Results of Regression Test 3

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|--------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 8.281 | 1.226 | | 6.753 | .000 | | |
| | TOTAL_Z | .777 | .070 | .573 | 11.128 | .000 | 1.000 | 1.000 |

a. Dependent Variable: TOTAL_Y

Source: Author's Processed Data 2026

Based on the results of the coefficient-table data regarding statistical analysis, it is seen that Brand Trust (Z) has a positive and significant effect on Purchase decision (Y). This is proven by the sig value of 0.000 (<0.05). In addition, the resulting t-count value of 11.128 is proven to exceed the value of the t-table of (1.969). Thus (H7 is Accepted). The results show that strengthening brand trust in the HMNS perfume variant SORE x Sheila Dara is the main factor in encouraging consumers and Calculation results using the Sobel test:

increasing Purchase decisions. The high beta coefficient value of (0.573) states that the stronger the trust consumers have in the brand, the Purchase decision made by consumers will increase.

Sobel test Method

The Influence of Influencer Marketing on Purchase Decisions with Brand Trust as a Mediating Variable.

| Purchasing Decision | T.statistic | P.value | Conclusion | |
|---------------------|-------------|---------|------------|-------------|
| a | 0.296 | 2.092 | 0.036 | H8 Accepted |
| B | 0.135 | | | |
| Sa | 0.046 | | | |
| Sb | 0.061 | | | |

According to the Sobel test conducted, the t-value for the Influencer Marketing variable (2.092) exceeds the t-table value (1.969), and the P-value is 0.036 (<0.050). Influencer Marketing significantly influences Purchase Decisions through the Brand Trust variable (H8 is accepted). The indirect pathway of Influencer Marketing → Brand Trust → Purchase Decision is substantial, and the mediation is robust.

11
The Influence of Product Quality on Purchase Decisions with Brand Trust as a Mediating Variable.

Calculation results using the *Sobel test*:

| Product Quality | | T.statistic | P.value | Conclusion |
|-----------------|-------|-------------|---------|-------------|
| a | 0.269 | 3.488 | 0.000 | H9 Accepted |
| B | 0.307 | | | |
| Sa | 0.051 | | | |
| Sb | 0.066 | | | |

According to the Sobel test conducted, the t-value for the Product Quality variable (3.488) exceeds the t-table value (1.969), and the P-value is 0.000 (<0.050). It may be concluded that Product Quality significantly influences Purchase Decision through the Brand Trust variable (H9 is accepted). The indirect relationship of Product Quality → Brand Trust → Purchase Decision is considerable, demonstrating strong mediation.

Calculation results using the *Sobel test*:

| Online Customer Reviews | | T.statistic | P.value | Conclusion |
|-------------------------|-------|-------------|---------|--------------|
| a | 0.194 | 2.106 | 0.035 | H10 Accepted |
| B | 0.140 | | | |
| Sa | 0.045 | | | |
| Sb | 0.058 | | | |

According to the Sobel test conducted, the t-value for the Online Customer Reviews variable (2.106) exceeds the t-table value (1.969), and the P-value is 0.035 (<0.050). Online Customer Reviews significantly influence Purchase Decisions through the Brand Trust variable (H10 is accepted) This means that the indirect path of Online Customer Reviews → Brand Trust → Purchase Decision is

3
The Influence of Online Customer Reviews on Purchase Decisions with Brand Trust as a Mediating Variable.

significant, and mediation is proven to be strong.

CONCLUSION

The results above indicate that influencer marketing, Product Quality, and Online Customer Reviews have been shown to have a positive and significant impact on brand trust. This indicates that communication strategies through public figures, good Product Quality,

and consumer reviews can enhance consumer trust in a brand.

These three variables directly and substantially affect purchasing decisions. Consumer purchase decisions are influenced by factors such as advertising appeal, product quality, and information from other consumers' experiences. Brand trust significantly impacts purchase decisions. The results affirm that brand trust is a crucial determinant influencing customers' purchasing decisions.

The mediation analysis results demonstrate that brand trust mediates the relationship among influencer marketing, product quality, and online customer reviews regarding purchasing decisions. These three elements not only exert a direct influence but also enhance buying decisions by fostering brand trust.

Therefore, overall, this study demonstrates that the success of the digital marketing strategy for the HMNS SORE x Sheila Dara product variant lies in effective marketing communications, consistent product quality, and positive consumer experiences, which collectively build trust and drive purchase decisions.

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