

## The Effect of Internet Advertising and Content Marketing on Online Purchasing Decisions Through Customer Trust at Prinperpack In Sukabumi City

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### Abstract

This study explores the influence of Internet Advertising and Content Marketing on online purchasing decisions through customer trust at Prinperpack in Sukabumi City. The background of this study is based on the significant development of digital printing in recent years, which allows personalization and customization of products at a relatively low cost. Prinperpack, a company that focuses on digital printing, experienced fluctuations in income and number of consumers during the period March-September 2023. This decline is thought to be caused by the lack of Internet advertising and low quality marketing content. The research method used is quantitative with data collection through questionnaires distributed to 246 respondents from Prinperpack consumers in Sukabumi City. The results of the validity test show that most of the items in the Internet Advertising, Content Marketing, and Purchasing Decision variables are valid, but some items are invalid and need to be improved. The results of the study indicate that both Internet Advertising and Content Marketing have a significant influence on purchasing decisions, both directly and through customer trust. Customer trust plays a very important mediating role in influencing purchasing decisions. This study provides important insights for digital printing companies and other creative industries in developing effective marketing strategies to increase consumer trust and purchasing decisions.

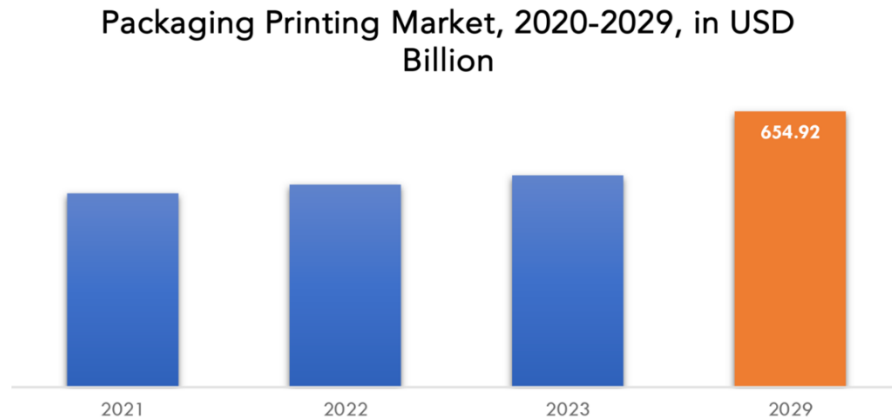
**Keywords:** Internet Advertising, Content Marketing, Online Purchasing Decision, Customer Trust, Digital Printing

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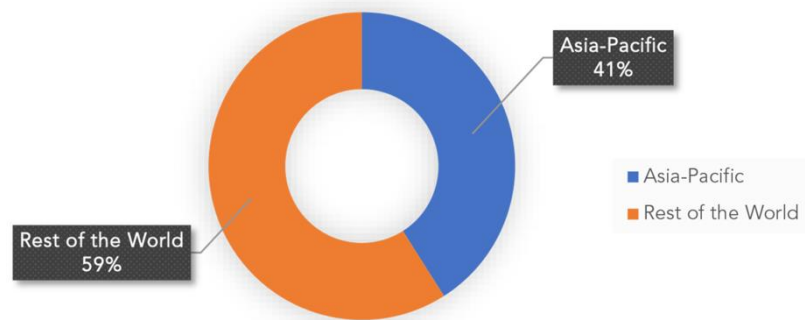
### INTRODUCTION

The use of *digital printing* in promotion has experienced significant growth in recent years. Previously, promotion and advertising often relied on traditional printing methods such as offset printing, but the development of *digital printing* technology has changed the way companies promote their products, services and brands (Indrasari, 2019). *Digital printing* is a printing technique that allows the reproduction of images and text from digital files directly onto printed media, without the need to use physical prints such as plates or printing plates. This process utilizes a special printer that works based on digital data sent to the printer, resulting in a final product that is ready for use.



**Figure 1. Packaging Printing Market**

Source: exactitudeconsultancy.com: (2023)  
Packaging Printing Market, by Region, 2021



**Figure 2. Packaging Printing Market by Region**

Source: exactitudeconsultancy.com: (2023)

In terms of revenue, Asia-Pacific dominated the packaging printing market in 2021 with a share of 41%. In terms of several printing methods and their uses in various industries, the Asia-Pacific region has a sizable market for packaging printing. There is a considerable demand for packaging solutions in the region due to the presence of various businesses, including businesses related to food and beverages, consumer electronics, etc. Along with the packaging industry, the demand for packaging printing is expected to increase in the Asia-Pacific region. The packaging industry is driven by factors such as increasing number of nuclear families, innovative packaging materials, rising customer convenience expectations, and population.

*Digital printing* uses digital data as the basis for printing, which enables personalization, customization, and small-quantity production at a relatively low cost. *Digital printing* has experienced rapid growth globally. Modern consumers tend to want personalization and customization in their products. *Digital printing* allows manufacturers to meet this demand quickly and efficiently. *Digital printing* can affect a variety of industries, including commercial printing, creative

industries (such as art and design), and the apparel industry. This creates diverse economic opportunities (Mamis et al, 2023).

One of the companies that focuses on *digital printing* is Prinperpack which is located at Jalan Lettu Bakri, No. 2 Nyomplong, Benteng, Kec. Warudoyong, Sukabumi City, West Java 43131, Indonesia. This research was conducted at Prinperpack because Prinperpack is engaged in the digital printing industry which is growing rapidly along with the increasing demand for high-quality and personalized printed products. This makes the company a good representation to analyze the influence of digital marketing strategies in the creative industry. Prinperpack focuses on food *packaging*, *sticker labels*, *hangtag printing*, *standing pouches*, *custom totebags*, and t-shirt printing.



Figure 3. Prinperpack Products

Source: prinperpack.id (2023)

The detailed data on Prinperpack's revenue in 2023 during March - September are:

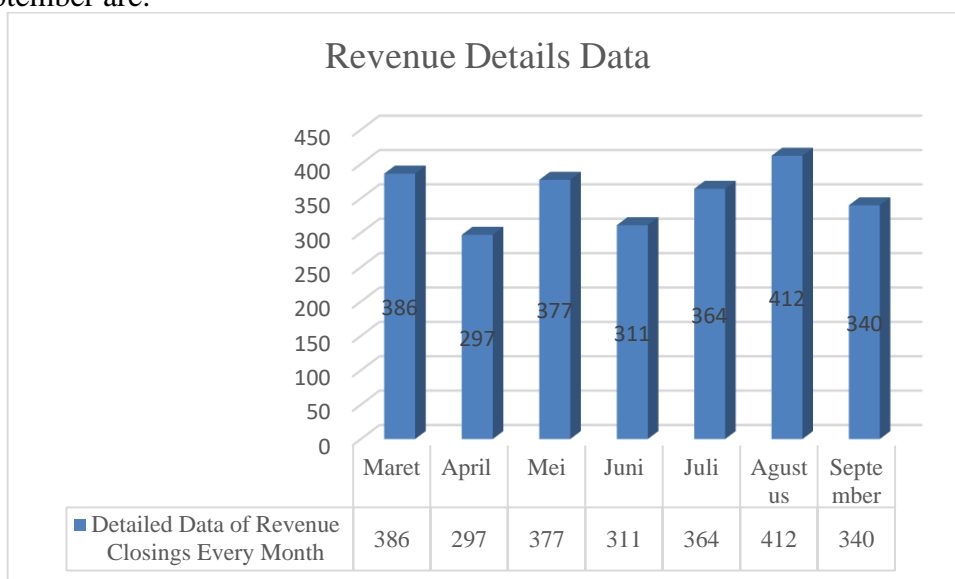


Figure 4. Prinperpack Products

Source: prinperpack.id (2023)

Based on Figure 4, it can be seen that during March - September 2023, Prinperpack's revenue has increased and decreased. The lowest revenue occurred in April 2023 with 297 orders. And the highest revenue occurred in August 2023 with a total of 412 orders. This shows that there are still problems with consumer purchasing decisions, in this case consumer purchasing decisions on Prinperpack products do not increase every month. This is thought to be due to the lack of *Internet Advertising* carried out by the company. In addition, other causes are thought to be caused by marketing content (such as, articles, *videos*, or *online* promotional materials) that are of poor quality or less relevant to the target market, purchasing decisions can decrease because customers do not feel interested or involved.

Purchasing decisions are mental processes carried out by consumers before finally buying a product or service. This process involves a series of complex steps and is influenced by various factors, both internal and external. The consumer decision process does not end with the purchase, but continues until the purchase becomes an experience for consumers in using the purchased product. This experience will be taken into consideration for future purchasing decisions (Tirtayasa et al, 2021). In this study, there are several factors that can influence purchasing decisions, including *Internet Advertising* and *Content Marketing*.

The first factor is *Internet Advertising*, which is a form of marketing that uses the internet as a medium to promote products, services, or brands to potential audiences. This involves various types of advertisements displayed on *online platforms*, including websites, social media, search engines, mobile applications, email, and more (Indrapura & Fadli, 2023). The problem with *Internet Advertising* is the lack of *Internet Advertising* carried out by companies which is indicated by the lack of budget in advertising on the internet.

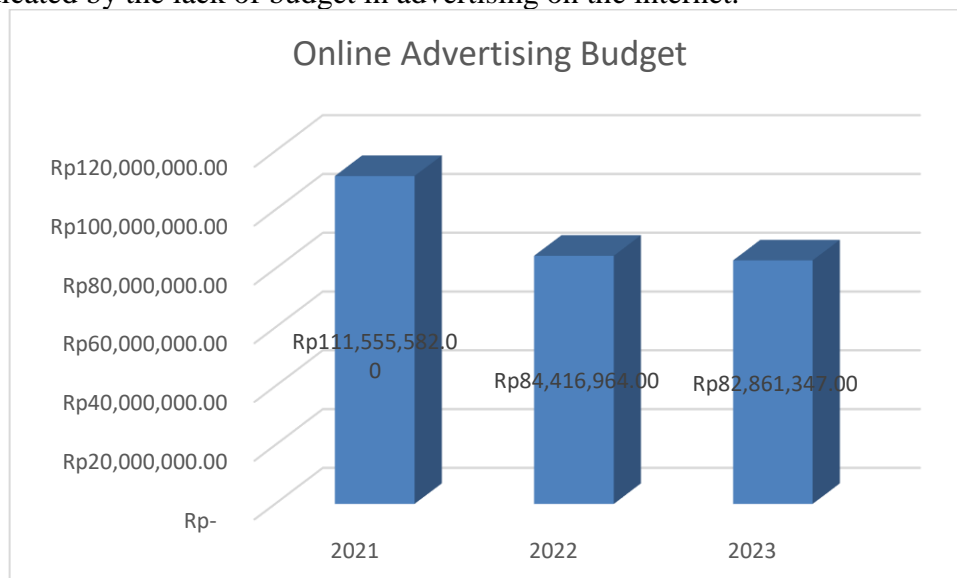


Figure 5. Prinperpack Advertising Budget

Source : prinperpack.id (2024)

The data shown shows a decrease in the online advertising budget carried out by the company from 2021 to 2023. In 2021, the budget for online advertising reached IDR111,555,582.00, but in 2022 the amount decreased to IDR84,416,964.00, and further decreased to IDR82,861,347.00 in 2023. This decline indicates that companies may have reduced their marketing efforts on online platforms, which could be one of the contributing factors to the declining number of consumers over the same period. Lack of investment in online advertising can lead to reduced brand visibility in the digital marketplace, reducing companies' ability to reach and attract new consumers.

The second factor is *Content Marketing*, which is a marketing strategy that focuses on creating, distributing, and promoting valuable and relevant content for target audiences. The main goal of *Content Marketing* is to attract, engage, and retain audiences while building brand awareness, strengthening relationships with consumers, and driving desired actions, such as purchases or conversions (Yunita et al, 2021). The *Content Marketing* Prinperpack phenomenon can be seen in Figure 1.6.



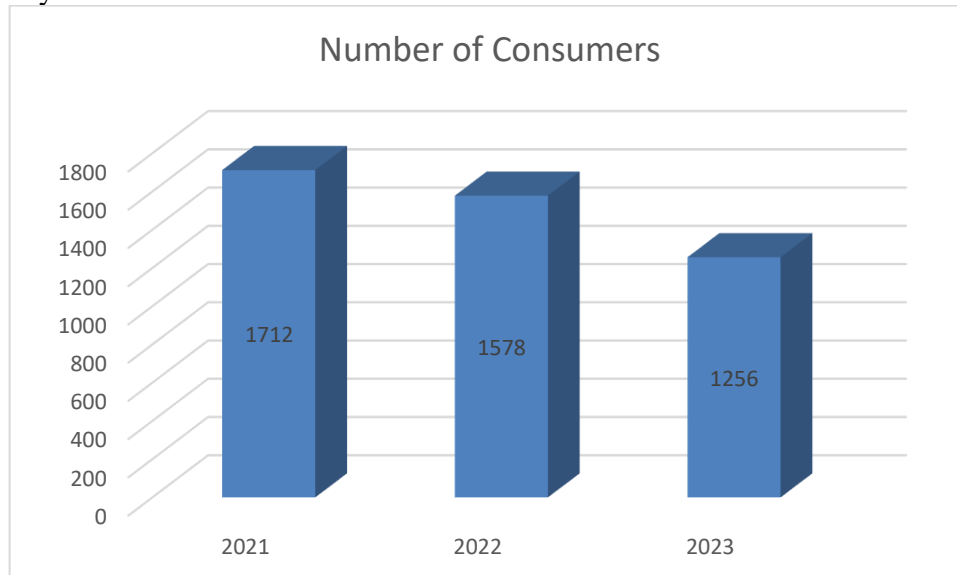
**Figure 6. Content Marketing Prinperpack**

Source : prinperpack.id (2024)

Based on Figure 6, which is a post from Prinperpack's Instagram, it shows that there is no interaction in the form of *likes* and *comments*. This can be interpreted that marketing content (such as articles, videos, or online promotional materials) is of poor quality or less relevant to the target market, so that purchasing decisions decrease because customers do not feel interested or involved.

These two factors may not directly affect the purchase decision, but in the context of the complex role in the consumer purchase decision process, factors such as *Internet Advertising* and *Content Marketing* can have a significant secondary influence on *Consumer Trust*. And how these factors can build consumer trust, which in turn can influence consumer purchases. *Consumer Trust*, or consumer trust, is an important foundation in the relationship between companies

and consumers. It reflects the level of confidence and trust that consumers have in a brand, product or service. This trust is a key element in the buying process, because consumers are more likely to choose and buy from brands or companies they trust (Muttaqin et al, 2021). The data that shows problems with *customer trust*, namely:



**Figure 7. Number of Prinperpack Consumers**

Source : prinperpack.id (2024)

The data presented shows a downward trend in the number of Prinperpack consumers from 2021 to 2023. In 2021, the number of consumers reached 1,712, but this figure decreased to 1,578 in 2022, and further decreased to 1,256 in 2023. This decline indicates a problem in maintaining consumer confidence in Prinperpack products or services.

Based on the description above, the researcher determines the title of this research, namely " The influence of *Internet Advertising and Content Marketing* on online purchasing decisions through *customer trust* on prinperpack in Sukabumi City " .

## **RESEARCH METHOD**

The unit of analysis to be studied is consumers of Prinperpack companies in Sukabumi City. This research uses the multisampling method. Therefore, the sample in this study was 82 companies x 3 employees = 246 samples. This research uses a quantitative approach research method (Sugiyono, 2020: 8). The data collection techniques used in this study were questionnaires and documentation. The technique used to test validity is the Pearson Product Moment Correlation technique. This test uses the SPSS version 26 program which is carried out by correlating each question with the total score. The reliability test is determined by Cronbach's Alpha. This test determines the consistency of respondents' answers to a research instrument.

**Table 1. Internet Advertising Validity Test Results (X1)**

<b>Variables</b>	<b>No. Item</b>	<b>Counter</b>	<b>Critical</b>	<b>Description</b>
	1	0,473	0,3	Valid
	2	0,416	0,3	Valid
	3	0,618	0,3	Valid
	4	0,623	0,3	Valid
	5	0,508	0,3	Valid
	6	0,384	0,3	Valid
	7	-0,185	0,3	Invalid
	8	0,377	0,3	Valid
	9	0,497	0,3	Valid
	10	0,550	0,3	Valid
	11	0,537	0,3	Valid
	12	0,486	0,3	Valid
	13	0,525	0,3	Valid
	14	0,543	0,3	Valid
	15	0,638	0,3	Valid
	16	0,217	0,3	Invalid
	17	0,283	0,3	Invalid
	18	0,445	0,3	Valid
	19	0,444	0,3	Valid
	20	0,297	0,3	Invalid
	21	0,010	0,3	Invalid
	22	0,313	0,3	Valid
	23	0,005	0,3	Invalid
	24	0,089	0,3	Invalid
	25	0,141	0,3	Invalid
	26	0,346	0,3	Valid
	27	0,351	0,3	Valid
	28	0,239	0,3	Invalid
	29	0,109	0,3	Invalid
	30	0,402	0,3	Valid
	31	0,039	0,3	Invalid
	32	0,198	0,3	Invalid
	33	0,111	0,3	Invalid
	34	0,259	0,3	Invalid
	35	0,468	0,3	Valid
	36	0,057	0,3	Invalid
	37	0,084	0,3	Invalid
	38	0,374	0,3	Valid
	39	-0,168	0,3	Invalid
	40	0,161	0,3	Invalid
	41	0,151	0,3	Invalid
	42	0,120	0,3	Invalid
	43	0,198	0,3	Invalid

*Internet Advertising (X<sub>1</sub>)*

**Table 2. Content Marketing Validity Test Results (X2)**

<b>Variables</b>	<b>No. Item</b>	<b>Counter</b>	<b>Critical</b>	<b>Description</b>
	1	0,027	0,3	Invalid
	2	0,392	0,3	Valid
	3	-0,209	0,3	Invalid
	4	0,370	0,3	Valid
	5	0,483	0,3	Valid
	6	0,394	0,3	Valid
	7	0,560	0,3	Valid
	8	-0,280	0,3	Invalid
	9	0,586	0,3	Valid
	10	0,380	0,3	Valid
	11	-0,058	0,3	Invalid
	12	0,251	0,3	Invalid
	13	0,266	0,3	Invalid
	14	0,131	0,3	Invalid
	15	0,273	0,3	Invalid
	16	0,310	0,3	Valid
	17	0,311	0,3	Valid
	18	0,344	0,3	Valid
	19	0,036	0,3	Invalid
	20	0,117	0,3	Invalid
	21	0,190	0,3	Invalid
	22	0,205	0,3	Invalid
	23	0,570	0,3	Valid
	24	0,175	0,3	Invalid
	25	0,182	0,3	Invalid
	26	0,344	0,3	Invalid
	27	0,250	0,3	Invalid
	28	0,300	0,3	Invalid
	29	0,174	0,3	Invalid
	30	-0,048	0,3	Invalid
	31	0,436	0,3	Valid
	32	-0,121	0,3	Invalid
	33	0,145	0,3	Invalid
	34	0,419	0,3	Valid
	35	0,240	0,3	Invalid
	36	0,398	0,3	Valid
	37	0,389	0,3	Valid
	38	0,406	0,3	Valid
	39	0,477	0,3	Valid
	40	0,305	0,3	Valid
	41	0,265	0,3	Invalid
	42	0,351	0,3	Valid

*Content Marketing (X)<sub>2</sub>*



**Table 3. Validity Test Results of Purchasing Decisions (Y)**

<b>Variables</b>	<b>No. Item</b>	<b>Counter</b>	<b>Critical</b>	<b>Description</b>
	1	0,179	0,3	Invalid
	2	0,667	0,3	Valid
	3	0,619	0,3	Valid
	4	0,660	0,3	Valid
	5	-0,023	0,3	Invalid
	6	0,578	0,3	Valid
	7	0,410	0,3	Valid
	8	0,311	0,3	Valid
	9	-0,099	0,3	Invalid
	10	0,496	0,3	Valid
	11	0,275	0,3	Invalid
	12	0,567	0,3	Valid
	13	0,526	0,3	Valid
	14	0,479	0,3	Valid
	15	0,434	0,3	Valid
	16	0,466	0,3	Valid
	17	0,482	0,3	Valid
	18	0,678	0,3	Valid
	19	0,613	0,3	Valid
	20	0,352	0,3	Valid
	21	0,043	0,3	Invalid
	22	0,629	0,3	Valid
	23	0,568	0,3	Valid
	24	0,544	0,3	Valid
	25	0,267	0,3	Invalid
	26	0,692	0,3	Valid
	27	0,200	0,3	Invalid
	28	0,409	0,3	Valid
	29	0,035	0,3	Invalid
	30	-0,161	0,3	Invalid
	31	-0,011	0,3	Invalid
	32	0,668	0,3	Valid
	33	0,107	0,3	Invalid
	34	0,088	0,3	Invalid
	35	0,552	0,3	Valid
	36	0,395	0,3	Valid
	37	0,049	0,3	Invalid
	38	0,496	0,3	Valid
	39	0,275	0,3	Invalid
	40	0,567	0,3	Valid
	41	0,526	0,3	Valid
	42	0,479	0,3	Valid

**Table 4. Consumer Trust Validity Test Results (Z)**

<b>Variables</b>	<b>No. Item</b>	<b>Counter</b>	<b>Critical</b>	<b>Description</b>
	1	0,122	0,3	Invalid
	2	0,382	0,3	Valid
	3	0,339	0,3	Valid
	4	-0,136	0,3	Invalid
	5	0,014	0,3	Invalid
	6	-0,182	0,3	Invalid
	7	-0,133	0,3	Invalid
	8	-0,282	0,3	Invalid
	9	-0,310	0,3	Invalid
	10	-0,188	0,3	Invalid
	11	0,054	0,3	Invalid
	12	0,149	0,3	Invalid
	13	-0,182	0,3	Invalid
	14	-0,354	0,3	Invalid
	15	0,072	0,3	Invalid
	16	-0,082	0,3	Invalid
	17	-0,074	0,3	Invalid
	18	-0,190	0,3	Invalid
	19	0,200	0,3	Invalid
<b>Consumer Trust (Z)</b>	20	0,513	0,3	Valid
	21	0,605	0,3	Valid
	22	0,588	0,3	Valid
	23	0,552	0,3	Valid
	24	0,112	0,3	Invalid
	25	-0,196	0,3	Invalid
	26	-0,136	0,3	Invalid
	27	0,014	0,3	Invalid
	28	-0,182	0,3	Invalid
	29	-0,133	0,3	Invalid
	30	-0,282	0,3	Invalid
	31	-0,310	0,3	Invalid
	32	-0,188	0,3	Invalid
	33	0,054	0,3	Invalid
	34	0,149	0,3	Invalid
	35	-0,182	0,3	Invalid
	36	-0,354	0,3	Invalid
	37	0,072	0,3	Invalid
	38	-0,082	0,3	Invalid
	39	-0,074	0,3	Invalid
	40	-0,190	0,3	Invalid

The research instrument used in this research is a questionnaire in the form of a Google Form. The instruments used in this study will produce data using a Likert scale (Sugiyono, 2020: 102). The data analysis techniques used are descriptive analysis, classical assumption test, multiple correlation coefficient, coefficient of determination, multiple linear regression, t test, and sobel (sobel test).

## RESULTS AND DISCUSSION

**Table 5. Hypothesis Test Results**

Hypothesis	Estimation ( $\beta$ )	Sig.	Decision
The influence of <i>Internet Advertising</i> on purchasing decisions	0,429	0,000	H <sub>a</sub> supported
The influence of <i>Content Marketing</i> on purchasing decisions	0,393	0,000	H <sub>a</sub> supported
The Effect of <i>Internet Advertising</i> on <i>Consumer Trust</i>	0,084	0,001	H <sub>a</sub> supported
The Effect of <i>Content Marketing</i> on <i>Consumer Trust</i>	0,165	0,000	H <sub>a</sub> supported
The influence of <i>Consumer Trust</i> on purchasing decisions	1,636	0,000	H <sub>a</sub> supported
The effect of <i>Internet Advertising</i> which is mediated by <i>Consumer Trust</i> on purchasing decisions	3,222	0,001	H <sub>a</sub> supported
The effect of <i>Content Marketing</i> which is mediated by <i>Consumer Trust</i> on purchasing decisions	6,090	0,000	H <sub>a</sub> supported

The results of the t test calculation shown in this table provide information about the effect of each independent variable on the dependent variable, namely the purchase decision. The following is an analysis of the t test results for each variable:

- 1) The t coefficient for *Internet Advertising* is 8.293 with a significance value (p-value) of 0.000, which is far below the significance level of 0.05. This shows that *Internet Advertising* has a positive and significant influence on purchasing decisions. Every one unit increase in *Internet Advertising* is expected to increase purchasing decisions by 0.429 units. The beta value of 0.287 indicates the strength of the influence of *Internet Advertising* in the regression model.
- 2) The t coefficient for *Content Marketing* is 8.586 with a significance value of 0.000, which also shows a significant value. This means that *Content Marketing* has a positive and significant influence on purchasing decisions. Every one unit increase in *Content Marketing* is expected to increase purchasing decisions by 0.393 units. The beta value of 0.330 indicates that *Content Marketing* also contributes substantially to the regression model.
- 3) The t coefficient for *Consumer Trust* is 12.348 with a significance value of 0.000, indicating a highly significant effect. *Consumer Trust* has a strong positive influence on purchasing decisions, with each one-unit increase in *Consumer Trust* leading to an increase in purchasing decisions by 1.636 units. The beta value of 0.449 indicates that *Consumer Trust* is the most influential factor in this regression model.
- 4) The t coefficient for *Internet Advertising* is 3.441 with a significance value (p-value) of 0.001. The p-value which is smaller than 0.05 indicates that *Internet Advertising* has a positive and significant effect on *Consumer Trust*. Each one-unit increase in *Internet Advertising* is expected to increase *Consumer Trust* by 0.084 units. The beta value of 0.205 indicates that *Internet Advertising* contributes significantly to *Consumer Trust*, although not as much as other variables.
- 5) The t coefficient for *Content Marketing* is 8.458 with a significance value of 0.000, which is highly significant. This shows that *Content Marketing* has a strong positive influence on *Consumer Trust*. Every one unit increase in *Content Marketing* is expected to increase *Consumer Trust* by 0.165 units. The beta value of 0.504 indicates that

*Content Marketing* is the variable with the largest contribution to *Consumer Trust* in this regression model.

- 6) The t coefficient for hypothesis 6 is 3.222 with a significance value of 0.001, which is highly significant. This shows that there is an effect of *Internet Advertising* which is mediated by *Consumer Trust* on purchasing decisions.
- 7) The t coefficient for hypothesis 7 is 6.090 with a significance value of 0.000, which is highly significant. This shows that there is an effect of *Content Marketing* which is mediated by *Consumer Trust* on purchasing decisions.

## DISCUSSION

### 1. The Effect of *Internet Advertising* on Purchasing Decisions

The results showed that *Internet Advertising* has a positive and significant influence on consumer purchasing decisions. The high average score on this indicator indicates that entertaining and engaging internet advertising is able to increase consumers' interest in visiting the website and ultimately influence their purchasing decisions. For companies, this finding means that investing resources in creating engaging and entertaining internet advertisements can be an effective strategy to capture consumer attention and interest. Well-designed advertisements can motivate consumers to visit websites and consider the products or services offered, which in turn can increase sales opportunities.

This finding is in line with recent research that emphasizes the importance of engaging advertising content. Zhu & Wang (2021) found that entertaining ads can significantly increase consumer interest in visiting websites and making purchases. This research shows that entertainment elements in advertising are able to create positive experiences that support purchasing decisions.

### 2. The Effect of *Content Marketing* on Purchasing Decisions

The study found that *Content Marketing* has a positive and significant influence on purchasing decisions, with the highest indicator on the statement "I rarely find errors or incorrect information in the content published by Prinperpack." The high average score on this indicator indicates that the quality and accuracy of marketing content is very important in influencing purchasing decisions. For companies, this finding suggests that investing in the creation of high-quality and accurate content can increase consumer trust and positively influence their purchase decisions. Trustworthy and error-free content not only strengthens brand credibility but also contributes to the effectiveness of the overall content marketing strategy. Research supports this finding. Jin & Liu (2022) emphasized that accurate and high-quality content significantly increases consumer trust and encourages them to make purchases. This study shows that consumers tend to be more trusting and interested in products marketed through content that is not only engaging but also accurate and trustworthy.

### 3. The Effect of *Internet Advertising* on *Consumer Trust*

*Internet Advertising* was also found to have a positive and significant influence on *Consumer Trust*, with the highest indicator being "Entertaining content in internet advertising makes me more interested in visiting the product or service website." This finding indicates that entertaining advertising content plays an important role in increasing consumers' interest in browsing the website and influencing their level of trust in the brand. The quality and attractiveness of content in internet advertising not only attracts consumers' attention but also contributes to their increased trust in the brand. Entertaining advertisements serve as a key element in building trust, which in turn can increase consumer loyalty and repurchase frequency. Well-designed advertising content creates a positive experience and strengthens the brand image in the eyes of consumers. This suggests that well-designed internet advertising not only

influences purchase decisions directly but also increases consumer trust in the brand. This trust is an important factor that can increase consumer loyalty and propensity to repurchase. For companies, these findings emphasize that creating entertaining and engaging internet advertisements can increase consumer trust in the brand. This not only influences purchase decisions directly but also contributes to increased loyalty and likelihood of repurchase. Investing in quality advertising content can strengthen long-term relationships with consumers. Huang & Lu (2021), found that entertaining ads significantly increased consumers' trust in the brand and encouraged them to make further visits to the product website. This research suggests that entertainment in internet advertising can strengthen the positive relationship between consumers and brands.

4. The Effect of *Content Marketing* on *Consumer Trust*

*Content Marketing* has a positive and significant influence on *Consumer Trust*, with the highest indicator being **"I rarely find errors or incorrect information in the content published by Prinperpack."** This finding indicates that the accuracy and quality of information in content *marketing* is a key factor in building consumer trust. Consumers who get useful and relevant information through content marketing tend to trust the brand more. This increased consumer trust, in turn, can improve their purchasing decisions. Educational and informative content helps build stronger relationships between brands and consumers. Indicators that show infrequent errors or misinformation in marketing content contribute greatly to increasing consumer trust in the brand. Informative and error-free content helps build brand credibility and strengthen the relationship between brands and consumers. By providing precise and useful information, companies can increase consumer trust, which in turn can positively influence purchase decisions. For companies, these findings show that ensuring the accuracy and quality of information in marketing content is critical to building and maintaining consumer trust. Informative and error-free content not only strengthens brand credibility but can also increase purchase decisions and consumer loyalty. Investing in the creation of accurate and useful content is an effective strategy to strengthen relationships with consumers and support business growth. Wang & Liu (2021), revealed that accurate and error-free information in marketing content significantly increases consumer trust in brands. This research emphasizes the importance of content accuracy in building strong relationships with consumers.

5. The Effect of *Consumer Trust* on Purchasing Decisions

*Consumer Trust* is proven to have a positive and significant influence on purchasing decisions, with the highest indicator being "I am comfortable with the quality of products and services provided by Prinperpack." This finding indicates that consumers' trust in the quality of products and services is a major factor in influencing their purchasing decisions. The indicator "I am comfortable with the quality of products and services provided by Prinperpack" contributes greatly to building *Consumer Trust*. Consumer trust is often based on their experience of product and service quality. Consumers who feel comfortable with the quality provided by the brand tend to be more confident in making purchases and more loyal to the brand. This suggests that ensuring consistent product and service quality is an important strategy in building and maintaining consumer trust. For companies, these findings emphasize the importance of ensuring product and service quality to build and maintain consumer trust. Trust built from positive quality experiences can increase purchase decisions and customer loyalty. Therefore, companies should focus on improving and maintaining the quality standards of their products and services as part of their marketing strategy to positively influence purchasing decisions. Liu & Zhang (2021) confirmed that consumer trust in product and service quality is key in making purchase decisions, especially in the

context of *e-commerce*. This research shows that positive experiences related to product quality can increase purchasing decisions.

6. The Effect of *Internet Advertising* Mediated by *Consumer Trust* on Purchasing Decisions

The results showed that the effect of *Internet Advertising* on purchasing decisions becomes stronger when mediated by *Consumer Trust*. This means that effective internet advertising not only directly affects purchasing decisions, but also increases consumer trust, which in turn, strengthens purchasing decisions. Advertising strategies that increase consumer trust will be more effective in driving sales. For companies, this finding confirms the importance of designing internet ads that not only attract but also build consumer trust. Ads that are effective in increasing trust will be better able to influence purchase decisions and drive sales. Therefore, marketing strategies should focus on creating entertaining and credible advertising content to maximize their influence on purchasing decisions through the mediation of consumer trust. Kumar & Shah (2020), found that consumer trust serves as an important mediator in the relationship between digital advertising and purchasing decisions. This study shows that effective advertising can increase consumer trust, which in turn strengthens purchasing decisions.

7. The Effect of *Content Marketing* Mediated by *Consumer Trust* on Purchasing Decisions

The effect of *Content Marketing* on purchasing decisions also increases when mediated by *Consumer Trust*. A good content marketing strategy not only directly influences purchase decisions but also builds consumer trust, which strengthens the purchase decision. This emphasizes the importance of providing useful and relevant content to build consumer trust. These findings indicate that *Content Marketing* has a direct impact on purchasing decisions, which is strengthened by the mediation of *Consumer Trust*. Useful and relevant content not only increases consumers' interest in the product but also builds their trust in the brand. As consumer trust increases, purchasing decisions become stronger and more positive. Therefore, an effective content marketing strategy should focus on providing content that is not only interesting but also relevant and useful to consumers. Sweeney & Soutar (2022), identified that relevant and informative content increases consumer trust, which then strengthens the influence of content marketing on purchase decisions. This research confirms the importance of quality content to build trust and influence purchasing decisions.

## CONCLUSION

Based on the results of research and discussion in the previous chapter, it can be concluded that this study consists of 4 variables, 2 independent variables, 1 mediating variable, and 1 dependent variable, and 7 hypotheses where all hypotheses are supported so that they can be described as follows:

1. There is an influence of *Internet Advertising* on purchasing decisions for prinperpack consumers in Sukabumi City. The higher the intensity and effectiveness of advertising on the internet, the more likely consumers are to make purchases.
2. There is an influence of *Content Marketing* on purchasing decisions for prinperpack consumers in Sukabumi City. The more quality and relevant the marketing content presented to consumers, the greater the influence on consumer decisions to buy products or services.

3. There is an influence of *Internet Advertising* on *Consumer Trust* in prinperpack consumers in Sukabumi City. The better internet advertising is in delivering clear messages and values, the greater consumer confidence in the advertised product or brand.
4. There is an influence of *Content Marketing* on *Consumer Trust* in prinperpack consumers in Sukabumi City. The more informative, relevant, and useful the marketing content, the higher the level of consumer trust in the brand or product.
5. There is an influence of *Consumer Trust* on purchasing decisions for prinperpack consumers in Sukabumi City. The higher the level of consumer confidence in a product or brand, the more likely they are to make purchasing decisions.
6. There is an effect of *Internet Advertising* which is mediated by *Consumer Trust* on purchasing decisions for prinperpack consumers in Sukabumi City. The better internet advertising that is able to increase consumer confidence, the greater the influence on consumer purchasing decisions.
7. There is an effect of *Content Marketing* mediated by *Consumer Trust* on purchasing decisions for prinperpack consumers in Sukabumi City. The more effective *content marketing* is in building consumer trust, the greater the influence on consumer purchasing decisions.

Based on the research findings that show a positive and significant effect of *Internet Advertising*, *Content Marketing*, and consumer trust on purchasing decisions, as well as the mediating role of consumer trust, the following are some managerial implications that can be taken:

1. Companies should focus on creating ads that are not only informative but also entertaining. Entertaining content has a greater potential to attract consumers' attention, thus increasing traffic to the company's website.
2. Companies must continuously maintain the quality and accuracy of published information. This means adopting a rigorous verification process before content is published, to ensure that all information submitted is correct and reliable.
3. Companies should capitalize on payday by holding special promotions or discounts targeted at that period. This could include marketing campaigns that target consumers right before and when they receive their paychecks.
4. Companies must continuously maintain and improve the quality standards of the products and services they offer. This can be done through strict quality control, product innovation, and service process improvement.

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