

DOI: <https://doi.org/10.38035/dijefa.v5i3>

Received: 04 July 2024, Revised: 21 July 2024, Publish: 08 August 2024

<https://creativecommons.org/licenses/by/4.0/>

The Influence of Business Ethics and Viral Marketing on Trust Consumers Through Brand Image as A Mediating Variable

Amelia Putri^{1*}, Erry Sunarya², Darmo H. Suwiryono³

¹ Universitas Muhammadiyah Sukabumi, Indonesia, amelia.ptr37@gmail.com

² Universitas Muhammadiyah Sukabumi, Indonesia, errysoen@ummi.ac.id

³ Universitas Muhammadiyah Sukabumi, Indonesia, darmo1959@gmail.com

*Corresponding Author: amelia.ptr37@gmail.com

Abstract: The problem phenomenon addressed in this study is the low level of consumer trust in MS Glow skincare products compared to its competitors. This research aims to examine the influence of business ethics and viral marketing on consumer trust with brand image as a mediating variable. The research method used is quantitative with a causal descriptive approach. The population of the study consists of female students in Sukabumi who are MS Glow users, with a sampling technique of probability sampling using proportionate stratified random sampling and a sample size of 391 respondents. The data analysis technique used is Structural Equation Modeling (SEM). The results of the study indicate that business ethics does not have a significant direct effect on consumer trust but has a significant positive effect on brand image. Additionally, brand image has a significant effect on consumer trust. Viral marketing also has a significant impact on both brand image and consumer trust. Mediation results show that brand image fully mediates the relationship between business ethics and consumer trust, as well as between viral marketing and consumer trust. Therefore, brand image plays a crucial role in enhancing consumer trust in MS Glow products.

Keyword: Business Ethics, Viral Marketing, Trust Consumers, Brand Image.

INTRODUCTION

The beauty industry, particularly the skincare market, has become one of the most dynamic and rapidly growing sectors in the global economy. With increasing awareness of health and beauty, as well as changing consumer lifestyle trends, the demand for skincare products continues to rise. In this increasingly competitive market, building consumer trust is key to brand success. Understanding the importance of consumer trust in this digital age is crucial to maintaining a brand's position in the competitive skincare market.

One of the key factors that influence the relationship between brands and consumers is trust. Consumer trust is one of the key factors that determine the long-term success of a company. Consumers who believe in a brand tend to be more loyal, make repeat purchases, and recommend products to others. Consumer trust can be built through various factors,

including business ethics, brand image, and effective marketing strategies (Astasari & Sudarwanto, 2021). Consumer trust is a very important aspect in today's digital era, where information can be easily accessed and spread widely through the internet and social media. Consumers tend to trust reviews and recommendations from fellow consumers or from sources they consider reliable.

Consumer trust is a key element in the formation of a sustainable brand image. Consumers tend to choose brands that they trust and that are perceived to fulfill their needs well. Consumer trust in brands can be influenced by product or service quality, fair pricing, responsive customer support, and the company's reputation for addressing environmental and social issues. In the context of increasingly fierce business competition, understanding and managing the factors that influence consumer trust is very important.

Three factors known to influence consumer trust are business ethics, brand image and viral marketing. Business ethics refers to fair, transparent, and socially and environmentally responsible business practices. Business ethics include fair practices, transparency, and corporate social responsibility. Consumers tend to trust and support companies that demonstrate integrity and commitment to ethical values. Ethical business practices can build a positive reputation and increase consumer confidence. Conversely, unethical behavior can damage a company's reputation and reduce consumer confidence. (Indriani et al, 2024). Business ethics concerns the moral principles and values that guide a company's business behavior and decisions. Ethical business practices, including transparency, integrity, and social responsibility, can increase consumer trust and strengthen a company's brand image. Conversely, unethical business behavior can damage a company's reputation and reduce consumer trust.

Companies that prioritize business ethics tend to be more trustworthy to consumers. They will feel more comfortable interacting and transacting with companies that they believe act with integrity and honesty. Conversely, companies that are considered unethical or irresponsible in their business practices tend to lose consumer trust. The application of business ethics is key in building consumer trust and strengthening brand image. Companies can utilize moral principles and values such as integrity, transparency, honesty and social responsibility in all aspects of their operations. By emphasizing product transparency by providing clear and accessible information about the ingredients used in their skincare products. And ensuring that consumers have a good understanding of product quality and safety, the company can build strong trust. It can demonstrate its commitment to sustainability by choosing eco-friendly ingredients and minimizing the negative impact of production on the environment. In an era where consumers are increasingly concerned with environmental issues, steps like these can enhance MS Glow's reputation in the eyes of consumers.

Brand image also plays a crucial role in shaping consumer trust. Brand image is the perception formed in the minds of consumers about a brand, which includes the emotional associations and values represented by the brand. A positive brand image can attract new consumers and maintain the loyalty of existing consumers. Marketing campaigns, user testimonials and positive reviews can strengthen brand image and build consumer trust (Tamindael & Ruslim, 2021). Brand image includes the perceptions and associations that consumers have of the brand, including product quality, reputation, and brand values. In the context of MS Glow, a good brand image can strengthen the influence of business ethics and viral marketing on consumer trust. In other words, brand image serves as a bridge that connects business ethics and viral marketing with consumer trust.

In the digital age, viral marketing has become a highly effective strategy in influencing consumer perception. Viral marketing involves the rapid and widespread dissemination of content through social media and other online platforms. By utilizing influencers and

engaging content, companies can reach a larger audience in a short period of time. Viral marketing not only increases brand visibility but can also build consumer trust through widespread recommendations and testimonials (Andora & Yusuf, 2021).

One local cosmetic brand that stands out in the skincare industry is MS Glow. The brand attracts consumers through various innovative marketing strategies, including the use of business ethics, brand image building, and the utilization of viral marketing. Founded with a strong commitment to providing skin-friendly and natural ingredient-based solutions, MS Glow has managed to build a solid reputation among consumers who are concerned about the quality of the products they use to care for their skin. Although MS Glow has a strong reputation and a loyal customer base, it sometimes loses out to other brands such as other skincare products.

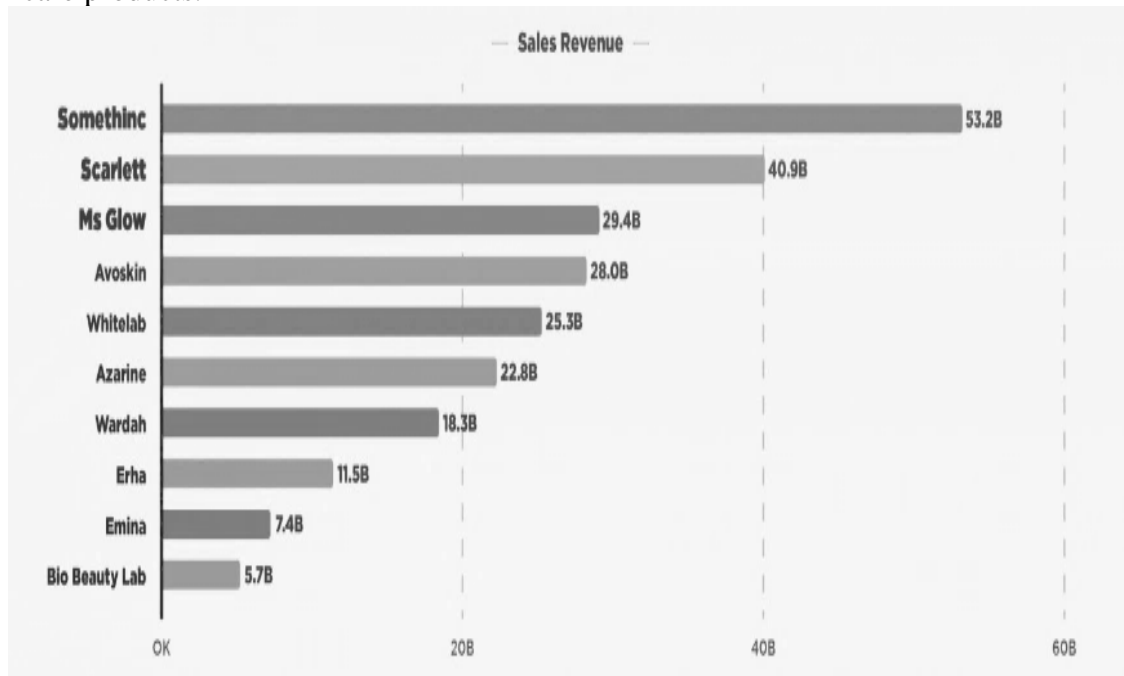


Figure 1. Best Selling Skincare Brands

Source: compas, 2023

The data shows that MS Glow has difficulty competing with other brands as evidenced by MS Glow being in third place. This shows that there is a lack of consumer confidence to make purchases on MS Glow products. This is thought to be due to the lack of application of business ethics in Ms Glow, in this case Ms Glow has not provided full transparency regarding the raw materials used in their skincare products. Another cause is thought to be because the brand image on competing products is better than Ms Glow and the third cause is thought to be due to the lack of viral marketing carried out by Ms Glow.

The results of research by Hanifah et al (2024) show that brand image has a positive effect on consumer confidence in the superiority of MS GLOW cosmetic products. Meanwhile, Pramudita et al (2022) show that brand image has no significant effect on brand loyalty. Hasibuan, M., & Nawawi, Z. M. (2024) shows that the role of business ethics has a significant influence in building consumer trust. Meanwhile, Istiqomah & Nurhidayati (2023) show that business ethics have no effect on consumer trust. Santoso & Dwijayanti (2022) show that viral marketing affects consumer trust. Meanwhile, Huh et al (2020) show that viral marketing has no effect on consumer trust.

Based on the description above, the authors are interested in taking a research topic entitled "The Effect of Business Ethics and Viral Marketing on Consumer Trust Through Brand Image as a Mediating Variable (Survey on Ms Glow Users in Sukabumi City)".

METHODS

The research method used by the author is quantitative research with a causal descriptive approach. The population in the research conducted by the author was female students in Sukabumi who were Ms. Glow users. In this study, the authors used a sample technique taken through probability sampling with a type of proportionate stratified random sampling, with a sample size of 391 respondents. The measuring instrument or research instrument (questionnaire) must meet the requirements in order to be categorized as a good measuring instrument, namely the instrument must be valid and reliable. The data analysis technique in this study is Structural Equation Modeling (SEM) with the Multivariate Normality Test model, Multicollinearity Test, Outlier Test. The data collection techniques used are observation, interviews, questionnaires, literature studies, literature studies, and documentation. This research uses descriptive data analysis techniques. Descriptive analysis is a type of data analysis intended to be able to present the state or characteristics of the sample using Structural Equation Modeling (SEM), hypothesis testing, path analysis, and sobel test mediation test.

RESULTS AND DISCUSSION

Results

1. Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a data analysis technique used to determine the causal relationship between variables to be tested. SEM itself is a combination of two separate statistical methods between factor analysis and simultaneous equation models. And theoretically the hypothesis in this study can be described as follows:

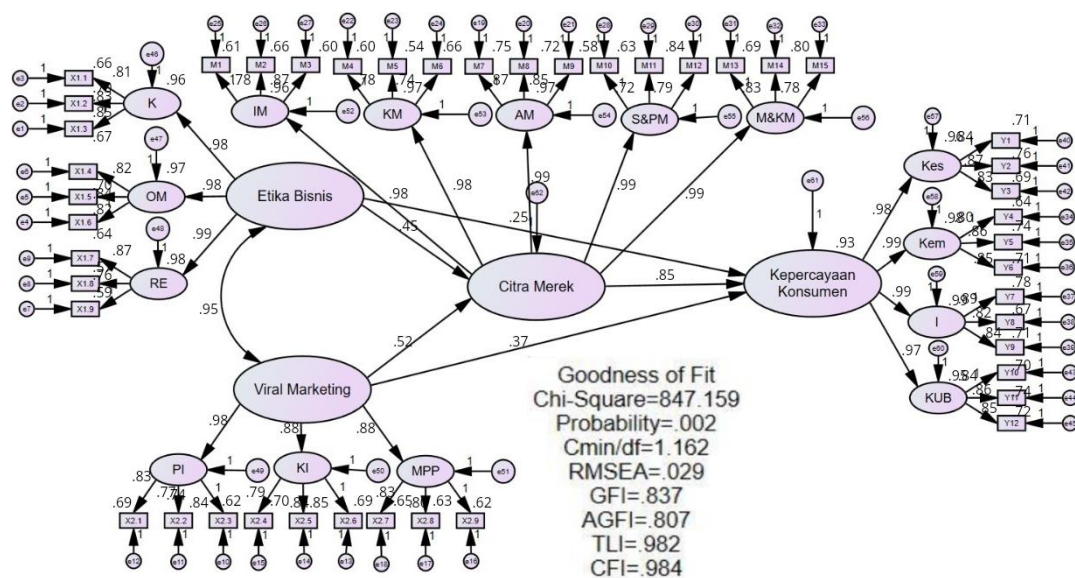


Figure 1. SEM Model

Source: Processed by Researchers, 2024 (using AMOS 24 software)

Based on the figure above, it can be seen that the chisquare value is 847.159 and the probability is 0.002. Other criteria such as CMID/DF $1.162 < 2$, RMSEA $0.029 < 0.08$, TLI $0.982 > 0.90$ and CFI $0.984 > 0.95$. Although the values of probability, GFI, and AGFI are only accepted at the marginal fit level. However, according to (Ghozali, 2017) 4 to 5 indicators that have met the criteria indicate that the model is acceptable. Therefore, the above model can be accepted.

2. SEM Hypothesis Testing

SEM hypothesis testing in conducting this research was carried out to answer the hypothesis in this study. The results of hypothesis testing can be seen in the critical ratio (CR). There is a regression weight table in the AMOS software which is displayed in the table below:

Tabel 1. SEM Hypothesis Test Results

Hypothesis	Standard Estimate	Estimate	S.E	C.R.	P	Conclusion
Business Ethics => Brand Image	0,366	0,311	0,144	2,162	0,031	Supported
Brand Image => Consumer Trust	0,809	0,924	0,190	3,441	***	Supported
Business Ethics => Consumer Trust	-0,224	-0,217	0,145	-1,493	0,135	Not Supported
Business Ethics=> Brand Image => Consumer Trust	Mediation Test		Z value = 2.182 > 1.97 P = 0,029			Supported
Viral Marketing => Brand Image	0,599	0,624	0,181	3,441	***	Supported
Viral Marketing => Consumer Trust	0,380	0,451	0,228	1,981	0,048	Supported
Viral Marketing => Brand Image => Consumer Trust	Mediation Test		Z value = 2.235 > 1.97 P = 0,025			Supported

Therefore, it can be concluded that significant partial mediation has occurred.

Tabel 2. Goodness of Fit Test

Goodness Of Fit (GOF) Testing			
Goodness Of Fit	Cut of value	Results	Conclusion
Goodness Of Fit Testing			
Chi-square	Expectedly small	847,159	Marginal Fit
Probability	$\geq 0,05$	0,002	Marginal Fit
CMIN/DF	$\leq 2,00$	1,162	Fit
RMSEA	$\leq 0,08$	0,029	Fit
GFI	$\geq 0,90$	0,837	Marginal Fit
AGFI	$\geq 0,90$	0,807	Marginal Fit
TLI	$\geq 0,90$	0,982	Fit
CFI	$\geq 0,95$	0,984	Fit

Tabel 3. Testing the Effect

Effect Testing			
	Direct	Indirect	Total
Business Ethics => Brand Image	0,366	0,000	0,366
Brand Image => Consumer Trust	0,809	0,000	0,809
Business Ethics => Consumer Trust	-0,244	0,296	0,072
Viral Marketing => Brand Image	0,599	0,000	0,599
Brand Image => Consumer Trust	0,809	0,000	0,809
Viral Marketing => Consumer Trust	0,380	0,485	0,865

a. Hypothesis 1

The critical ratio (CR) value on the business ethics variable on consumer confidence is $2.162 > 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of

0.031 which means it is smaller than 0.05. So it can be seen that the business ethics variable has a significant influence on consumer trust. Based on this, it can be concluded that Hypothesis 1 can be accepted, namely "with a significant influence on business ethics on consumer trust".

b. Hypothesis 2

The critical ratio (CR) value on the brand image variable on consumer confidence is $3.441 > 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of 0.000 which means it is smaller than 0.05. So it can be seen that the brand image variable has a significant influence on the consumer confidence variable. Based on this, it can be concluded that hypothesis 2 can be accepted.

c. Hypothesis 3

The critical ratio (CR) value on the business ethics variable on consumer trust is $-1.493 < 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of 0.135 which means greater than 0.05. So it can be seen that the business ethics variable has no significant effect on purchasing decisions. Based on this, it can be concluded that hypothesis 3 cannot be accepted.

d. Hypothesis 4

Based on the results of calculations that have been carried out using Daniel Sopier's sobel test calculator, it can be seen that the result is 2.18 or greater than the z table with a significant level of 5% or 1.97. Based on this, it can be concluded that there is an influence of business ethics through brand image on consumer confidence that has occurred full mediation or full significant mediation.

e. Hypothesis 5

The critical ratio (CR) value on the Viral marketing variable on brand image is $3.441 < 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of 0.00 which means it is smaller than 0.05. So it can be seen that the viral marketing variable on brand image has a significant effect.

f. Hypothesis 6

The critical ratio (CR) value on the Viral marketing variable on consumer confidence is $1.981 < 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of 0.048 which means it is smaller than 0.05. So it can be seen that the viral marketing variable on consumer confidence has a significant effect.

g. Hypothesis 7

Based on the results of calculations that have been carried out using Daniel Sopier's sobel test calculator, it can be seen that the result is 2.23 or greater than z table with a significant level of 5% or 1.97. Based on this, it can be concluded that there is an influence of viral marketing through brand image on consumer trust.

3. Direct and Indirect Effect

Direct Effect

The direct effect is shown by one arrow on the diagram and in accordance with the hypothesis given. The direct effect in this study can be seen through the results of table 4. which shows that the effect of business ethics on brand image is 0.366, the effect of brand image is 0.809, the effect of business ethics on consumer confidence is -0.224 and the direct effect of viral marketing variables on viral marketing is 0.599, and the effect of viral marketing on consumer confidence is 0.380. Based on the results of the above analysis, it can be concluded that brand image on consumer trust is greater than the effect of business ethics on consumer trust ($0.809 > -0.224$).

Indirect Effect

Indirect influence between exogenous constructs on endogenous constructs that are not shown directly by arrows. It can be seen in table 4. It is known that the results of the analysis of indirect effects show that business ethics on consumer trust is 0.296 and viral marketing on consumer trust is 0.485.

Total Effect

The total effect is obtained from the sum of the direct effects and indirect effects contained in the research model. The results of the analysis show that business ethics has an influence of 0.366 on brand image, brand image has an influence of 0.809 on consumer confidence, business ethics has an influence of 0.072 on consumer confidence, viral marketing has an influence of 0.599 on brand image, and viral marketing has an influence of 0.865 on consumer confidence.

Discussion

1. The Effect of Business Ethics (X1) on Consumer Trust (Y)

Business ethics in MS Glow users have no significant effect on consumer confidence. This can be seen from the critical ratio (CR) value which is $-0.224 < 1.97$ (t table with a significant level of 5%) with a significant level value of 0.135 which can be concluded that business ethics has a negative and insignificant effect on consumer confidence. This is in line with research conducted by Yenni Khristiana and Andri Octaviani 2019 which states that business ethics have a negative and insignificant effect on consumer trust. This also means that even though the company has implemented good business ethics, it is not enough to significantly increase consumer confidence. Consumers may be more influenced by other factors such as product quality, marketing effectiveness, customer experience, and reviews from other users. Therefore, companies may need to strengthen strategies in these other areas to increase consumer trust. For example, improving product quality and customer service, and optimizing marketing strategies that focus more on customer satisfaction and loyalty.

Based on this, it can be interpreted that business ethics in MS Glow users does not directly increase consumer trust. Although business ethics are an important aspect of a company's operations, the results of the analysis show that MS Glow consumers may be more influenced by other factors when assessing their trust in the products and services offered. This suggests that while good business ethics should still be maintained and implemented, companies need to focus also on other factors that have a more significant impact on consumer trust, such as product quality, customer experience, marketing effectiveness, and reviews from other users. Thus, companies need to take a more holistic approach, combining good business ethics with other strategies that can increase overall consumer trust.

2. The Effect of Business Ethics (X1) on Brand Image (M)

Business ethics on MS Glow users has a good influence and can increase brand image. This can be seen from the critical ratio (CR) value which is $2.162 > 1.97$ (z table value at $\alpha = 5\%$) with a significant value of 0.031. This shows that business ethics has a positive and significant effect on consumer trust. This is in line with research conducted by (Khoirul Fatah, 2021) which states that business ethics positively affect brand image.

Based on this, MS Glow may consider further strengthening or improving their business ethics practices. This will not only increase consumers' positive perception of their brand, but may also influence purchase decisions and long-term consumer loyalty. In an effort to improve brand image, especially in the context of MS Glow based on the finding that business ethics has a significant positive influence MS Glow can ensure that all their business practices are aligned with high ethical values. This includes transparency in

operations, regulatory compliance, and engagement in sustainable and responsible business practices. It is important to communicate clearly and consistently to consumers and the public about MS Glow's commitment to business ethics. This can be done through the company website, social media, and other communication campaigns to educate and reassure consumers about the integrity of the brand. MS Glow can establish partnerships with organizations or institutions that are renowned for their commitment to business ethics and sustainability. This can strengthen MS Glow's image as a brand that cares about social and environmental values. Through educational campaigns and engagement programs, MS Glow can invite consumers to participate in business ethics initiatives. For example, by sharing information on how their purchasing decisions can support responsible business practices.

3. The Effect of Brand Image (M) on Consumer Trust (Y)

Brand image on MS Glow users has a good influence and can increase consumer confidence. This can be seen from the critical ratio (CR) value which is valued at $3.441 > 1.97$ (t table with a significant level of 5%). This shows that brand image has a positive and significant effect on consumer confidence. This is in line with research conducted by (Riko Ashari, 2021) which also states that brand image has a direct and significant positive effect on consumer trust. Meanwhile, research conducted by (Rismalia, 2023) states that brand image has a positive and significant effect on consumer trust and is positively related.

Based on these results, it can be interpreted that the MS Glow brand image has a significant impact on consumer trust. This finding shows that the more positive the MS Glow brand image is in consumers' perceptions, the higher the level of trust that consumers have in the brand. This means that efforts to build and maintain a positive brand image can be an effective strategy in increasing consumer trust in MS Glow products. Thus, companies can focus on managing a good brand image through various marketing strategies, clear and consistent communication, and ensuring consistency in product and service quality. Overall, the positive relationship between brand image and consumer trust is an important asset for MS Glow in building long-term relationships with consumers and increasing competitiveness in the market.

4. The Effect of Business Ethics (X1) on Consumer Trust (Y)

Business ethics at Ms. Glow has no significant effect on consumer trust. This can be seen from the critical ratio (CR) value which is $-0.224 < 1.97$ (t table with a significant level of 5%) with a significant level value of 0.135 which can be concluded that business ethics has a negative and insignificant effect on consumer confidence. This is in line with research conducted by Yenni Khristiana and Andri Octaviani 2019 which states that business ethics have a negative and insignificant effect on consumer confidence. As for research conducted by (muhrocin, 2021) which reveals that there is an insignificant influence between ethical perceptions on trust.

Based on this, it can be interpreted that in the context of MS Glow, other factors may be more dominant in influencing the level of consumer trust. While business ethics are important in a long-term context to maintain a company's reputation and integrity, it does not directly affect how consumers assess their trust in the brand. This finding indicates the need for further evaluation of other factors that may be more relevant in building consumer trust in MS Glow. These could include aspects such as product quality, consumer experience, service reliability, and brand interaction with consumers. MS Glow needs to focus on understanding and strengthening those elements that are more impactful in increasing consumer trust. This could involve marketing strategies that are more oriented towards building a positive image through transparent communication approaches, responsive service, and continuous product innovation. The findings also make a contribution to the literature, given that the results are

consistent with some previous studies that suggest that business ethics are not always directly related to consumer trust in certain contexts.

5. Mediating Effect of Brand Image (M) in Business Ethics (X1) on Consumer Trust (Y)

Business ethics and consumer confidence show a value of $2.162 > 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of 0.031 which means smaller than 0.05. So it can be seen that the business ethics variable has a significant influence on brand image. Furthermore, based on the Daniel Soper test sobel calculator used to test the mediating effect in this study, it shows that the value of 2.18 or greater than the z table with a significant level of 5% or 1.97. Based on this, it can be concluded that there is an influence of business ethics through brand image on consumer confidence that has occurred full mediation or full significant mediation.

From the information above, it can be seen that the mediating effect of brand image in the relationship between business ethics and consumer confidence is greater, namely 2.182 compared to the direct effect of business ethics on consumer confidence, namely -1.493. Based on this, it can be concluded that the relationship between business ethics and consumer confidence will be more effective or have a greater effect if mediated by Online Shopping Attitudes. This is in line with research conducted by (Rismalia, 2023) which explains that brand image variables can mediate the relationship between the independent variable of business ethics and the dependent variable of consumer confidence.

It can be concluded that the brand image variable is strong enough to mediate the relationship between ethics and consumer trust. Due to the finding that brand image fully mediates the relationship between business ethics and consumer trust, strategies to increase consumer trust in MS Glow can focus on strengthening brand image through several strategic steps. MS Glow needs to ensure that all their business practices are aligned with high ethical values. This includes transparency in operations, regulatory compliance, and commitment to social and environmental responsibility. Develop a strong and consistent branding strategy to build a positive brand image. This includes clearly communicating the company's values to consumers through various communication channels such as social media, websites, and marketing campaigns.

6. The Effect of Viral Marketing (X2) on Brand Image (M)

Viral marketing on brand image is $3.441 < 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of 0.00 which means smaller than 0.05. It can be concluded that hypothesis testing shows that there is a significant influence between viral marketing on brand image. This is in line with research conducted by (Muhrodin, 2021) which reveals that marketing relationships with brand image have a positive and significant effect. This is based on the fact that marketing strategies, including the use of viral marketing, can play an important role in shaping consumer perceptions of a brand such as MS Glow. Through engaging and viral content, brands like MS Glow can reach a wider audience organically. This can help in building consumer awareness of the brand. Successful viral marketing strategies often focus on certain values or stories associated with the brand. This can help in strengthening MS Glow's brand identity in the eyes of consumers. Viral marketing can help MS Glow to gain positive exposure on social media and other online platforms. This can help in building a strong and positive brand reputation among consumers.

7. The Effect of Brand Image (M) on Consumer Trust (Y)

Brand image and consumer confidence show a value of $1.981 < 1.97$ (t table with a significant level of 5% is 1.97) with a probability value of 0.048 which means smaller than 0.05. So it can be seen that the brand image variable on consumer confidence has a

significant effect. Based on this, it can be seen that this is in line with research conducted by (Istanti, 2017) which shows that brand image has a positive and significant effect on purchasing decisions. This is in line with research conducted by (Lutfi Nur Rizki, 2023) which shows that the influence of brand image variables on consumer confidence has a positive and significant effect.

Based on this, it can be interpreted that a good brand image can play an important role in influencing consumer confidence in a brand. When a positive brand image is formed in the eyes of consumers, they tend to trust more and feel comfortable interacting and making transactions with the brand. A strong and positive brand image not only increases trust, but can also influence consumer purchasing decisions. This is in accordance with previous research which shows that a good brand image can increase consumers' tendency to choose products or services from that brand.

8. Mediating Effect of Brand Image (M) in the Relationship of Viral Marketing (X2) on Consumer Trust (Y)

Hypothesis testing between viral marketing variables on consumer confidence shows a value of $1.981 < 1.97$ (z table value at $\alpha = 5\%$). From the results of hypothesis testing, it shows that there is a significant influence between viral marketing on consumer confidence. Furthermore, based on Daniel Soper's sobel test calculator which is used to test the mediating effect in this study. It can be seen through the results of statistical data t count which shows a value of $2.235 > 1.97$ with a significant level of 5%, this shows that in this study viral marketing on consumer confidence is mediated by brand image.

From the information above, it can be seen that the mediating effect of brand image in the viral marketing relationship on consumer confidence is greater, namely 2,235 compared to the direct effect of viral marketing on consumer confidence, namely 1,981. Based on this, it can be concluded that the marketing relationship to consumer confidence will be more effective if mediated by brand image. This is in line with research conducted by (Rismalia, 2023) which reveals that there is a positive and significant effect of marketing on consumer trust through brand image. It can be concluded that brand image is strong enough to mediate marketing to consumer confidence. Since the mediation of brand image in the relationship between viral marketing and consumer trust is proven to be effective, MS Glow can take concrete steps to increase consumer trust through stronger marketing strategies. The company can increase its focus on viral marketing strategies by producing content that is interesting, relevant, and has the potential to go viral on social media platforms and other digital channels. This could include content such as videos, images, or interactive content that can effectively reach and influence consumers. MS Glow needs to ensure that their brand image is well-maintained and in line with the values desired by their target market. This includes consistency in brand communication, a strong presence on social media, and maintaining a positive online reputation. This will help the company to retain and attract more consumers, as well as increase long-term consumer loyalty to their brand.

CONCLUSIONS

Based on research that has been conducted by researchers regarding the analysis of business ethics and viral marketing on consumer trust through brand image, the following conclusions can be drawn:

1. The test results show that business ethics have no significant effect on consumer trust. Although business ethics are important to maintain the integrity of the company, other factors such as product quality and customer experience may be more dominant in influencing consumer trust in brands.

2. Business ethics has a positive and significant influence on MS Glow's brand image. This suggests that ethical business practices can help build a strong and positive brand image in the eyes of consumers.
3. Brand image has a positive and significant influence on consumer trust. The more positive the MS Glow brand image is in consumers' perceptions, the higher the level of trust that consumers have in the brand.
4. Brand image fully mediates the relationship between business ethics and consumer trust. This means that the positive effect of business ethics on consumer trust occurs through the enhancement of a positive brand image.
5. Viral marketing has a positive and significant influence on MS Glow's brand image. Marketing strategies that use viral marketing can help strengthen brand identity and build consumer awareness of the brand.
6. Brand image also mediates the relationship between viral marketing and consumer trust. This suggests that the positive influence of viral marketing on consumer trust occurs through the positive role of brand image in consumer perception.

DAFTAR PUSTAKA

- Andora, M., & Yusuf, A. (2021). Pengaruh Viral Marketing Terhadap Keputusan Pembelian Melalui Kepercayaan Pelanggan Pada Platform Shopee. *Manajerial*.
- Astasari, M. O., & Sudarwanto, T. (2021). Pengaruh Viral Marketing dan Kepercayaan Konsumen Terhadap Minat Beli Konsumen. *Jurnal Manajemen*, 195-203.
- Hanifah, N., Rkt, L. S., Nanda Nst, A. D., Nadila, N., Nainggolan, A. E., & Ramadhani, I. P. (2024). Citra Merek Terhadap Kepercayaan Konsumen Pada Keunggulan Produk Kosmetik MS Glow. *El-Mujtama: Jurnal Pengabdian Masyarakat*, 286-293.
- Hasibuan, M., & Nawawi, Z. M. (2024). Peran Etika Bisnis dalam Membangun Kepercayaan Konsumen. *Jurnal Ekonomi, Manajemen Pariwisata dan Perhotelan (JEMPPER)*, 50-68.
- Huh, J., Kim, H., Rath, B., Lu, X., & Srivastava, J. (2020). You reap where you show: a trust-based approach to initial seeding for viral advertising. *International Journal of Advertising*, 39(7), 963-989.
- Indriani, H. L., Agustina, U., Dahar, U. T., & Agustiawan, A. (2024). Peran Etika Bisnis Terhadap Kepercayaan Konsumen.
- Istiqomah, K., & Nurhidayati, M. (2023). Pengaruh Penerapan Etika Bisnis Islam Dan Kualitas Pelayanan Terhadap Kepercayaan Dan Kepuasan Konsumen Pada rumah Laundry di Desa Biting Badegan Ponorogo. *Jurnal Al-Ittifaq: Jurnal Ekonomi Syariah*, 2(1), 11-30.
- Pramudita, R., Chamida, S., & Wahyuningsih, D. W. (2022). Pengaru Brand Image, Brand Trust dan Brand Satisfaction Terhadap Brand Loyalty Pengguna Marketplace Tokopedia. *ISQUANT: Jurnal Ekonomi, Manajemen dan Akuntansi*, 238-248.
- Santoso, D. S., & Dwijayanti, R. (2022). Pengaruh Viral Marketing Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Mahasiswa Jurusan Pendidikan Ekonomi Universitas Negeri Surabaya Pembeli Aksesoris Handphone Di Shopee). *Jurnal Pendidikan Tata Niaga (JPTN)*, 2723-3901.
- Tamindael, M., & Ruslim, T. S. (2021). Pengaruh Komunikasi dan Citra Merek Terhadap Loyalitas Merek dengan Kepercayaan Sebagai Mediasi. *Jurnal Manajemen dan Kewirausahaan*, 3(1), 236-244.