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The Effect of Content Marketing and Brand Image of Skintific Products on Purchase Intention, with Trust as a Moderator (Case Study: Consumers TikTok Shop in Jakarta)

Farah Nurul Ainy[1*], Bobby Reza[2], Rahmi Darnis[3]
[1]Universitas 17 Agustus 1945 Jakarta, Jakarta Utara, Indonesia, farahnurul156@gmail.com
[2]Universitas 17 Agustus 1945 Jakarta, Jakarta Utara, Indonesia, bobby.reza@uta45jakarta.ac.id
[3]Universitas 17 Agustus 1945 Jakarta, Jakarta Utara, Indonesia, rahmi.darnis@uta45jakarta.ac.id

*Corresponding Author: farahnurul156@gmail.com[1]

Abstract: This research investigates how Content Marketing and Brand Image influence Purchase Intention among Jakarta-based Skintific consumers on TikTok Shop, specifically examining the moderating role of Trust. The research sample comprises 150 respondents spanning various age groups and educational backgrounds. Utilizing SmartPLS for data analysis, the study revealed that while Content Marketing fails to yield a significant positive impact on Purchase Intention, both Brand Image and Trust emerge as powerful, significant drivers of consumer intent. The study also highlights that the respective impacts of Content Marketing and Brand Image on Purchase Intention are significantly contingent upon the level of consumer Trust. Overall, the results emphasize that consumer trust is an essential factor in strengthening Purchase Intention toward Skintific products on TikTok Shop.

Keywords: Content Marketing, Brand Image, Purchase Intention, Trust.

INTRODUCTION

The current digital technology transformation has driven a shift in marketing strategies from conventional approaches toward more interactive and technology-based digital marketing. One form of this development is the emergence of social commerce through the TikTok Shop platform, which enables consumers to search for information, evaluate, and purchase products within a single application (Gunarso, 2023). This convenience has positioned TikTok Shop as one of the most widely utilized platforms by companies to reach consumers, including those in the beauty and skincare industry. The beauty and skincare industry is a sector that actively leverages the TikTok Shop platform as a marketing tool. Skintific is one of the skincare brands that has successfully leveraged this platform. Data provided by Compas.co.id (2024), Skintific ranked first in the beauty product category during the first quarter of 2024, achieving higher sales value compared to other brands. This milestone demonstrates how effectively formulated digital marketing approaches serve as a primary catalyst for stimulating consumer purchase interest. Content Marketing is defined as a widely

utilized digital marketing strategy. It is a marketing method that prioritizes the creation and presentation of valuable content tailored to the audience's interests to maintain long-term engagement (Fiisabilillah *et al*., 2023). High-quality content that aligns with consumer preferences can effectively enhance customer engagement and foster better relationships between a Company and its consumers (Onyekuru, 2024). In addition to Content Marketing, Brand Image is a crucial factor that influences consumer behavior. This concept describes consumers perceptions, impressions, and beliefs about a particular brand. The formation of these perceptions is influenced by consumer experiences when interacting with the brand, as well as information received from various sources (Irawan *et al*., 2022). Consumer trust in product quality is deeply rooted in positive brand perceptions, serving as a primary catalyst for purchase intention. This inclination to purchase is fundamentally the byproduct of a structured cognitive evaluation sequence **(**Ong & Firdausy 2023). Purchase intention holds a critical role for companies as it can be used to predict future consumer buying tendencies. In digital commerce, stimulating purchase intention requires more than just compelling content marketing and a positive brand image. Rather, it is deeply contingent upon establishing a high level of consumer trust toward the product and the underlying company. Consumer trust manifests as the assurance that an organization can consistently deliver products and services aligned with its projected standards (Lay *et al*., 2018). In online transactions, trust plays an essential role because consumers cannot physically experience or inspect products before making a purchase. Consequently, robust consumer trust serves to amplify the positive momentum that both content marketing and brand image generate toward driving purchase intention.

A substantial body of existing literature corroborates that strategic content marketing acts as a significant driver in elevating consumer purchase intention (Agustina & Soebandhi, 2025; Dewi & Fikriah, 2024). Other research has similarly found that brand image positively affects consumer purchase intention and buying decisions (Aprianti & Tjiptodjojo, 2023); (Bahroni & Manggala, 2023). However, empirical consensus regarding how trust moderates the interconnected pathways of content marketing, brand image, and purchase intention remains noticeably scarce. This scholarly omission is especially pronounced within the context of skincare consumers operating in the rapid TikTok Shop ecosystem. To address this void, this study examines the dynamics of Content Marketing and Brand Image on Purchase Intention, positions Trust as a critical moderator, and zeroes in on Jakarta-based Skintific consumers.

Literature Review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior developed by Ajzen (1991) an individual's attitude, social subjective norms, and perceived behavioral control collectively dictate the formation of intention, which subsequently functions as the primary engine driving human behavior. In this study, content marketing and brand image are viewed as factors capable of shaping positive consumer attitudes toward Skintific products, thereby enhancing purchase intention.

Content Marketing

As posited by Onyekuru (2024), Fundamentally, content marketing operates as a strategic approach centered on generating and dispersing valuable, coherent material designed to engage and sustain a specific audience. The effective implementation of content marketing can enhance audience engagement, improve consumer engagement, strengthen brand relationships and drive interest in the products offered. Research by Dewi & Fikriah (2024) demonstrates that content marketing significantly enhances consumer purchase intention.

Brand Image

Brand image is formed as a result of consumer experiences and various information received regarding a brand, which creates distinct consumer beliefs toward the brand in question Irawan *et al*., (2022). Brands possessing a positive image tend to be more trusted by consumers and are capable of fostering a better evaluation of the offered product quality. Research by Aprianti & Tjiptodjojo (2023) reveals that brand image contributes positively to consumer purchase intention.

Purchase Intention

Ong & Firdausy (2023) define purchase intention as a consumers willingness to buy a product, which develops after evaluating the information received. They further explain that the probability of making a purchase depends on the consumers level of interest in the product.

Trust

Trust is defined as a consumer's belief in a company's capability, integrity, and reliability in meeting consumer expectations Lay et al., (2018). Consumers' decisions to engage in online transactions within a digital environment are heavily influenced by trust, which serves to mitigate perceived risk and enhance consumer confidence. Morgan & Hunt (1994), through the Commitment-Trust Theory, explain that trust is the fundamental cornerstone for building long-term relationships between companies and consumers.

The Influence Content Marketing on Purchase Intention

Content marketing is implemented to attarct consumer attention and encourgae purchase intention through the delivery of engaging content. Consumer interest in a product can be amplified through the presentation of informative and engaging content, which subsequently contributes to the emergence of purchase intention. A vast body of empirical literature consistently substantiates the positive impact of content marketing execution on driving purchase intention. For instance, research spearheaded by Putri & Hendratmi,(2022) found that content marketing positively affects purchase intention. Similar results were also reported by Agustina & Soebandhi (2025), Lazuardi & Kaihatu (2022), Agustini & Komariah (2022), and Adelia & Cahya (2023), who stated that content marketing is capable of increasing consumer purchase intention.

H_1 Determined: Content marketing initiatives serve as a significant driver in elevating consumer purchase intention.

The Influence Brand Image on Purchase Intention

Brand image reflects consumer perceptions and beliefs toward a brand, which are formed through various experiences and received information. A positive brand image can build a favorable impression in the minds of consumers, thereby strengthening trust and enhancing their confidence to make a purchase. Based on the Theory of Planned Behavior Ajzen (1991), a positive attitude toward an object will increase an individual's intention to perform a specific behavior, including making a purchase. Prior research conducted by Aprianti & Tjiptodjojo (2023) emonstrating that a robust brand image serves as a significant driver of consumer purchase decisions, a result that strongly aligns with previous literature by Maharani & Achmad (2024); Purwati & Cahyanti (2022); and Adelia & Cahya (2023), who demonstrated that a strong brand image serves as a vital determinant in shaping both consumer purchase intention and subsequent buying decisions.

H_2 Determined: A favorable brand image serves as a powerful driver in elevating consumer purchase intention.

The Influence Trust on Purchase Intention

Trust represents a consumer's belief in the credibility, integrity, and capability of a brand or seller to meet consumer expectations. In digital transactions, trust plays a pivotal role because consumers lack the opportunity to physically inspect the product prior to making a purchase. A higher level of trust toward a product or brand increases the likelihood of consumers developing a purchase intention. Research by Maharani & Achmad (2024) indicating that consumer trust serves as a pivotal determinant in shaping purchasing decisions—a notion strongly corroborated by research from Hilalliyah (2025), which demonstrates that trust is a primary factor influencing consumer buying behavior on the TikTok Shop platform.

H_3 Determined: A high degree of consumer trust serves as a critical driver in elevating purchase intention.

The Moderating Role of Trust on the Effect of Content Marketing on Purchase Intention

While targeted and engaging marketing materials serve to stimulate buyer intent, the overall performance of such initiatives is fundamentally governed by the level of trust consumers place in the seller. Stronger trust enables consumers to more easily accept and believe the information conveyed through content activities. Research by Hilalliyah (2025) substantiating that trust functions as a critical moderator within the content marketing-purchase decision nexus on TikTok Shop. Notably, conventional literature evaluating the direct impact of content marketing on purchase intention frequently overlooks the subtle moderating intervention of trust, thereby leaving a research gap that warrants further investigation (Putri & Hendratmi, 2022); (Agustini & Komariah, 2022); dan (Lazuardi & Kaihatu, 2022).

H_4 Determined: Consumer trust significantly amplifies the positive trajectory of content marketing in driving purchase intention.

The Moderating Role of Trust on the Effect of Brand Image on Purchase Intention

A favorable brand image serves as a powerful catalyst in stimulating the development of consumer purchase intention. A high level of trust toward a brand is expected to strengthen the influence of that brand image in enhancing consumers' desire to make a purchase. Trust can reinforce consumer confidence in the brand's positive image, thereby stimulating purchase intention. Research conducted by Maharani & Achmad (2024) examines the relationship between trust, brand image, and purchase decisions, whereas studies by Purwati & Cahyanti (2022) and Aprianti & Tjiptodjojo (2023), demonstrate that brand image exerts a positive influence on consumer purchase intention and buying decisions. However, these previous studies have not specifically investigated the role of trust as a moderating variable. This omission serves as the foundation for the current study to fill the gap remaining in the prior literature.

H_5 Determined: Consumer trust significantly amplifies the positive trajectory of brand image in driving purchase intention.

METHODS

This study utilizes a quantitative survey design to examine how content marketing and brand image influence purchase intention, specifically evaluating the moderating role of trust. The subjects of this research are consumers who have viewed or purchased Skintific products via the TikTok Shop platform in the Jakarta area. The target population comprises all TikTok Shop users who have encountered or bought Skintific products. To determine the research sample, this study adopted a purposive sampling technique, categorized under the non-probability sampling framework. The respondent criteria are as follows: (1) have viewed Skintific product content on TikTok Shop, (2) possess an interest in or have previously

purchased Skintific products, and (3) reside in Jakarta. The minimum sample size was determined based on SEM-PLS guidelines, aligning with the recommendation to establish a sample size between 5 and 10 times the total number of research indicators. This study utilizes both primary and secondary data streams; primary insights were gathered directly from participants through a Google Forms online survey, whereas secondary insights were compiled via a systematic review of academic journals, books, and relevant scientific literature. To evaluate the questionnaire responses, a five-point Likert scale was employed, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The empirical model of this research evaluates four core variables: Content Marketing (X1) and Brand Image (X2) as the independent predictors, Purchase Intention (Y) as the primary outcome, and Trust (Z) as the intervening framework. Content Marketing is measured using indicators of content relevance, content quality, content reliability, and ease of access. Brand Image is assessed through indicators of being friendly, modern, useful, popular, gentle, and natural. The purchase intention variable is measured via transactional, referential, preferential, and explorative intentions. Meanwhile, Trust is evaluated through website reputation, reliability, transaction guarantees, privacy security, and information quality.

Data analysis was executed through Structural Equation Modeling-Partial Least Squares (SEM-PLS), facilitated by SmartPLS software. To evaluate the measurement model (outer model), validity and reliability were assessed by exmaining the loading factor, Average Variance Extracted (AVE) Composite Reliability, and Cronbach's Alpha values. Subsequently, the structural model (inner model) evaluation was executed by analyzing the path coefficients, t-statistics, p-values, and R-square to examine the relationships between variables alongside the regulatory mechanism of trust in shaping consumer purchase intention Hair et al., (2019).

RESULTS AND DISCUSSION

This study involved 150 respondents from various backgrounds, consisting of 94 females (62.7%) and 56 males (37.3%). The age of the respondents was categorized into four groups: under 20 years old comprised 26 individuals (17.3%), 21–35 years old accounted for 122 individuals (81.3%), 36–50 years old represented 2 individuals (1.3%), and there were no respondents aged over 50. In terms of educational background, respondents were divided into three groups: 101 individuals held a high school/vocational school diploma (67.3%), 47 individuals held a bachelor's degree (31.1%), and 2 individuals held a master's degree (1.3%). Regarding employment status, respondents were classified into four categories: students comprised 94 individuals (62.7%), private sector employees accounted for 37 individuals (24.7%), entrepreneurs represented 6 individuals (4%), and others totaled 13 individuals (8.7%). Data quality assessment was carried out by applying the Partial Least Squares Structural Equation Modeling (PLS-SEM), a variance-based SEM technique, through the SmartPLS software.

SmartPLS Descriptive Statistics Test

Statistical testing is an analytical method in statistical science utilized to process, simplify, and present data so that it can be more easily understood and interpreted (Subhaktiyasa et al., 2023). Descriptive statistical analysis was applied to examine the data by summarizing the minimum, maximum, mean, and standard deviation values, as well as the percentage distribution of the variables Content Marketing, Brand Image, Purchase Intention, and Trust.

Table 1 Descriptive Statistics Test

Variable	N	Minimum	Maximum	Mean	Standard Deviation	Percentage
Content Marketing	150	1	5	3.99	0.798	80%
Brand Image	150	1	5	3.80	0.760	76%
Purchase Intention	150	1	5	3.68	0.736	74%
Trust	150	1	5	3.76	0.752	75%

The descriptive statistical analysis indicates that all research variables have response values ranging from 1 to 5. Content Marketing achieved the highest mean score of 3.99 with standard deviation of 0.798 (80%), followed by Brand Image, which obtained a mean of 3.80 and a standard deviation of 0.760 (76%). Trust recorded a mean score of 3.76 and a standard deviation of 0.752 (75%), while Purchase Intention showed the lowest mean score 3.68 with a standard deviation of 0.736 (74%).

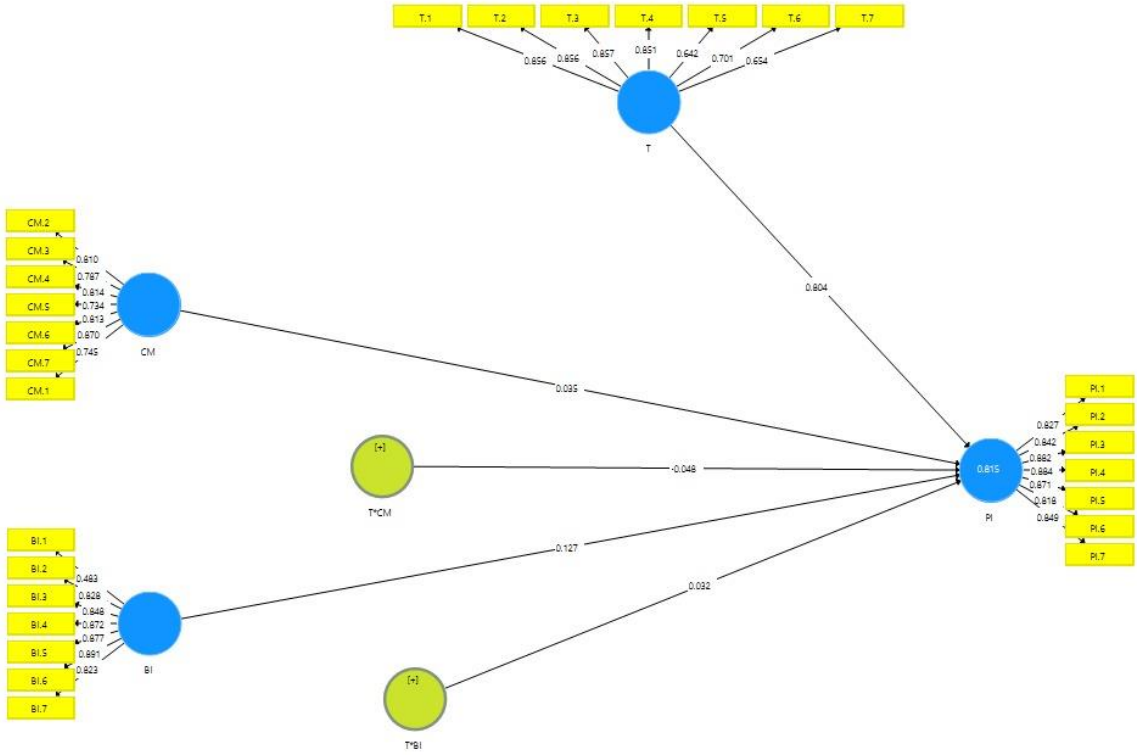

Figure 1. Result Load Factor

The indicator loading factors systematically surpassed the 0.5 benchmark, thereby validating the model's convergent validity. This statistical outcome substantiates that each item serves as a valid proxy for its respective construct, rendering the dataset appropriate for advanced empirical estimation.

Validity and Reliability Test

Validity is a measure that describes how accurately a research instrument can measure the object or variable it is intended to measure (Tugiman *et al*., 2022). Conversely, reliability evaluation assesses the capacity of a research instrument to yield consistent and stable measurements across repeated administrations under uniform conditions (Alfiatunnisa *et al*., 2022). A research instrument is deemed reliable if it is capable of producing consistent and stable responses from participants across measurements conducted at different times. Validity

and reliability tests can be performed using several methods, namely Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). Cronbach's Alpha is used to measure the internal consistency of a questionnaire, with an acceptable threshold value of > 0.7. Composite Reliability is also utilized to assess construct reliability, with a criterion of > 0.7. Meanwhile, AVE is employed to evaluate convergent validity, with a qualifying threshold value of > 0.5.

Table 2 Validity and Reliability Test

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
CM	0.906	0.924	0.924	0.636
BI	0.911	0.933	0.931	0.663
PI	0.938	0.940	0.949	0.729
T	0.893	0.921	0.914	0.608
T*CM	1.000	1.000	1.000	1.000
T*BI	1.000	1.000	1.000	1.000

Explanation: Content Marketing, Brand Image, Purchase Intention, Trust

The findings of the validity and reliability tests reveal that all research variables meet the established standards for AVE, Composite Reliability, and Cronbach's Alpha. AVE values exceeding > 0.5 indicate that the constructs have adequate discriminant validity, while Composite Reliability and Cronbach's Alpha values > 0.7 provide evidence of the consistency and reliability of the research instrument. Accordingly, the Content Marketing, Brand Image, Purchase Intention, and Trust variables are considered valid and reliable for further analysis. As all variables satisfy these criteria, it is confirmed that every variable possesses high reliability.

The coefficient of determination (R-Square) is utilized to assess the proportion of variance in the dependent variable explained by the regression model. Bounded between 0 and 1, elevated R-Square values signify a higher explanatory capability for Purchase Intention is 0.815. This result explains that Purchase Intention can be accounted for by the Content Marketing, Brand Image, and Trust variables by 81.5%, which can also be observed from the Adjusted R-Square value of 0.809 or 80.9%. This figure is classified as good since the Adjusted R-Square value is above 50%. The F-Aquare statistic is used to assess the magnitude of the effect between variables. According to the established guidelines, values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively. An F-Square value is less than 0.02, the relationship between variables is regarded as having a negligible effect. Based on the research findings, the Trust variable exhibits the largest effect size, with a value of 1.903 > 0.35.

The results of the moderating effect analysis indicate that, two hypotheses can be formulated as follows: (1) Empirical findings demonstrate that consumer trust significantly amplifies the positive trajectory of content marketing in driving purchase intention among TikTok Shop users in Jakarta. Concurrently, trust also serves as a potent moderator that strengthens the impact of brand image on shaping consumer buying intent within the same demographic.

Hypothesis Testing

Evaluation of the inner model was performed to verify the structural model's predictive accuracy and statistical significance. Hypothesis testing was anchored against the standard empirical thresholds of a T-statistic exceeding 1.65 or a P-value under 0.05. The resulting PLS estimation delineates the paths that achieved statistical significance alongside those that fell short.

Table 3 Hypothesis Testing

	Hypothesis	Coefficient Value	T-Statistic	P-Values	Decision
H1	Content Marketing > Purchase Intention	0.035	0.802	0.211	Rejected
H2	Brand Image > Purchase Intention	0.127	2.703	0.003	Accepted
H3	Trust > Purchase Intention	0.804	23.207	0.000	Accepted
H4	Moderator Trust > Content Marketing > Purchase Intention	-0.048	2.003	0.023	Accepted
H5	Moderator Trust > Brand Image > Purchase Intention	0.032	1.744	0.041	Accepted

Source: SmartPLS Data Processing Results, 2026

According to the results obtained, four of the five research hypotheses meet the acceptance criteria and are therefore supported.

Proof of the First Hypothesis: The Effect of Content Marketing on Purchase Intention

Based on the hypothesis testing results, the effect of Content Marketing on Purchase Intention produced a T-Statistic of 0.802 < 1.65 and a P-Value of 0.211 > 0.05, indicating that the proposed relationship is not statistically significant. These results demonstrate that the first hypothesis is rejected; thus, Content Marketing does not exert a significant influence on Purchase Intention. This finding indicates that marketed content has not been able to increase consumer intention to engage in purchasing transactions with a brand. Although the company has formulated its strategy to conduct content marketing activities, consumers are not necessarily interested in making a purchase if the provided content does not align with their needs, preferences, or expectations.

Proof of the Second Hypothesis: The Effect of Brand Image on Purchase Intention

Based on the hypothesis testing, the effect of Brand Image on Purchase Intention produced a T-Statistic of 2.703 > 1.65 and a P-Value of 0.003 < 0.05. These results demonstrate that the second hypothesis is accepted; thus, Brand Image exerts a significant influence on Purchase Intention. The results demonstrate that consumers are more likely to intend to purchase products from brands with a positive image, as stronger trust in product quality positively influences their purchasing intentions.

Proof of the Third Hypothesis: The Effect of Trust on Purchase Intention

Based on the hypothesis testing, the effect of Trust on Purchase Intention produced a T-Statistic of 23.207 > 1.65 and P-Value of 0.000 < 0.05. These results demonstrate that the third hypothesis is accepted; thus, The findings confirm that Trust significantly affects Purchase Intention. As consumer trust increases, their willingness and intention to purchase the product also become stronger.

Proof of the Fourth Hypothesis: Moderation of Trust on the Content Marketing on Purchase Intention

Based on the hypothesis testing, the effect of moderating effect of Trust on Content Marketing toward Purchase Intention is 2.003 > 1.65 and P-Value of 0.023 < 0.05. These results demonstrate that the fourth hypothesis is accepted; thus, there is a significant moderating effect of Trust on Content Marketing toward Purchase Intention. The results reveal a path coefficient of -0.048, indicating that Trust weakens the positive relationships between Content Marketing and Purchase Intention. Consumers with greater trust in a brand are more

likely to base their purchase decisions on their existing confidence in the brand rather than on the marketing content they receive.

Proof of the Fifth Hypothesis: Moderation of Trust on the Brand Image on Purchase Intention

Based on the hypothesis testing, the effect of moderating effect on Trust on Brand Image toward Purchase Intention is 1.744 > 1.65 and P-Value of 0.041 < 0.05. These results demonstrate that the fifth hypothesis is accepted; thus, there is a significant moderating effect of Trust on Brand Image toward Purchase Intention. The results reveal a path coefficient of 0.032, indicating that Trust strengthens the positive relationship between Brand Image and Purchase Intention. Consumers with higher levels of trust are more likely to perceive a positive brand image favorably, which in turn reinforces their intention to purchase the product.

CONCLUSION

The empirical findings indicate that content marketing lacks a statistically significant impact on purchase intention. Conversely, both brand image and trust exert substantial, positive influences, demonstrating their pivotal role in driving buying intentions among Skintific consumers on TikTok Shop in Jakarta. Furthermore, the analysis reveals that trust functions as a potent positive moderator, significantly amplifying the structural path from brand image to purchase intention. Consequently, trust becomes a vital factor in influencing consumer purchase intention toward Skintific products on TikTok Shop. The Skintific company is advised to maintain and enhance its brand image and consumer trust, given that both factors play a role in increasing purchase intention. Furthermore, content marketing strategies need to be adjusted to be more relevant to the preferences of the target market. To achieve more generalizable insights, future investigations should extend the current empirical model by integrating complementary constructs, such as electronic Word-of-Mouth (e-WOM), online customer reviews, and influencer marketing, while simultaneously broadening the demographic or geographic scope.

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