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The Effect of Content Marketing on Purchase Intention through Brand Trust as a Mediating Variable in Gen Z Skincare Users

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Abstract: Content marketing has become one of the alternative strategies to increase business value, particularly in building long-term relationships with consumers. Strong brand trust plays an essential role in the success of content marketing and leads to the emergence of consumer purchase intention. This study aims to determine whether content marketing influences purchase intention through brand trust as a mediating variable in skincare product The Originote in Sukabumi City. This research uses a quantitative method with a descriptive approach. The population consists of Gen Z individuals aged 14–28 years who use The Originote skincare products in Sukabumi City. The sample includes 200 respondents, and the data analysis technique used is Structural Equation Modeling (SEM) with SmartPLS version 3. The results show that content marketing has a significant effect on brand trust, brand trust has a significant effect on purchase intention, content marketing significantly affects purchase intention, and brand trust can mediate the relationship between content marketing and purchase intention. This indicates that brand trust is able to mediate the relationship between content marketing and purchase intention among The Originote consumers in Sukabumi City.

Keyword: Content Marketing, Brand Trust, Purchase Intention

INTRODUCTION

Purchasing skincare products today is increasingly vibrant, this is due to the rapid growth of the beauty industry and the flow of information through digital media. The progress of the times has brought changes where skincare purchases used to be dominated by millennials, but are now dominated by gen Z (Lady & Jessy, 2024). Generation Z is now more critical in choosing products, especially with the many choices available in the market. Many beauty companies offer skincare products with various innovations and according to consumer needs. This strategy is carried out to support the success of content marketing and retain customers, so as to encourage consumer buying intentions (Norestu et al., 2024)



Badan Pusat Statistik Kota Sukabumi. (2021)

Figure 1. Total Annual Data of Convection in Sukabumi City

Based on Figure 1, it is known that The Originote product brand does not occupy the top position in the largest market share of Tiktok Shop Indonesia during the period February to September 2024 (Muhamad, 2024). This is due to a number of issues, one of which is related to the SPF content of The Originote products which has become the concern of a number of influencers on social media. This shows the importance of understanding the factors that influence Purchase Intention

Purchase Intention can be said that a person feels encouraged or interested in taking action in order to obtain and own a good or service. Purchase Intention is a consumer statement about his desire to buy an item with a certain brand, so as to increase product sales (Japariato & Adelia, 2020). In increasing generation Z's buying interest, they need to understand more about the brands they will choose. This purchase interest can be influenced by various factors that determine the extent to which the brand meets their needs and preferences.

There are various things in influencing the effectiveness of Purchase Intention, one of which is brand trust. brand trust is an important element in online sales transactions because it plays a major role in encouraging consumer Purchase Intention (Irshad, et al., 2020). Brand trust refers to consumers' views on the reliability and credibility of a brand, which is formed through positive experiences, such as quality products, satisfying services, and a good reputation (Syarifah, et al., 2024). In the context of the skincare industry, implementing effective strategies to build brand trust can significantly increase Gen Z's purchase intention, where one of the factors that influence brand trust is content marketing.

Content marketing has become key in today's marketing strategies. increasing brand awareness, businesses can strengthen relationships, and drive sustainable growth. which focuses on sharing and creating quality content with audiences (Abdjul, et al., 2022). By providing relevant and interesting information, businesses can position themselves as a trusted source for potential customers. In addition, content marketing is able to attract attention because of the creativity contained in it, so that it can motivate consumers to make purchases (Riska, et al., 2020).

The Originote as a skincare brand that seeks to strengthen its position among young consumers through digital campaigns, One of The Originote's products that was busy on social media is Sunscreen which is called a cheap version of the Canadian skincare product Skintific. Many consumers who provide reviews or testimonials after using The Originote products so far the brand, especially Sunscreen, is less attractive to the gen Z generation because the messages contained in advertisements are not conveyed verbally or visually well and make consumers

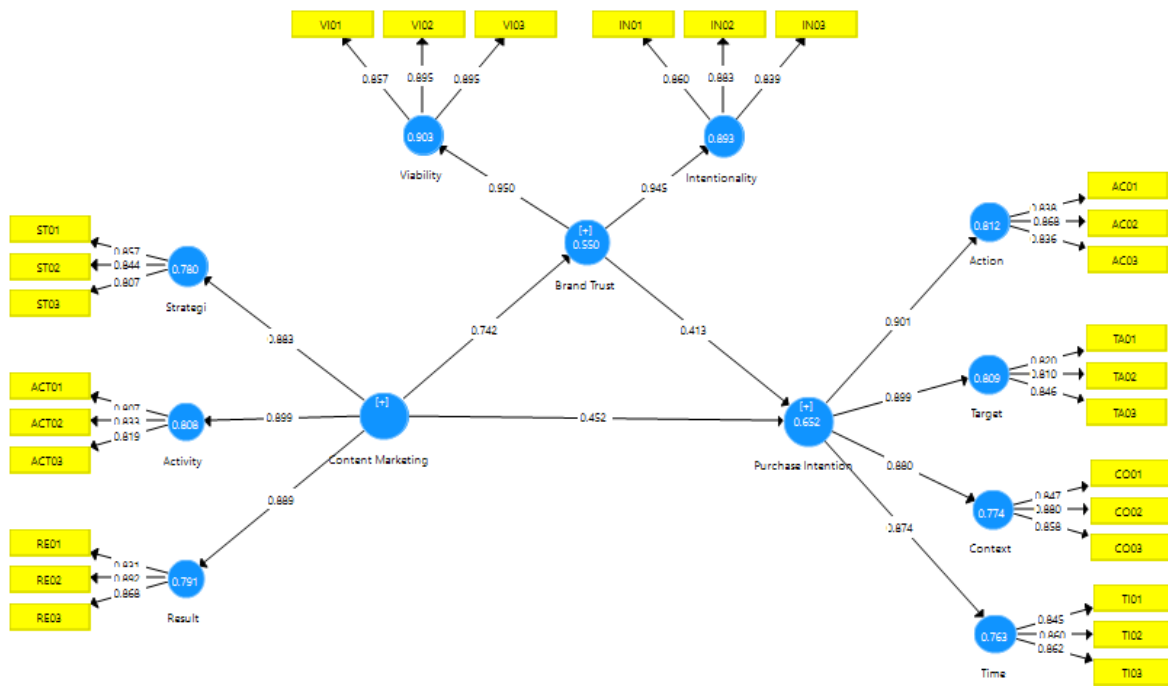
less confident in the brand. However, in recent years there have been problems experienced by the originate. One of them is the problem of SPF content in The Originote products found in products that are problematic by several influencers on social media.

This phenomenon shows that Purchase Intention on social media, especially TikTok, is an indicator of the success of a skincare brand's marketing strategy, including The Originote. However, based on the data, it is known that The Originote brand has not managed to occupy the top position in the TikTok Shop Indonesia market share during the period February to September 2024. One of the reasons is the overclaim issue related to the SPF content of The Originote products, which had become a concern for a number of influencers on social media. This issue raises doubts among Gen Z consumers about the quality of the product, thus affecting their Purchase Intention.

Research gap in this writing there are several gaps from previous researchers, First according to (Izzaty & Utami, 2024), (Vanessa, et al., 2023), (Agustini et al., 2022) Content Marketing has a significant influence on Purchase Intention. Meanwhile, according to (Pasaribu et al., 2023), (Laditri et al., 2023), (Hardiyannah et al., 2023) Content Marketing has no influence on purchase intention. Research (Rohman & Rakhmawati, 2024), (Nasution, et al., 2023), (Putra et al., 2024) states that Content Marketing has a significant influence on Brand Trust. Research (Putriana & Abdurrahman, 2024), (Fitriani, et al., 2023), (Yohanna & Ruslim, 2021) shows that Brand Trust has a significant influence on purchase intention. Based on this, researchers place brand trust as a mediating variable.

METHOD

This research uses quantitative methods with a descriptive approach, which explains the relationship between variables objectively through theory and statistical analysis (Widianingsih, et al., 2022). The population in this study was Gen Z in Sukabumi city. while the sample studied amounted to 200 Gen Z consumers in Sukabumi city. The sampling technique used non-probability sampling technique with purposive sampling type. The research instruments used in this study were questionnaires and literature studies. Evaluation of the outer model or measurement model with reflective indicators is carried out through convergent and discriminant validity tests. Convergent validity can be seen from the loading factor or outer loading value of each indicator on its construct. Based on most references, a loading factor of 0.5 or more is considered sufficient to show strong enough validity in explaining latent constructs, while a reflective measure is said to be high if it has a correlation above 0.7 with the measured construct. Discriminant validity aims to ensure that each latent variable has a clear difference compared to other variables. The model is said to have good discriminant validity if the correlation between the construct and its indicators is higher than the correlation between other constructs. This indicates that the latent construct is able to predict the indicators in its block better than the indicators in other blocks. In addition, discriminant validity can also be tested by comparing the Average Variance Extracted (AVE) value. Discriminant validity is said to be good if the root AVE value of each construct is greater than the value of the other constructs in the model. In addition, this measurement can also be used to measure the reliability of the latent variable component score using two types of measures, namely, composite reliability and Cronbach's Alpha in order to determine how good the model or the level of fit of the model under study is. The following are the results of the Outher model processed using SmartPLS 3:



Source: By Author
Figure 2 : Outer Model

RESULTS AND DISCUSSION

Description of Respondents

The research results are taken from the analysis of questionnaires that have been distributed to 200 respondents online via Google Forms, the results are presented in the following table:

Tabel 1. Description of Respondents

Category	Description	Number	Percentage
Gender	Male	18	9%
	Female	182	91%
Age	14-17 Years	38	19%
	18-21 Years	70	35%
	22-25 Years	89	44,5%
	26-28 Years	3	1,5%
Skincare user	Users	189	94,5%
	Non users	11	5,5%

Source; Data Processing Results, 2025

The majority of respondents were female (91%) with a proportion of males (9%). The age of respondents is dominated by the productive group 22-25 years (44.5%), while age 14-17 (19%), while age 18-21 (35%) and age 22-25 (1.5%) are less. Most respondents are skincare users, skincare users (94.5%) of the total respondents. And non-users (5.5%).

Outer Model Test

After creating the construct, the researcher conducted a Validity Test using SmartPLS 3 Software by referring to the convergent validity value, the indicator is valid if the value is > 0.7. The model is considered to have good convergent validity if the AVE value is more than 0.50, indicating that the construct explains more than half of the indicator variance (Ayatulloh & Khairunnisa, 2022). The following is a presentation of the convergent validity value for the Exogenous construct.

Tabel 2. Loading Factors

Variabel	Dimension	Indikators	Loading Faktor	Conclusion
Content Marketing	Strategi	ST01	0.857	Valid
		ST02	0.844	Valid
		ST03	0.807	Valid
	Activity	ACT01	0.807	Valid
		ACT02	0.833	Valid
		ACT03	0.819	Valid
	Results	RE01	0.831	Valid
		RE02	0.892	Valid
		RE03	0.868	Valid
Brand Trust	Viability	VI01	0.857	Valid
		VI02	0.895	Valid
		VI03	0.895	Valid
	Intentionality	IN01	0.860	Valid
		IN02	0.883	Valid
		IN03	0.839	Valid
Purchase Intention	Action	AC01	0.838	Valid
		AC02	0.868	Valid
		AC03	0.836	Valid
	Target	TA01	0.820	Valid
		TA02	0.810	Valid
		TA03	0.846	Valid
	Context	CO01	0.847	Valid
		CO02	0.880	Valid
		CO03	0.858	Valid
	Time	TI01	0.845	Valid
		TI02	0.860	Valid
		TI03	0.862	Valid

Source; Data Processing Results, 2025

Based on Table 2. it can be seen that convergent validity testing on the outer loading value, it is known that between Variable (X) Content Marketing, Variable (M) Brand Trust and Variable (Y) Purchase Intention, each Latent Variable has a value of more than 0.5, then each Loading Factor value between Dimensions and indicators also has a value of more than 0.7, then all items are declared Convergent Valid. Thus it can be argued that second order measurements have the ability to reflect the constructs of each Latent Variable. The highest convergent validity value in the Content Marketing dimension is Indicator RE02 of 0.892. As for the Brand Trust Variable, the highest convergent validity value is located on Indicators VI01, VI02 of 0.895. While the Purchase Intention variable, the highest convergent validity value is located in the CO02 indicator of 0.880.

The AVE value should be at least 0.5 to describe the internal relationship between indicators in the latent variable construct, and shows discriminant validity for each construct and endogenous and exogenous variables (Ayatulloh & Khairunnisa, 2022).

Tabel 3. Average Variance Extracted (AVE)

Variabel Laten	AVE
Content Marketing	0.559
Brand Trust	0.683
Purchase Intention	0.567

Source; Data Processing Results, 2025

Based on Table 4.5, it can be seen that the AVE value for each construct is more than 0.50 and <0.50, meaning that between Variable (X) Content Marketing Variable (M) Brand

Trust and Variable (Y) Purchase Intention in the model is said to meet the criteria for good discriminat validity because it has an AVE value > 0.50.

Constructs are considered to have high reliability if the composite reliability value is > 0.70. Construct reliability is measured through the latent variable coefficient, using internal consistency and Cronbach's alpha (Ayatulloh & Khairunnisa, 2022). The following are the results of testing Composite reliability using SmartPLS 3 software:

Table 4. Composite Reliability

Variabel	Composite reliability (CR)	Conclusion
Content Marketing	0.901	Reliabel
Brand Trust	0.907	Reliabel
Purchase Intention	0.930	Reliabel

Source; Data Processing Results, 2025

Inner Model Test

Measures the predictive accuracy of the model by calculating the squared correlation between the actual and predicted values of the endogenous variables. The R-Square value between 0 and 1 shows how much influence the independent variable has on the dependent variable. The R-Square assessment criteria are 0.75 (high), 0.5 (medium), and 0.25 (low) (Hair, et al., 2023).

Tabel 5. Coefficient of determination

Variabel	R-square	Description
Brand Trust (M)	0.550	Medium
Purchase Intention (Y)	0.652	High

Source; Data Processing Results, 2025

Based on the table, the R-square value (coefficient of determination) can be seen from Brand Trust (M) is 0.550, which means that Content Marketing can affect Brand Trust by 55.0% with the Medium category, while the remaining 45% is influenced by other variables not included in this study. The R-square value for the Purchase Intention (Y) variable is 0.652, which shows that the value of Content Marketing can affect Purchase Intention by 65.2% with the High model category, while the remaining 34.8% is influenced by other variables not included in this study.

Shows the effect of exogenous variables on endogenous by looking at changes in the R-Square value. The F-Square value categories are 0.02 (small), 0.15 (medium), and 0.35 (large) (Kock & Hadaya, 2018). The following are the results of testing the F Square Value with SmartPLS Software:

Tabel 6. Effect Size

Variabel	X	M	Y
Content Marketing		1,223	0,264
Brand Trust			0,221
Purchase Intention			

Source; Data Processing Results, 2025

Hypothesis Test

This test will provide an estimate of the influence between variables and provide significance information about the relationship between the research variables. The following are the results of testing the hypothesis of direct influence and indirect influence with SmartPLS 3 software:

A. Direct Effect Hypothesis Test

Using the t-statistic and probability value to assess the significance of the path coefficient with a p-value <0.05 as a significant limit. The bootstrapping method is used to evaluate the direct, indirect, and total effects in the model with a t-statistic > 1.960 as a measure of significance (Hair, et al., 2023) The following table tests the significance of direct effects:

Tabel 7. Direct Effect Test

	Sampel (O)	Sample mean (M)	Standart (STDEV)	T Statistics (O/STDEV)	Description
Content Marketing → Brand Trust	0.742	0.739	0,033	22.412	0.000
Brand Trust → Purchase Intention	0.413	0.417	0.076	5.409	0.000
Content Marketing → Purchase Intention	0.452	0.446	0.076	6.083	0.000

Source; Data Processing Results, 2025

Based on direct effect testing, it is known that the effect of the Content Marketing Variable (X) on the Brand Trust Variable (M) has a path coefficient value of 0.742 with a T Statistical Value of 22.412 and a P values value of 0.000. where the Statistical Value is greater than (1.960) and P values <0.05. These results indicate that the Content Marketing Variable has a significant effect on Brand Trust. The effect of Brand Trust Variables (M) on Purchase Intention (Y) has a path coefficient value of 0.413 with a T Statistical Value of 5.409 and a P values value of 0.000. where the Statistical Value is greater than (1.960) and P values <0.05. These results indicate that the Brand Trust Variable has a significant effect on Purchase Intention. The effect of the Content Marketing Variable (X) on Purchase Intention (Y) has a path coefficient value of 0.452 with a T Statistical Value of 0.446 and P values of 6.089, where the Statistical Value is greater than (1.960) and P values <0.05. These results indicate that the Content Marketing Variable has a significant effect on Purchase Intention.

B. Hypothesis Test of Indirect effect

Hypothesis Testing Indirect influence (Specific indirect effect) aims to explain the results of the influence of significance indirectly using mediation. The indirect effect test in this study is shown to determine how far the Brand Trust variable mediates the existence of Content Marketing on Purchase Intention, the following table tests the significance of the indirect effect:

Tabel 8. Indirect Effect Test

	Sampel (O)	Sample mean (M)	Standart (STDEV)	T Statistics (O/STDEV)	Description
Content Marketing → Brand Trust → Purchase Intention	0.306	0.308	0.059	5.195	0.000

Source; Data Processing Results, 2025

Based on the table above, it can be seen that the mediation relationship of Content Marketing (X) on Purchase Intention (Y) is mediated by Brand Trust (M) in Gen Z Consumers so that, based on the results of hypothesis testing, it can be seen that the existence of Content

Marketing on Purchase Intention through Brand Trust is tested significant because it has a t-statistic value of 5,195 and a p-value with a value of 0.000.

The Effect of Content Marketing on Brand Trust

Based on SmartPLS 3 calculations, it shows that the existence of Content Marketing on Gen Z users of The Originote Skincare has a good influence in increasing Brand Trust, this can be seen from the path coefficient value of 0.742 with a T Statistical Value of 22.412 and a P values of 0.000. Where the Statistical Value is greater than (1.960) and P values <0.05. These results indicate that the Content Marketing Variable has a significant effect on Brand Trust. This is in line with research from (Nasution, et al., 2023) Stating that content marketing has an effect on brand trust. Based on this, it can be interpreted that the application of Content Marketing by The Originate skincare is able to increase brand trust in Gen Z consumers in Sukabumi City. Content Marketing that is done well, such as providing clear and easy-to-understand product information can make consumers increasingly believe in the quality of the brand. Marketing strategies that match the needs and expectations of consumers have proven to be more effective in building strong trust in the brand.

The Effect of Brand Trust on Purchase Intention

Based on SmartPLS 3 calculations, it shows that the existence of Brand Trust in Gen Z users of The Originote Skincare has a good influence in increasing Purchase Intention, this can be seen from the path coefficient value of 0.413 with a T Statistical Value of 5.409 and a P values of 0.000. Where the Statistical Value is greater than (1.960) and P values <0.05. These results indicate that the Brand Trust variable has a significant effect on Purchase Intention. This is in line with research from (Fitriani, et al., 2023) which states that brand trust has an effect on purchase intention. Based on this, it can be interpreted that strong Brand Trust in The Originote skincare products can increase the Purchase Intention of Gen Z consumers in Sukabumi City. Consumer trust is built through product quality that is able to meet needs, clear and reliable product information, and evidence of consumer satisfaction through positive reviews. A high level of trust in the brand can encourage consumers to be more confident and interested in making purchases.

The Effect of Content Marketing on Purchase Intention

Based on SmartPLS 3 calculations, it shows that the existence of Content Marketing on Gen Z users of The Originote Skincare has a good influence in increasing Purchase Intention, this can be seen from the path coefficient value of 0.452 with a T Statistical Value of 6,083 and a P values of 0.000. Where the Statistical Value is greater than (1.960) and P values <0.05. These results indicate that the Brand Trust variable has a significant effect on Purchase Intention. This is in line with research from (Vanessa, et al., 2023) Stating that content marketing has an effect on purchase intention. However, this is not in line with research from (Pasaribu, et al., 2023) which states that content marketing has no effect on purchase intention. Based on this, Content Marketing which prioritizes clarity of product information, interesting content, can encourage buying interest. This is indicated by increasing consumer confidence to buy because of the clear benefits of the product, the ease of remembering the product to buy at a later time, and strong confidence in the product information submitted.

The mediating effect of Brand trust in the relationship between Content marketing and Purchase intention

Based on SmartPLS 3 calculations, it shows that the existence of Content Marketing on Gen Z users of The Originote Skincare has a good influence in increasing Brand Trust, this can be seen from the path coefficient value of 0.306 with a T Statistical Value of 5.195 and a P values of 0.000. Where the Statistical Value is greater than (1.960) and P values <0.05. These

results indicate that brand trust mediates the relationship between content marketing and purchase intention.

Based on the information above, it can be seen that the mediating effect of brand trust in the relationship between content marketing and purchase intention has a value of 5.195 compared to the effect of content marketing on purchase intention, namely 6,083 so it can be concluded that the mediating effect of brand trust mediates but is less effective.

CONCLUSION

Based on the results of the study, it is known that content marketing has a significant influence on purchase intention. Marketing strategies that present interesting, relevant content and clear information from influencers can encourage consumers to be more confident in buying skincare products. In addition, content marketing also has a significant effect on brand trust. When content is delivered clearly and in accordance with consumer needs, this can increase their trust in the brand. Furthermore, brand trust also has a significant effect on purchase intention, where the higher the level of consumer trust in a brand, the more likely they are to make a purchase. Content marketing is also proven to have a significant effect on purchase intention through brand trust. This means that effective content marketing not only drives purchase intention directly, but also builds trust in the brand, which in turn strengthens consumers' intention to make a purchase. Thus, brand trust plays a mediating role in strengthening the influence of content marketing on purchase intention. However, compared to the direct effect of content marketing on purchase intention, the mediating role of brand trust tends to be less effective, although it still has a significant contribution.

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