



The Effect of Content Marketing on Purchase Decision with Brand Trust as a Mediating Variable: A Quantitative Study among Daviena Skincare Consumers on TikTok

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Abstract

The rapid growth of internet and social media use in Indonesia has encouraged skincare brands to rely on content marketing to engage consumers. Daviena Skincare, a local brand promoted through TikTok, faced a public trust challenge after a skincare influencer questioned the safety of products, sparking discussion. This study examines the effect of content marketing on purchase decision, both directly and indirectly through brand trust as a mediating variable, among Daviena Skincare consumers on TikTok. A quantitative approach was applied using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. A total of 131 responses were obtained through an online questionnaire and purposive sampling. The measurement model demonstrated convergent validity, discriminant validity, and reliability. The structural analysis revealed that content marketing significantly affects purchase decision and brand trust. Brand trust also positively affects purchase decision in the model. Furthermore, content marketing has a positive and significant indirect effect on purchase decision through brand trust, which functions as a complementary mediator. Content marketing and brand trust jointly explain 55.4% of the variance in purchase decision. The findings highlight the importance of relevant, accurate, informative, and trust-building TikTok content for strengthening consumer purchase decisions and sustaining competitiveness among local skincare brands.

Keywords: Brand Trust, Content Marketing, Daviena Skincare, Purchase Decision, TikTok.



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INTRODUCTION

The advancement of information and communication technology has reshaped how Indonesian consumers seek information, evaluate products, and interact with brands across increasingly digitalized marketplaces. The Digital 2025: Indonesia report shows that Indonesia has around 285 million people, an internet penetration rate of 59.5%, and 356 million active mobile connections, equivalent to 125% of the population, indicating that digital devices have become deeply embedded in everyday consumer activities (We Are Social & Meltwater, 2025). This growth in connectivity has driven the rise of social media as an alternative marketing channel that companies can use to reach and engage customers more broadly, while simultaneously changing how consumers encounter and evaluate commercial information. Among social media platforms, TikTok has developed into a particularly influential environment for product discovery because its short-video format enables brands and creators to combine entertainment, information, interaction, and promotional communication within a single consumer journey (Statista, 2025). The platform allows consumers to encounter product information through educational content, product demonstrations, testimonials, reviews, and promotional videos, making social media increasingly relevant to the formation of consumer perceptions. Such characteristics have strengthened the strategic relevance of content marketing, which focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a defined audience (Forbes Magazine, 2023). For businesses operating in highly competitive consumer markets, particularly skincare, the ability to transform digital content into credible and persuasive consumer experiences has consequently become an important managerial and marketing issue.

Within this changing digital environment, content marketing has evolved from a supplementary promotional activity into a strategic mechanism for establishing customer engagement and influencing consumer responses throughout the purchasing process. Content marketing enables firms to

communicate product information in interactive and contextually relevant forms, allowing consumers to develop familiarity with products while evaluating their potential benefits (Ghulam, 2023). Empirical evidence has also demonstrated that content characteristics can stimulate customer engagement when audiences perceive the information as relevant to their needs and interests (Chandra & Sari, 2021). This mechanism is particularly important on TikTok because consumers can move rapidly from exposure to content toward product evaluation and purchase-related consideration within the same digital environment. The effectiveness of content, however, cannot be understood solely from its capacity to attract attention because consumers also assess whether the information is useful, accurate, credible, and consistent with their expectations. Purchase decision represents a consequential stage in consumer behavior because consumers must evaluate available alternatives and determine whether a product is sufficiently valuable to justify the allocation of money, time, and effort (Schiffman & Kanuk, 2021). The growing role of social media therefore raises a critical question concerning whether persuasive content is sufficient to generate purchase decisions or whether its influence depends on an intervening psychological mechanism such as brand trust.

This issue becomes particularly significant in the skincare industry, where consumers face substantial uncertainty regarding product quality, safety, suitability, and expected benefits before completing a purchase. Brand trust reflects consumers' confidence in a brand's reliability and credibility and can develop through direct experiences as well as indirect information obtained from other sources (Delgado-Ballester, 2016). In digital environments, trust formation becomes more complex because consumers can simultaneously encounter official brand content, influencer recommendations, user-generated reviews, electronic word-of-mouth, and negative information from other users. Research on skincare products has shown that social media marketing, brand image, and influencer endorsement can influence purchase decisions, with trust functioning as an important mechanism connecting marketing activities with consumer responses (Levina et al., 2023). Similar evidence indicates that brand trust and brand awareness are associated with consumers' decisions to purchase beauty products, suggesting that confidence in a brand can become an important consideration when consumers evaluate alternatives (Harifin & Paramita, 2024). The role of trust becomes even more consequential when consumers encounter contradictory claims because promotional information must compete with other narratives that may challenge perceptions of product quality or brand credibility. This condition is particularly relevant to Daviena Skincare, a local skincare brand that utilizes TikTok content marketing through product information, skincare instructions, user testimonials, and promotional videos to attract consumers and maintain relationships with its audience.

The relevance of this issue increased when Daviena Skincare received public attention following a skincare influencer's review of several skincare products in 2024, including Daviena Skincare, in which concerns were raised regarding potentially harmful ingredients and cosmetic safety standards. The circulation of such content on TikTok illustrates how rapidly product-related information can move beyond the control of a brand and become part of consumers' evaluation processes. Recent research specifically examining Daviena Skincare indicates that online customer reviews, brand trust, and perceived value are associated with purchase decisions among consumers exposed to the brand through TikTok (Arifin & Aminah, 2026). Another study similarly identifies TikTok, word of mouth, and brand trust as relevant factors influencing purchase decisions for Daviena Skincare products, reinforcing the importance of trust within this particular brand context (Alfiatussa'adah et al., 2026). Evidence concerning overclaiming and online reviews further suggests that social-media discourse surrounding Daviena products can influence consumer behavior and purchase-related evaluations when consumers encounter information that challenges their expectations (Nabilah et al., 2025). These circumstances make Daviena Skincare a meaningful empirical setting for examining how brand-controlled content operates when consumers are simultaneously exposed to information that may strengthen or weaken confidence in the brand. The issue is not simply whether consumers are exposed to content but whether the content can contribute to a purchase decision when brand trust has become an important component of the consumer evaluation process.

Although previous studies have established relationships between digital marketing activities, brand trust, and consumer responses, the existing literature remains fragmented in explaining the specific pathway through which content marketing translates into purchase decisions in a TikTok-based skincare context. Research focusing on Daviena Skincare has predominantly examined online customer reviews, influencer marketing, brand image, word of mouth, brand awareness, perceived value, and

product-related information, leaving the specific role of content marketing and its mediated relationship with purchase decision comparatively underexplored (Rofi, 2025). Evidence from other skincare brands demonstrates that content marketing and affiliate marketing can influence purchase decisions on TikTok, yet these findings cannot automatically be generalized to Daviena Skincare because brand-specific perceptions and trust conditions may differ across products and reputational contexts (Radiya et al., 2026). Research involving Generation Z consumers also indicates that brand trust, electronic word-of-mouth, and user experience are important in shaping purchase intention for local skincare products through TikTok Shop, although purchase intention represents a distinct behavioral construct from the purchase decision examined in the present study (Rohmah & Indarwati, 2025). The literature therefore leaves a conceptual and empirical gap concerning whether content marketing affects purchase decisions directly or whether its influence is transmitted through brand trust, particularly for a local skincare brand operating within a contested social-media information environment. Addressing this gap is scientifically important because examining mediation can clarify the mechanism through which marketing communication contributes to consumer decision-making rather than merely establishing an association between promotional content and purchasing behavior (Nitzl et al., 2016). It is also practically relevant for local skincare businesses that must simultaneously maintain promotional effectiveness, information quality, and consumer confidence within highly interactive TikTok environments.

Positioned within this research gap, the present study examines content marketing as the independent variable, brand trust as the mediating variable, and purchase decision as the dependent variable among Daviena Skincare consumers on TikTok. The study specifically investigates whether relevant, accurate, and informative content can influence consumers' purchase decisions while strengthening the level of trust required to transform digital exposure into favorable purchasing behavior. The proposed model distinguishes the direct relationship between content marketing and purchase decision from the indirect relationship operating through brand trust. This approach enables the study to move beyond the assumption that effective content marketing automatically produces purchasing behavior by examining whether consumer confidence represents a mechanism through which content becomes behaviorally consequential. The study aims to determine the effect of content marketing on purchase decision and to examine whether brand trust mediates this relationship among Daviena Skincare consumers on TikTok. Theoretically, the study contributes to the digital marketing and consumer-behavior literature by integrating content marketing, brand trust, and purchase decision within a specific TikTok skincare context characterized by intensive information exposure and potential uncertainty regarding brand credibility. Methodologically, the study contributes empirical evidence through a quantitative mediation model that distinguishes the direct effect of content marketing from its indirect effect through brand trust, providing a more precise explanation of how social-media content may translate into consumer purchasing behavior.

RESEARCH METHODS

This empirical study employed a quantitative research design grounded in a positivist paradigm to objectively measure and test the relationships among content marketing, brand trust, and purchase decision. The population consisted of followers of the official Daviena Skincare TikTok account, totaling 228,500 followers as of 1 June 2026, while purposive non-probability sampling was applied by requiring respondents to have been aware of the negative review of Daviena Skincare circulated by the skincare influencer and to have previously purchased a Daviena Skincare product. The minimum sample size was determined using Slovin's formula with a 10% margin of error, resulting in a minimum requirement of approximately 100 respondents, while the online questionnaire distributed through Google Forms yielded 131 valid responses that satisfied the specified criteria. The questionnaire comprised 30 items measured using a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree), with 10 items for content marketing covering relevance, accuracy, and informational value, 10 items for brand trust covering brand liking, brand competence, brand reputation, and brand quality stability, and 10 items for purchase decision covering product fit, perceived benefit, purchase accuracy, and repurchase intention, following established measurement approaches (Dinanti & Kasih, 2022). The operationalization of content marketing emphasized the extent to which digital content provides relevant, accurate, and informative value to consumers, while brand trust represented consumers' confidence in brand reliability and credibility (Delgado-Ballester, 2016). Purchase decision

was operationalized as the consumer's evaluation and final behavioral choice concerning the suitability, benefits, value, and continued purchasing of Daviena Skincare products (Kotler & Keller, 2016).

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4.1.1.8, which was selected to examine the direct and mediated relationships among the latent constructs in the proposed research model (Hair et al., 2022). Before the main analysis, a pilot test involving 30 respondents was conducted to evaluate the preliminary quality of the measurement instrument, followed by assessment of the measurement model through outer loading, Cronbach's alpha, composite reliability, and average variance extracted (AVE). Convergent validity was assessed using outer loading values of at least 0.70 and AVE values above 0.50, while internal consistency was evaluated using Cronbach's alpha and composite reliability values of at least 0.70, with indicators having lower loadings considered for retention only when the overall construct validity and reliability remained acceptable. Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio, while the structural model was evaluated through R^2 , f^2 , inner VIF, and the Standardized Root Mean Square Residual (SRMR) to assess explanatory power, effect magnitude, multicollinearity, and model adequacy (Sarstedt et al., 2022). The mediation relationship was examined through bootstrapping, allowing the indirect effect of content marketing on purchase decision through brand trust to be evaluated without relying on the assumption of normally distributed sampling distributions (Nitzl et al., 2016). Hypothesis testing used a 5% significance level, with relationships considered statistically significant when the bootstrapped t-statistic exceeded 1.96 and the corresponding p-value was below 0.05.

The Proposed Model

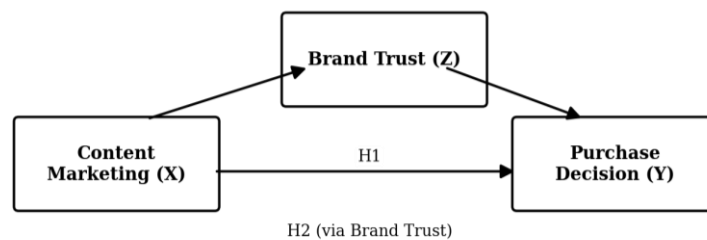


Figure 1. Proposed Conceptual Model

The proposed conceptual model positions content marketing as the independent variable, brand trust as the mediating variable, and purchase decision as the dependent variable. The model proposes a direct relationship between content marketing and purchase decision (H1) and an indirect relationship in which content marketing influences purchase decision through brand trust (H2).

H1: Content marketing has a positive and significant effect on the purchase decision of Daviena Skincare products.

H2: Content marketing has a positive and significant effect on the purchase decision of Daviena Skincare products through the mediation of brand trust.

RESULTS AND DISCUSSION

Respondent Profile

Data collection was conducted from 25 May to 1 July 2026 using an online questionnaire distributed through Google Forms, resulting in 131 valid responses that met the predetermined respondent criteria. The use of purposive sampling enabled the study to focus on consumers who had relevant experience with Daviena Skincare products and exposure to its marketing activities on TikTok. This approach is appropriate for quantitative research when respondents are selected based on characteristics that correspond directly to the research objectives (Sugiyono, 2023). The demographic characteristics of the respondents are presented in Table 1.

Table 1. Respondent Profile

Profile	Category	Total (N = 131)	Percentage
Gender	Female	119	90.8%
	Male	12	9.2%
Occupation	Student	62	47.3%
	Private Employee	56	42.7%
	Beauty Advisor/Consultant	~7	~5%
	Freelancer	~6	~5%
Age Group	17–20 years	22	16.8%
	20–25 years	100	76.3%
	Above 25 years	9	6.9%

As shown in Table 1, the respondent profile is dominated by female consumers, with 119 respondents or 90.8%, while male respondents accounted for only 12 respondents or 9.2%. The dominance of female respondents is consistent with the characteristics of the skincare market, where purchasing involvement is strongly associated with consumers' attention to personal care and beauty products. The concentration of female respondents also provides a relevant empirical context for examining purchase decisions for Daviena Skincare, particularly because the brand operates intensively through TikTok-based promotional content.

The occupational distribution indicates that students constituted the largest group, with 62 respondents (47.3%), followed by private employees with 56 respondents (42.7%), while approximately 5% were Beauty Advisors/Consultants and approximately 5% were freelancers. This composition suggests that Daviena Skincare's TikTok-based marketing reaches consumers with different occupational backgrounds, although students and private employees represent the primary respondent groups. The substantial representation of students is relevant because younger consumers tend to interact actively with social media content when searching for product information and evaluating alternatives. Research on skincare consumers on TikTok similarly demonstrates that social media-related factors can become important considerations in shaping consumer responses toward skincare products (Zhafira et al., 2025). The presence of private employees as the second-largest group also indicates that the observed purchase decision is not restricted to student consumers but extends to consumers who are already engaged in the workforce. Such occupational diversity provides a broader basis for interpreting the relationship between digital content exposure and purchase-related responses.

The age distribution further shows that 100 respondents (76.3%) were between 20 and 25 years old, followed by 22 respondents (16.8%) aged 17–20 years and 9 respondents (6.9%) aged above 25 years. The concentration of respondents within the 20–25 age group indicates that the study predominantly captures young adult consumers who are familiar with social media-based product discovery and digital purchasing environments. This characteristic is particularly relevant to TikTok because the platform has become an important channel for consumers to encounter product information, reviews, recommendations, and promotional content. Previous research on Generation Z consumers of local skincare products through TikTok Shop identifies brand trust as one of the factors associated with consumers' purchase intention in the digital environment (Rohmah & Indarwati, 2025). The age profile therefore corresponds with the technological and behavioral context in which content marketing and brand trust can influence consumer evaluation. The relatively small proportion of respondents above 25 years should be considered when interpreting the findings because the empirical evidence is more strongly concentrated among younger consumers.

The demographic composition also provides an important context for understanding the relationship between content marketing, brand trust, and purchase decision in the Daviena Skincare market. The predominance of young female consumers is consistent with the consumer characteristics observed in studies examining Daviena Skincare and digital purchasing behavior on TikTok. Alfatussa'adah et al. (2026) found that TikTok, word of mouth, and brand trust are relevant factors in explaining purchase decisions for Daviena Skincare products, reinforcing the importance of examining consumer responses within a social-media-driven purchasing environment. The current respondent profile therefore reflects a consumer segment that is highly relevant to the marketing channel examined in this study. Their concentration within the 20–25 age group also suggests that TikTok content can

function as an important source of information during product consideration and evaluation. The demographic pattern strengthens the contextual relevance of examining brand trust as a mechanism connecting marketing communication with purchase decision.

From an analytical perspective, the respondent distribution indicates that the empirical findings primarily represent young female Daviena Skincare consumers who engage with TikTok as part of their product-related information environment. The large proportion of respondents aged 20–25 provides a relatively consistent demographic context for examining how consumers respond to content marketing and develop trust toward the brand. This is important because consumer decision-making can be influenced by how individuals interpret product information, perceived benefits, and other cues available through digital platforms (Schiffman & Kanuk, 2021). At the same time, the purposive sampling procedure means that the demographic composition should not be interpreted as a statistical representation of the entire population of Daviena Skincare consumers. The findings are instead most appropriately understood as evidence concerning consumers who satisfy the study's specific selection criteria. This respondent profile establishes the empirical context for the subsequent evaluation of the measurement model and the structural relationships among content marketing, brand trust, and purchase decision.

Measurement Model Evaluation

The measurement model was evaluated to ensure that the Content Marketing, Brand Trust, and Purchase Decision constructs demonstrated adequate validity and reliability before structural model assessment. The first assessment focused on convergent validity through the outer loading values of each indicator. An outer loading value of 0.70 or higher indicates that an indicator has a sufficiently strong relationship with its corresponding latent construct (Hair et al., 2022). The analysis examined the outer loading values of all indicators included in the three constructs. The results were compared with the recommended minimum threshold to determine whether each indicator could be retained. The outer loading results are presented in Table 2.

Table 2. Outer Loading Summary (Convergent Validity)

Construct	Indicator Range	Decision
Content Marketing	0.782–0.896	Valid
Brand Trust	0.743–0.792	Valid
Purchase Decision	0.735–0.785	Valid

The results in Table 2 show that the Content Marketing indicators have outer loading values ranging from 0.782 to 0.896. The Brand Trust indicators produce values between 0.743 and 0.792, while the Purchase Decision indicators range from 0.735 to 0.785. All values exceed the minimum criterion of 0.70, indicating adequate convergent validity at the indicator level (Sarstedt et al., 2022). The lowest outer loading of 0.735 remains sufficiently above the recommended threshold, suggesting that the corresponding indicator still provides an appropriate contribution to its construct. The results therefore indicate that all indicators adequately represent their respective latent variables and can be retained in the measurement model.

Internal consistency reliability was subsequently evaluated using Cronbach's Alpha, rho_A, and Composite Reliability (CR). These coefficients were used to determine whether the indicators within each construct consistently measured the same underlying concept. A value above 0.70 is generally considered to indicate acceptable internal consistency for PLS-SEM measurement models (Hair et al., 2022). The assessment was conducted for Content Marketing, Brand Trust, and Purchase Decision. The analysis also included Average Variance Extracted (AVE) to assess convergent validity at the construct level. The resulting reliability and AVE values are presented in Table 3.

Table 3. Reliability and AVE

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Content Marketing	0.948	0.950	0.956	0.683

Brand Trust	0.921	0.923	0.933	0.583
Purchase Decision	0.917	0.919	0.930	0.571

Table 3 shows that Content Marketing has Cronbach's Alpha of 0.948, rho_A of 0.950, and Composite Reliability of 0.956. Brand Trust records values of 0.921, 0.923, and 0.933, respectively, while Purchase Decision records 0.917, 0.919, and 0.930. All reliability coefficients substantially exceed the 0.70 criterion, demonstrating strong internal consistency across the three constructs. The consistency among Cronbach's Alpha, rho_A, and Composite Reliability indicates that the indicators operate coherently in measuring their respective latent variables. High reliability values strengthen the credibility of subsequent structural analysis because the observed relationships are less likely to be attributable to inconsistent measurement (Wibowo, 2024). These findings confirm that the three constructs satisfy the required internal consistency reliability criteria.

The AVE values were examined to provide additional evidence of convergent validity at the construct level. Content Marketing records an AVE of 0.683, whereas Brand Trust and Purchase Decision record values of 0.583 and 0.571, respectively. All three values exceed the minimum criterion of 0.50, indicating that each construct explains more than half of the variance in its indicators (Hair et al., 2022). The highest AVE value for Content Marketing indicates relatively strong shared variance between this construct and its indicators. The AVE values for Brand Trust and Purchase Decision also demonstrate adequate convergent validity despite being lower than the value obtained for Content Marketing. Together with the outer loading results, these findings confirm that the indicators provide sufficient representation of their respective constructs.

Discriminant validity was then assessed using the Heterotrait–Monotrait (HTMT) ratio to determine whether the three constructs were empirically distinguishable. This assessment is important because Content Marketing, Brand Trust, and Purchase Decision are conceptually related within the context of digital marketing and consumer behavior. An HTMT value below 0.90 is generally used as an indication of adequate discriminant validity between two constructs (Sarstedt et al., 2022). The analysis compared the relationships between each pair of constructs in the proposed measurement model. The resulting HTMT values were evaluated against the recommended threshold. The results of the discriminant validity assessment are presented in Table 4.

Table 4. Discriminant Validity (HTMT)

Construct Relationship	HTMT
Content Marketing ↔ Brand Trust	0.781
Content Marketing ↔ Purchase Decision	0.743
Brand Trust ↔ Purchase Decision	0.733

The HTMT value between Content Marketing and Brand Trust is 0.781, while the value between Content Marketing and Purchase Decision is 0.743. The HTMT value between Brand Trust and Purchase Decision is 0.733. All three values are below the 0.90 threshold, indicating adequate discriminant validity among the constructs. The results show that the three constructs remain empirically distinct despite their conceptual relationships within the proposed research model. This distinction ensures that Content Marketing, Brand Trust, and Purchase Decision capture different dimensions of consumer responses rather than representing the same underlying concept. The overall measurement model therefore meets the required criteria for convergent validity, internal consistency reliability, and discriminant validity and is suitable for subsequent structural model evaluation.

Structural Model and Hypothesis Testing

The structural model was evaluated to determine the explanatory and predictive capacity of the proposed relationships among Content Marketing, Brand Trust, and Purchase Decision. The coefficient of determination (R^2) was used to assess the proportion of variance in each endogenous construct that can be explained by its predictor variables. The analysis produced an R^2 value of 0.545 for Brand Trust and 0.554 for Purchase Decision. In PLS-SEM, R^2 values of approximately 0.75, 0.50, and 0.25 are commonly interpreted as substantial, moderate, and weak explanatory power, respectively (Hair et al.,

2022). The obtained values therefore indicate moderate explanatory power for both endogenous constructs. The detailed R^2 results are presented in Table 5.

Table 5. R-Square

Endogenous Construct	R-Square	Adjusted R-Square	Category
Brand Trust	0.545	0.540	Moderate
Purchase Decision	0.554	0.545	Moderate

The results in Table 5 indicate that Content Marketing explains 54.5% of the variance in Brand Trust, as reflected by an R^2 value of 0.545. The remaining 45.5% of the variance in Brand Trust is attributable to factors outside the proposed model. For Purchase Decision, the R^2 value of 0.554 indicates that the model explains 55.4% of its variance, while 44.6% is associated with other factors not included in the analysis. The adjusted R^2 values of 0.540 for Brand Trust and 0.545 for Purchase Decision remain close to their respective R^2 values, suggesting that the explanatory capacity is relatively stable after adjustment for model complexity. These findings indicate that the model has meaningful explanatory capacity rather than merely producing statistically significant relationships between variables. From a substantive perspective, the results suggest that consumers' perceptions of TikTok content are sufficiently relevant to the formation of brand trust, while content marketing and brand trust together provide a meaningful explanation of purchase decision.

The magnitude of each predictor's contribution was further assessed using the f^2 effect size. This measure indicates how strongly an exogenous construct contributes to the R^2 value of an endogenous construct when the predictor is included in the structural model. The conventional interpretation classifies f^2 values of 0.02, 0.15, and 0.35 as small, medium, and large effects, respectively (Cohen, 1988). The analysis produced different effect magnitudes for the relationships among Content Marketing, Brand Trust, and Purchase Decision. These differences provide additional information beyond statistical significance because a significant path does not necessarily indicate a substantial practical contribution. The f^2 values and their corresponding categories are presented in Table 6.

Table 6. F-Square

Structural Relationship	F-Square	Category
Content Marketing → Brand Trust	1.196	Large
Content Marketing → Purchase Decision	0.195	Medium
Brand Trust → Purchase Decision	0.133	Small

Table 6 shows that the effect of Content Marketing on Brand Trust is 1.196, which falls within the large-effect category. This exceptionally strong effect indicates that removing Content Marketing from the prediction of Brand Trust would substantially reduce the explanatory capacity of the model. The effect of Content Marketing on Purchase Decision is 0.195, representing a medium effect, whereas the effect of Brand Trust on Purchase Decision is 0.133, categorized as small. The different magnitudes indicate that Content Marketing has a particularly pronounced role in explaining Brand Trust compared with its direct contribution to Purchase Decision. This pattern is theoretically plausible because marketing content can first shape consumers' perceptions and confidence in a brand before translating into behavioral decisions (Ghulam, 2023). The findings also suggest that the influence of Content Marketing on purchase decision should not be evaluated solely through its direct effect because part of its substantive influence may operate through Brand Trust.

The structural model was also examined for potential multicollinearity and overall model fit before interpreting the hypothesis testing results. The inner VIF values ranged from 1.000 to 2.196, remaining below the commonly applied threshold of 5.00 for identifying problematic collinearity in PLS-SEM (Hair et al., 2022). These values indicate that the predictor constructs do not exhibit excessive linear dependence that could distort the estimated path coefficients. Model fit was assessed using the Standardized Root Mean Square Residual (SRMR), which produced a value of 0.064. An SRMR value

below 0.08 is generally considered indicative of an acceptable model fit in PLS-SEM (Sarstedt et al., 2022). The combination of acceptable VIF values and SRMR therefore indicates that the structural model is statistically appropriate for interpreting the hypothesized relationships.

The direct relationships among the constructs were examined through the estimated path coefficients, t-statistics, and p-values obtained from the bootstrapping procedure. The path from Content Marketing to Brand Trust produced $\beta = 0.738$, $t = 15.755$, and $p < 0.001$. The path from Brand Trust to Purchase Decision produced $\beta = 0.361$, $t = 3.963$, and $p < 0.001$, while the direct path from Content Marketing to Purchase Decision produced $\beta = 0.437$, $t = 4.145$, and $p < 0.001$. Each relationship therefore satisfies the statistical criterion of $t > 1.96$ and $p < 0.05$ for significance at the 5% level (Hair et al., 2022). The complete direct-effect results are presented in Table 7.

Table 7. Direct Effects (Path Coefficients)

Structural Relationship	β	t-Statistic	p-Value	Decision
Content Marketing → Brand Trust	0.738	15.755	< 0.001	Significant
Brand Trust → Purchase Decision	0.361	3.963	< 0.001	Significant
Content Marketing → Purchase Decision	0.437	4.145	< 0.001	Significant

The results in Table 7 demonstrate a strong positive relationship between Content Marketing and Brand Trust, with $\beta = 0.738$ and $p < 0.001$, indicating that stronger perceptions of Daviena Skincare's TikTok content are associated with higher levels of consumer trust. Brand Trust also has a positive and significant effect on Purchase Decision, as indicated by $\beta = 0.361$ and $p < 0.001$. The direct effect of Content Marketing on Purchase Decision is likewise positive and significant, with $\beta = 0.437$ and $p < 0.001$, providing direct empirical support for H1. This finding is consistent with research showing that content marketing can influence consumers' responses and engagement with brands in social media environments (Chandra & Sari, 2021). The positive relationship also corresponds with previous findings on Daviena Skincare, where digital marketing-related factors and brand trust have been identified as relevant determinants of purchase decisions (Arifin & Aminah, 2026). From a theoretical perspective, the result indicates that informative, relevant, and consumer-oriented TikTok content can function not only as a communication instrument but also as a stimulus that contributes directly to consumers' purchase decisions.

Mediation Analysis and Discussion

The mediation analysis was conducted to determine whether Brand Trust transmits part of the influence of Content Marketing on Purchase Decision. The indirect effect of Content Marketing through Brand Trust produced a path coefficient of $\beta = 0.266$, with a t-statistic of 3.533 and $p < 0.001$. The positive coefficient indicates that higher-quality perceptions of Daviena Skincare's TikTok content are associated with stronger brand trust, which subsequently contributes to a higher purchase decision. The statistical significance of this indirect effect demonstrates that the mediating pathway is empirically supported. The magnitude of the indirect coefficient also indicates that a meaningful portion of the relationship between content marketing and purchase decision operates through consumers' trust in the brand. This finding establishes Brand Trust as an important mechanism within the proposed model.

The mediation mechanism can be understood through the sequence in which consumers process marketing information before reaching a purchase decision. Relevant, informative, and consumer-oriented TikTok content can provide information that reduces uncertainty and helps consumers evaluate whether Daviena Skincare can meet their expectations. When consumers perceive the content as credible and appropriate to their needs, these perceptions can contribute to greater confidence in the brand. Brand trust subsequently functions as an evaluative mechanism through which consumers translate positive perceptions of the brand into greater willingness to make a purchase. This mechanism is consistent with the view that trust represents an important psychological basis for consumer decision-making when direct product evaluation is limited in digital environments (Delgado-Ballester, 2016). The significant indirect effect therefore suggests that content marketing does not operate solely as a promotional stimulus but also contributes to purchase decision by strengthening consumers' confidence in the brand.

The total effect was examined to capture the combined influence of the direct and indirect pathways from Content Marketing to Purchase Decision. The analysis produced a total effect coefficient of $\beta = 0.704$, with a t-statistic of 11.415 and $p < 0.001$. This value indicates that Content Marketing has a strong and statistically significant overall relationship with Purchase Decision when both the direct and mediated pathways are considered. The total effect is greater than the direct effect of $\beta = 0.437$, demonstrating that the influence of content marketing becomes stronger when its contribution through brand trust is incorporated. The results of the indirect and total effects are presented in Table 8.

Table 8. Indirect and Total Effects

Effect	β	t-Statistic	p-Value
Content Marketing → Brand Trust → Purchase Decision	0.266	3.533	< 0.001
Content Marketing → Purchase Decision	0.704	11.415	< 0.001

The results in Table 8 confirm that the indirect effect of Content Marketing on Purchase Decision through Brand Trust is positive and significant, while the total effect is also positive and significant. The coexistence of a significant direct effect from Content Marketing to Purchase Decision and a significant indirect effect through Brand Trust indicates that the mediation is complementary rather than fully mediated. In this configuration, content marketing retains its own direct contribution to purchase decision while simultaneously strengthening purchase decision through the development of brand trust. The finding suggests that consumers may respond directly to persuasive or useful TikTok content while also relying on trust-based evaluations when deciding whether to purchase Daviena Skincare products. This pattern reflects a dual pathway in which functional responses to marketing content and psychological confidence in the brand operate together in shaping consumer behavior. The result supports H2 because Brand Trust significantly mediates the relationship between Content Marketing and Purchase Decision.

The finding is consistent with previous research examining Daviena Skincare and skincare purchasing behavior in TikTok-based environments. Alfatussa'adah et al. (2026) identified TikTok, word of mouth, and brand trust as relevant factors associated with Daviena Skincare purchase decisions, supporting the importance of trust within the same product context. Arifin and Aminah (2026) likewise demonstrated that brand trust, together with online customer reviews and perceived value, contributes to purchase decisions for Daviena Skincare on TikTok. Research involving Skintific consumers further shows that trust can mediate the relationship between social media marketing-related factors and purchase decisions, indicating that consumer confidence can connect digital marketing exposure with behavioral outcomes (Levina et al., 2023). The present findings extend these studies by demonstrating that Brand Trust specifically serves as a complementary mechanism through which Content Marketing contributes to Daviena Skincare purchase decisions. The result also corresponds with evidence that content marketing and affiliate marketing can influence skincare purchase decisions on TikTok (Radiya et al., 2026), while influencer marketing, online customer reviews, and brand image have been associated with purchase decisions for Daviena Skincare consumers (Rofi, 2025). The mediation result is further supported by research showing the relevance of brand trust in TikTok-based skincare consumer behavior, particularly among younger consumers who rely on digital information and electronic word of mouth when evaluating local skincare products (Rohmah & Indarwati, 2025).

From a theoretical perspective, the findings strengthen the role of Brand Trust as an explanatory mechanism within digital marketing and consumer behavior research. The significant indirect effect demonstrates that the influence of content marketing should not be understood only as a direct stimulus that encourages consumers to purchase, because its effectiveness also depends on the extent to which content contributes to consumers' confidence in the brand. The complementary mediation pattern provides a more nuanced explanation of purchase decision formation by showing that cognitive responses to marketing content and trust-based evaluations can operate simultaneously. This finding is particularly relevant for skincare products, where consumers often face uncertainty regarding product suitability, expected benefits, and product performance before purchasing. From a managerial perspective, Daviena Skincare should therefore develop TikTok content that is not only engaging but also relevant to specific skin concerns, informative, credible, and consistent with actual product performance. Content that strengthens consumer trust can increase the indirect contribution of

marketing communication while preserving the direct persuasive effect of content marketing on purchase decisions.

CONCLUSION

This study examined the effect of Content Marketing on Purchase Decision, both directly and indirectly through Brand Trust among Daviena Skincare consumers on TikTok. The measurement model demonstrated adequate convergent validity, internal consistency reliability, and discriminant validity for all three constructs. The structural model showed moderate explanatory power, with Content Marketing explaining 54.5% of the variance in Brand Trust and the model explaining 55.4% of the variance in Purchase Decision. The results confirmed that Content Marketing has a positive and significant direct effect on Purchase Decision, with $\beta = 0.437$ and $p < 0.001$. Content Marketing also has a positive and significant effect on Brand Trust, while Brand Trust positively and significantly influences Purchase Decision. The indirect effect of Content Marketing through Brand Trust was significant at $\beta = 0.266$, with $p < 0.001$, confirming the mediating role of brand trust. Since both the direct and indirect effects were significant, Brand Trust functions as a complementary mediator, resulting in a significant total effect of $\beta = 0.704$ and supporting both H1 and H2.

Based on these findings, Daviena Skincare should maintain and improve the relevance, accuracy, and informational value of its TikTok content, particularly content addressing specific skin types and consumer concerns. Content strategies should also emphasize credible product information and consistent communication so that promotional messages can strengthen consumer confidence rather than merely encourage immediate purchases. The company should strengthen transparency and provide responsive, professional communication when addressing consumer complaints, product concerns, or public controversies because trust represents an important mechanism connecting content marketing with purchase decisions. Other skincare businesses can adopt a similar strategy by combining informative and need-oriented content with systematic trust-building efforts to strengthen consumer responses in competitive TikTok environments. Future research can incorporate additional variables such as brand image, electronic word of mouth, price perception, product quality, and customer satisfaction to provide a broader explanation of skincare purchase decisions. Further studies can also compare Daviena Skincare with other local or international skincare brands to examine whether the mediation pattern remains consistent across different brand contexts. Expanding respondent characteristics, sample coverage, and research settings would provide greater generalizability and a more comprehensive understanding of how content marketing and brand trust shape consumer purchase decisions in social commerce.

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