Article

The Influence of Content Marketing on Instagram and Brand Trust to Purchase Decision of Skintific Skincare

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Abstract: In the increasingly advanced digital era, all industries are experiencing growth. One of the industries experiencing rapid growth is the beauty industry, with the introduction of numerous new skincare products. To decide to buy a product, information and trust in the brand are essential. This research analyses the influence of content marketing on Instagram and brand trust to purchase decision of Skintific skincare. The method used in this research is quantitative, and questionnaires are distributed via Google Form. The data in this research were obtained from the results of questionnaires distributed to 100 respondents who were samples in this research. Test and analyze the data in this research using SPSS version 25. The results obtained in this research indicate a partial influence between content marketing and brand trust on purchasing decisions and a simultaneous influence between content marketing and brand trust on purchasing decisions.

Keywords: *Content Marketing, Brand Trust, Purchase Decision.*

1. Introduction

In the rapidly developing and very advanced digital era, all industries are also growing, and one of the fastest-growing sectors is the beauty industry. This growth is due to increasing consumer awareness of the importance of skincare. The growth in the beauty industry sector is expected to continue until 2028, with an average predicted annual development rate of 5.35% (Kemenperin, 2025) [1].

This situation is one of the reasons that has led to a large number of new business entrants in the beauty industry. The rise of new skincare products amid the industry's rapid growth has made skincare users more discerning in their selection and purchasing of products. Skincare users need to review whether the ingredients in the product are suitable for their skin. To ascertain this, adequate information is required. Currently, one of the easiest ways to obtain information is through the internet via social media (Kompasiana, 2021).

Instagram is a social media platform frequently used to share product information through content. One brand that uses instagram for its content is Skintific, a Chinese skincare brand that entered Indonesia in late 2021. Although Skintific is still considered a newcomer in Indonesia, its products are highly popular and have received great enthusiasm from Indonesian consumers. Brands widely use Instagram to share product-related content because it is the second most-used social media platform in Indonesia, with 85.3% of users, after WhatsApp (We Are Social, 2024) [3].

Many brands currently rely on content marketing to promote their products. Engaging content marketing can generate consumer desire or interest, influencing consumer purchases before they occur (Mukarromah et al., 2022) [4]. Content Marketing is a method used to attract and acquire an audience, ultimately triggering valuable consumer behavior. The content marketing created and distributed must be consistent, relevant, and valuable (Content Marketing Institute, 2022) [5].

Amidst increasingly fierce competition, Skintific must understand which strategies to implement in order to remain a preferred choice when consumers decide to purchase skincare products. A consumer's purchase decision can occur if there is consumer trust in the brand (Adeline Ababil & Sri Walyoto, 2024) [6]. According to Saputra (2017) in (Audrey and Usman, 2021) [7], the definition of brand trust is the state where consumers believe in a brand that it can be relied upon to meet consumer expectations and needs, and this trust is formed from previous experiences and relationships.

Currently, one of the most talked-about topics on social media is "doctor detective" who has caused a stir in the skincare world (Suara.com, 2024) [8]. This trending doctor detective shares factual information about skincare formulas by presenting laboratory test results, it was revealed that several skincare brands marketed products that did not match their claims. Following that post, there has been widespread discussion regarding skincare brands that overclaim. Among the several skincare brands that have been tested and declared not to overclaim, Skintific is one of them, specifically with its Skintific Gentle-A Retinol serum product (Cantika, 2024) [9]. The finding that Skintific products are not overclaim can increase consumer trust in the brand.

This research is conducted based on the explanation above to determine the influence of instagram content marketing and brand trust on purchasing decisions, using Skintific skincare as the object of study.

2.   Literature

2.1   Definition of Content Marketing

According to Rebecca Lieb in her book, Content Marketing is a method used by companies to provide information and convince consumers through content about the products being offered [10]. Meanwhile, according to Pulizzi (2013) [11], Content Marketing is a stage in marketing to invite, engage, and attract consumers to trigger consumer actions that can benefit the company through content that is created and distributed. The goal of content marketing is to bridge the gap between consumers and the company by providing information and educational content that is created and distributed through various social media platforms, one of which is instagram, with the aim that the shared content can persuade and encourage consumers to purchase (Sania and Aulia, 2021) [12].

2.2 Definition of Brand Trust

According to Kotler and Keller (2018) [13], as cited in Umrio Dwi Kunia & Wenti Krisnawati (2023), brand trust refers to a brand's ability to consistently and reliably fulfill consumers' desires and needs over an extended period. According to Rizan (2012) in (Mahuda, 2018) [14], brand trust is the consumer's willingness to believe that a brand will provide products that meet their expectations with the aim of encouraging consumers loyalty toward the brand. Meanwhile, according to Saputra (2017) in Audrey and Usman (2021) [15], the definition of brand trust is a state where consumers believe that a brand can be utilized to fulfill their expectations and needs, and this trust is formed from previous experiences and relationships.

2.3 Definition of Purchase Decision

Buying and selling activities are an inseparable part of a person's daily life. However, before a purchase occurs, individuals will reconsider their decision beforehand. Based on the statement by Kotler & Keller (2012) [16], two key concepts emerge when consumers decide to buy a product they want and like: interest or intention to buy, and the purchase decision. When a person is directly involved in deciding to buy a product marketed by the seller, it is called a purchase decision (Kotler & Keller, 2012).

2.4 Hypotheses

a. H1: Content marketing on Instagram has a partial influence on the purchase decision of Skintific skincare.

b. H2: Brand trust has a partial influence on the purchase decision of Skintific skincare.

c. H3: Content marketing on instagram and brand trust have a simulthaneous influence on the purchase decision of Skintific skincare.
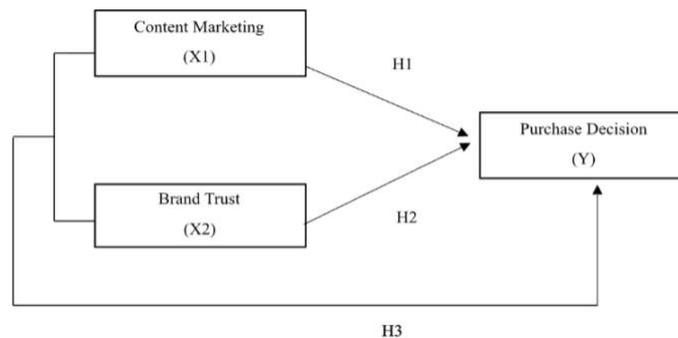
Figure 1. Hypothesis and Research Framework

3. Methods

This research uses a quantitative method because the author wishes to determine the relationship between the research variables. This study utilizes the variables content marketing (X1), brand trust (X2), and purchase decision (Y). The research employs a

quantitative method, with primary data collected directly from consumers through the distribution of questionnaires using Google Forms. This study uses non-probability sampling with the purposive sampling method. Data were obtained from 100 respondents who completed the Google Form, and the collected data were then processed using SPSS version 25.

Table 1. Operational Research Variables

Variables	Dimensions	Indicator
Content Marketing (X1) Milhinhos (2015) on (Nurlaily & Ana, 2023)	Relevance	1. Content that has relevant information for the audience 2. The information in the content matches what the target audience is looking for.
	Accuracy	1. Content that has accurate information for the audience
		2. Content that can be trusted to be true
	Easy to understand	Content that is easy for the audience to understand
	Easy to find	Content that is easy for the audience to find
	Consistent	The content shared is consistent
Brand Trust (X2) Kustini and Ika (2011) on (Adiwidjaja, 2017)	Viability	1. *Brand* reliable by consumers 2. *Brand* fulfill the promised function. *Brand* meet consumer expectations
	Intentionality	1. *Brand* can be completely trusted by consumers. 2. *Brand* create a sense of security for consumers
Purchase Decision (Y) Kotler & Keller (2012)	Problem Recognition	Consumers are aware and aware of the problems they face.

Information Research	Consumers seek and gather information
Alternative Evaluation	Consumers make assessments and comparisons before proceeding with a purchase.
Purchase Decision	Consumers decide to make a purchase
Post-Purchase Decision	Consumer response satisfied/not satisfied

This research utilizes primary data obtained through a survey using a questionnaire distributed via Google Forms. The questionnaire contains statements related to the research topic and uses a likert scale with 5 possible responses, where a score of 5 means Strongly Agree (SS), a score of 4 means Agree (S), a score of 3 means Neutral (N), a score of 2 means Disagree (TS), and a score of 1 means Strongly Disagree (STS). The study employs a purposive sampling method, selecting respondents who meet specific criteria. The respondent criteria for this research are: a minimum age of 17 years old, consumers who have purchased a Skintific skincare product at least once, and consumers who have viewed content shared on Skintific's instagram at least once.

4.   Results

4.1   Classic Assumption Test

4.1.1 Normality Test

Based on the results of the normality test using the Kolmogorov-Smirnov test shown in the table above, a significance value of 0.200 was obtained. Since this value is greater than the established standard of 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
Asymp. Sig (2-tailed)	0.200

4.1.2 Multicollinearity Test

Based on the results of the multicollinearity test in the table above, Content Marketing (X1) and Brand Trust (X2) variables obtained a tolerance value of 0.661 and a VIF value of 1.512. It can be concluded that there is no multicollinearity among the independent variables in this study, as the tolerance value is greater than
0.01 and the VIF value is less than 10.

Table 3. Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	VIF
Content Marketing (X1)	0.661	1.512
Brand Trust (X2)	0.661	1.512

4.1.3 Heteroscedasticity Test

Based on the results of the heteroscedasticity test using the Glejser method shown in the table above, the Content Marketing (X1) variable has a significance value of 0.692 and the Brand Trust (X2) variable has a significance value of 0.057. It can be concluded that the independent variables in this study do not exhibit heteroscedasticity because their p-values are greater than 0.05.

Table 4. Heteroscedasticity Test Results (Glejser Test)

Variables	Significance
Content Marketing (X1)	0.692
Brand Trust (X2)	0.057

4.2 Multiple Regression Linear Analysis

Based on the results of the normality test using the Kolmogorov-Smirnov test shown in the table above, a significance value of 0.200 was obtained. Since this value is greater than the established standard of 0.05. Therefore, it can be concluded that the data in this study are normally distributed. Based on the table above, the Unstandardized Coefficients B section presents the calculation form of the following multiple linear regression equation:

Y = α + β1.X1 + β2.X2 + e

Y = 6.700 + 0.469 (X1) + 0.422 (X2)

The interpretation of the multiple linear regression equation results is as follows:

1. A constant value of 6.700 means that if content marketing and brand trust are both zero or non-existent, the purchase decision value is 6.700.

2. The coefficient value for the content marketing variable is positive, at 0.469. This means that if the content marketing variable increases by 1 unit, the purchase decision variable value will increase by 0.469.

3. The coefficient value for the brand trust variable is 0.422, indicating a positive relationship. This means that if the brand trust variable increases by 1 unit, the purchase decision variable value will increase by 0.422.

4.3 Hypothesis testing

4.3.1 Partial Test (T Test)

Based on the result of the T-test shown the table above, the content marketing variable has significance value of 0.000 < 0.05 with a t-count of 4.525 > t-table 1.984. These results support the acceptance of hypothesis H1, indicating a partial influence of content marketing on the purchase decision for Skintific skincare. The brand trust variable has a significance value of 0.001 < 0.05 with a t-count of 3.488 > t-table 1.984. These results prove that hypothesis H2 is accepted, meaning brand trust has a partial influence on the purchase decision of Skintific skincare.

Table 5. Partial Test Results (T Test)

Variables	T-table	T-count	Significance
Content Marketing (X1)	1.984	4.525	0.000
Brand Trust (X2)	1.984	3.488	0.001

4.3.2 Simultaneous Test (F Test)

Based on the results of the F-test in the table above, the significance value is 0.000 < 0.05, and the F-calculated value (F-count) is 38.575 > 3.09. Based on these results, H3 is proven to be accepted. This indicates that content marketing and brand trust simultaneously influence the purchase decision of Skintific skincare.

Table 6. Simultaneous Test Results (Test F)

Variables	T-table	T-count	Significance
Content Marketing (X1)	1.984	4.525	0.000
Brand Trust (X2)	1.984	3.488	0.001

4.3.3 Determination Coefficient Test (R2)

Based on the table above, which shows the results of the coefficient of determination (R^2) test, the obtained value is 0.432 or 43%. This result proves that the variables content marketing and brand trust influence the purchase decision by 43%, while the remaining 56.8% of the influence on the purchase decision is due to other factors not covered in this study.

Table 7. Determinant Coefficient Test Results R^2

Variables	F-table	F-count	Significance
Regression	3.09	38.575	0.000

5. Discussion

5.1 Effect of Content Marketing on Purchase Decision Skintific Skincare

The results of this research show that the average score obtained from evaluating the Content Marketing variable is 4.22. This indicates that the content shared so far by Skintific has a good perception among consumers. Skintific is active in distributing its content on Instagram due to the large number of Instagram users in Indonesia, with Indonesia ranking as the 4th largest user base in the world (DataIndonesia.id, 2024) [17]. Based on the content marketing matrix, Skintific has been successful in distributing its content. Firstly, in terms of 'educate,' Skintific has successfully provided content containing informational knowledge about skincare treatments in collaboration with SkinXpert. Furthermore, in terms of 'convince,' the content shared by Skintific has succeeded in convincing consumers about Skintific products, as evidenced by the fact that the ratings and reviews for Skintific skincare products are predominantly 5-star ratings (Female Daily, 2023) [18].

5.2 Effect of Brand Trust on Purchase Decision Skintific Skincare

According to the results of the hypothesis testing, namely the partial test (T-Test), it was found that Brand Trust yielded a significance value of 0.001 and a t-calculated value of 3.488. Based on the resulting significance value of $0.001 < 0.05$ and the resulting t-calculated value of $3.488 >$ t-table 1.984, it can be concluded that there is a relationship between brand trust and purchase decision, meaning that hypothesis H2 is accepted. If consumers trust a brand, the likelihood of purchase decision for that brand increases, as consumers tend to choose products from brands they trust, especially for skincare products that are applied directly to the skin, leading them to be more selective in choosing a brand they trust. If consumers trust a brand, it will likely lead them to make a purchase, aligning with the opinion of Febrianti & Widiartanto (2018), who state that the higher a consumer's trust in a brand, the higher their purchase decision level [19].

5.3 Effect Content Marketing and Brand Trust on Purchase Decision Skintific Skincare

Based on the resulting significance value of $0.000 < 0.05$ and the resulting F-calculated value of $38.575 >$ F-Table 3.09, it can be concluded that there is a simultaneous relationship between content marketing and brand trust on purchase decision, meaning that hypothesis H3 is accepted. This indicates that the two independent variables can mutually influence and positively support the purchase decision, meaning that the higher the quality of the shared content, the greater the level of consumer trust in the brand, and thus the consumer's purchase decision level will also increase. Although it can be concluded that there is an influence of content marketing and brand trust on the purchase decision, this influence is relatively weak. There are other factors influencing the purchase decision, not covered in this research, which account for 56.8%. Skintific needs to analyze and evaluate what other factors might influence the purchase decision, such as price, product quality, influencer endorsement, and others.

6. Conclusion and Recommendations

This research was conducted to determine whether content marketing on instagram and brand trust influence the purchase decision of Skintific skincare using 100 respondents. Based on the research findings the conclusion is that: content marketing has a partial

influence on the purchase decision of Skintific skincare, brand trust has a partial influence on the purchase decision of Skintific skincare, content marketing on instagram and brand trust simultaneously influence on the purchase decision of Skintific skincare. The adjusted R-square result of 0.432 indicates that content marketing and brand trust contribute 43.2% to the purchase decision of Skintific skincare, and the remaining 56.8% is attributed to other factors not covered in this research.

Based on the results of the questionnaire analysis on the content marketing variable, the indicator with the lowest average score is that the content is not routinely updated. Therefore, Skintific needs to increase the frequency of content updates. Skintific can create more diverse and engaging content that does not only focus on product promotion but also includes entertaining and relevant content to attract consumers more effectively.

Based on the results of the questionnaire analysis on the brand trust variable, the indicator with the lowest average score is reliability, meaning consumers do not yet fully rely on Skintific skincare. This could be due to several factors such as unsatisfying personal experiences or a low level of consumer confidence in the brand. Therefore, Skintific needs to increase consumer trust and enhance interaction with consumers to gather information about complaints and product shortcomings, which can be used for evaluation to improve product quality.

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