

The Influence of Digital Marketing and Brand Trust on Consumer Purchase Interest in the Tokopedia Marketplace (Study on Tokopedia Marketplace Visitors in Surabaya)

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ABSTRACT

The development of e-commerce is currently being favored by consumers, one of which is Tokopedia. Many advantages are obtained when shopping online. Other things are also obtained, namely, shopping activities become more practical, saving energy and time. Tokopedia experienced a 10% decrease in visitors. In the Top Brand Award, Tokopedia is in second place behind its competitor, Shopee. This study aims to determine the effect of digital marketing and brand trust on purchase intention at Tokopedia. The population in this study is comprised of consumers who have visited and seen advertisements on Tokopedia. The sampling technique used was purposive sampling with a total of 96 respondents. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is Partial Least squares (PLS). The results of the study show that Digital Marketing and Brand Trust have a positive and significant effect on Impulse Buying.

INTRODUCTION

Today, the growth of science and technological innovation is experiencing rapid progress in the era of globalization. Over time, customer needs and wants have become increasingly diverse. Technology is no longer a necessity of choice, but a necessity, because not everyone can survive without the help of technological advances.

Before the advancement of technological innovation, everyone who wanted to buy goods was expected to visit the store in person with a long cycle and spent a lot of time. In contrast to current technological advances, where customers are given convenience in every desire they need or need without having to meet face to face, the encouragement of technological innovation adds more value and has better time efficiency capabilities.

The push in technology today doesn't just make it easier to make ends meet, get work done or travel. Technological innovation greatly affects economic performance, but technological innovation can also have a negative impact if it is not used properly and misused by irresponsible groups will cause losses. Technology is a fundamental aid and is one of the variables for progress in the industrial sector. Mechanical progress underlies the development of many new business opening doors or online businesses that create many types with various benefits and offers.

Open doors for new businesses have the convenience of reaching a very wide market, locally and even abroad, which can be reached effectively. This of course, provides a huge open door for any business that is just starting out or a business looking to increase profits and further make it easier for clients or digital shoppers to shop to meet their growing needs.

It is estimated that the number of digital buyers in Indonesia will continue to grow until 2022. In 2018, it is estimated that there will be 31.6 million digital consumers in Indonesia, or 11.8% of the country's population. (katadata.com). One of the most frequent steps for digital shopping in Indonesia is through an online business or marketplace. (Ma'rifah, 2022) characterizes the marketplace as an application that acts as a liaison between sellers and buyers in buying and selling online on the internet, and as a third party. Marketplace can also be used for payment transactions.

Marketplace acts as a third party in online buying and selling by providing a place to sell and means of payment, it is very profitable for a business person to know the open door about his competitors by obtaining data about merchandise sold by other online stores Marketplace in the business world is very tempting, especially in Indonesia. The Ministry of Communication and Data of the Republic of Indonesia provides information on the development of the value of the Indonesian marketplace in 2022, which is included in the top 10 countries with a development of nearly 32%. This situation shows that buying and selling online has a fairly good economic value so that it is widely used by business people. In accordance with the rapid progress of the marketplace, the value of digital transactions has also increased.

LITERATURE REVIEW

A. Digital Marketing

Marketing is some of the important variables in a company that has a fixed goal to grow and create profits. As pointed out by (Andy Prasetyo Wati et al., 2020) Digital Marketing is an umbrella term for marketing targeted, measurable and intuitive products and services that utilize advanced innovation. The main objective of layers of advertising is to grow the brand, shape the likes of others and increase the number of store visitors through various digital marketing techniques. Another term for digital marketing is online marketing or internet marketing. Digital marketing is almost the same as marketing in general. But the most important thing is electronic devices connected to the Internet. (Sulaksono & Zakaria, 2020) Digital marketing is advertising and market research through online digital media using several media such as social media. Cyberspace no longer just allows people to connect to devices, but people to other people around the world.

(Abdu, 2018) Digital marketing helps companies introduce their products and services, so customers looking for these products can easily contact these companies. Establish virtual one-to-one communications with consumers to share information and receive product and business recommendations. Along with digital marketing, it can help retailers create better products, services and customer experiences.

From several definitions of digital marketing put forward by experts, it can be concluded that digital marketing is a marketing strategy to promote brands and increase sales traffic with various digital or online techniques. Many of the devices used for digital marketing strategies are, of course, connected to the internet. Researchers agree with the theory put forward by (Andy Prasetyo Wati et al., 2020) digital marketing strategies are prioritized to increase sales traffic for a business.

B. Brand Trust

According to (Wadi et al., 2021) Given that consumers believe that brands can place their interests at the top, producers can in this scenario provide what customers want from goods. Brand trust is a company's belief that a product or service is worthy of customer evaluation and trust.

Brand Trust or brand trust according to Doney and Canon 2015 (Fajrin Mustika Hapsari, 2022) Customers will be able to choose brands more quickly and more easily, increasing their confidence and reducing the possibility of dubious purchases. potential customers will have more confidence in the company's ability to meet their needs and wants by developing confidence in them.

According to (Revelation of Laksono Nanang Suryadi, 2020). But brand trust is the buyer's ability to trust a product with the functions it performs. In order to fulfill the promised value and goodwill of the brand, brand belief must be reliable and based on the trust placed in customers. Because of its relation to a person's mindset, brand certainty or brand loyalty was first examined only in the psychology profession. Because trust is now extended to objects as well as

people, it has been examined in various fields including sociology, organizational behavior, and marketing. Trust is the idea that exchange relationships will continue as well as trust in products that have the attributes and benefits of these properties (Ilmiyah & Krishernawan, 2020).

According to several definitions of brand trust offered by experts, brand trust or brand trust is consumer trust in a brand because of the hope that the brand will produce profitable results. Researchers agree with the theory put forward by Doney and Canon 2015 (Fajrin Mustika Hapsari, 2022) brand trust can reduce uncertain purchases.

C. Interest to Buy

Those who are attracted to an object will have the strength or tendency to engage in a number of activities to approach or obtain the object. Interest is something personal and related to attitude. Kotler & Keller (2012) claim that interest in buying is a consumer behavior that develops in reaction to an object indicating the customer's intention to make a purchase at (Bakti & Septijantini Alie, 2020). The value of the goods considered influences the choice to buy. The desire to buy something increases because the perceived benefits outweigh the costs of acquiring it. Conversely, if the benefits are less than the compromise, the customer will usually return and look at alternative, comparable items.

In contrast, Sutisna and Pawitra suggest that buying interest is connected to consumer plans to buy certain products and how many units of these products are needed in a certain period of time (Adrian, 2019). Interest is a psychological characteristic that influences behavior and one of the factors that encourage people to buy goods and services. Interest in buying is a psychological factor, according to Schiffman and Kanuk in (Rosdiana et al., 2019) which significantly influences attitudes and behavior.

D. The Influence of Digital Marketing on Purchase Intention

Together with technological advances, Indonesians who previously visited shops to make purchases instead of using digital media or shopping online are more interested in internet buying because of how simple transactions, orders and information search are. Muljono (2018) claims that digital marketing makes it easier for businesses to find potential customers by using the internet and information technology as marketing media. Therefore, by turning to online media, also known as digital marketing, every organization must be able to change their marketing plans. (Andy Prasetyo Wati et al., 2020) digital marketing can reach potential consumers and an expanding target market will make products seen by many people, resulting in a large number of visitors which can have an impact on consumer buying interest in products or services.

According to a study conducted by (Izzah Nur Masyithoh & Ivo Novitaningtyas, 2021) digital marketing significantly and profitably influences consumer interest in making purchases on the Tokopedia market. Customers are encouraged to purchase products as a result of the company's Digital marketing efforts. Consumers believe that internet marketing is more engaging, easier to track, and more informative when it comes to product descriptions.

This is also in line with research (Sangari & Octaviana, 2021) that consumer buying behavior is influenced by digital marketing.

In research conducted by (Mustika Hapsari & Setya Marwati, 2022) it shows that the brand trust variable greatly influences purchase intention. Consumers have or have an intention to purchase a product due to the brand trust factor. In line with the results of research (Wulandari, 2020) it shows that brand trust is very attractive to consumers to buy by placing their trust in costume products in Sociolla E-commerce. This is also in line with the results of research by (Arnanda Awal Nikmatulloh & Andi Wijayanto, 2021) Interest in online purchases is significantly and positively influenced by self-confidence. This means that if there is an increase in brand trust, there will also be an increase in purchase intention. On the other hand, a decrease in brand confidence will have an impact on a decrease in interest in buying books. According to the above statement, brand trust commands special attention in the eyes of customers.

Conceptual Framework

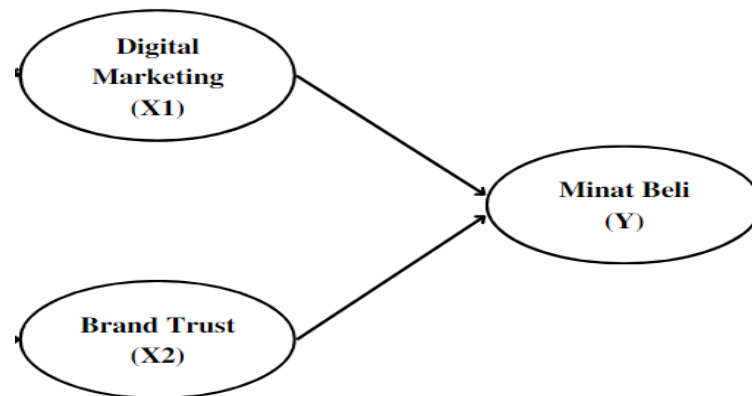


Figure 1. Conceptual Framework

Hypothesis

A hypothesis is basically a temporary conclusion or conjecture on a problem from a theoretical framework. Based on the background, the formulation of the problem and the theory of causality, the hypotheses in this study are as follows:

H1: It is suspected that Digital Marketing has a positive effect on Purchase Intention at Tokopedia E-commerce in Surabaya.

H2: It is suspected that Brand Trust has a positive effect on Purchase Intention at Tokopedia E-commerce in Surabaya.

METODOLOGY

Population is a generalized area consisting of people or things with certain attributes and characteristics that researchers have chosen to study and then draw their conclusions from. Sugiyono (2017:297). (2017: 297) The population includes all the characteristics/specifications that the subject or object has, not just the number of individuals present in the object/subject being studied. Given that the people who make up the population are residents

living in Surabaya, the size of the population in this study is not limited or uncountable, and the exact number is unknown.

The sample represents the components of the population size and make-up. One of the strategies used to select the research sample is the sampling methodology. The non-probability method with a purposive sampler technique, or a criteria-based sampler, was used to conduct the sample in this study. Purposively Sampling, according to Sugiyono (2017: 85), is a sampling technique based on determining the following criteria:

1. Respondents who have visited the online marketplace store Tokopedia.
2. Respondents who have known about Tokopedia marketplace advertisements.
3. Respondents aged 17 years and over.

Sample size estimates are based on sample measurement criteria because the exact size of the population is not known. according to Ghazali (2013), the number of samples depends on the number of parameters estimated, the guideline is 5-10 times the number of parameters estimated. In this study there were 12 indicators, thus the number of samples in this study was 12 (indicators) x 8 = 96 respondents.

The Technique of Analysis data used PLS. PLS was chosen as the analytical tool in this work, and a component-based SEM approach was used to perform the data analysis. Because it is frequently used for complex predictive analysis and is a suitable technique for theory as in this study, Partial Least Square (PLS) was chosen as this analysis tool. In situations where the indication is formative, PLS is a more accurate predictive method. When the latent variable indicators are combined linearly, it is easy to predict the value of the hidden variable.

THE RESULT

1. Tokopedia Company Profile

Tokopedia was officially established on February 6 2009 by William Tanuwijaya and Leotinus Alpha Edison, in the same year on August 17 2009 Tokopedia was introduced to the public. At that time, Tokopedia managed to become one of the internet companies in Indonesia and was able to develop well. Tokopedia provides new innovations in working and selling easily as well as providing information exchange facilities, secure payment processes, integrated logistics arrangements, providing reviews, and providing quality product recommendations.

Tokopedia is an e-commerce that makes buying and selling now easy and cheap. Tokopedia provides free C2C (consumer-to-consumer) and B2C (business to consumer) businesses for buyers and sellers. Tokopedia also offers digitization products, such as digital payments so consumers can make these payments online. These digital payments such as phone credit, insurance, electricity bills, water, telephone, credit cards, pay TV, game vouchers and other transportation tickets, such as airplane tickets, trains, events, concerts, shows and other types of digital products continue to grow every year moment.

Tokopedia is here to make it easier for users to browse, shop and sell at any time. So as to successfully maintain its position as the e-commerce with the

most active users, Tokopedia generates revenue of up to IDR 1 trillion per month and continues to increase to date. Therefore Tokopedia is included as one of the three Indonesian start-up companies with the title Unicorn.

Tokopedia has a vision "to build an ecosystem where anyone can start and find anything" and has a mission "to achieve digital economic equality". Tokopedia is also trying to build a world-class technology company that will continue to create opportunities, increase financial inclusion, and also help all citizens to make it easier and realize shared goals.

2. Description of Research Results

Respondents who were used as samples for this study were people who had visited online stores and had seen advertisements from Tokopedia. The object or location used in the sample room is in the Surabaya area with a total of 96 respondents.

3. Distribution of Questionnaires

Questionnaires were distributed in an effort to obtain the sample needed in the study where the determination of the selected sample in this study used the non-probability sampling method with the sampling technique carried out through accidental sampling. Determination of the sample by providing one or several specific characteristics according to what the researcher wants. The sample taken by the researcher was 96 respondents, namely people who had visited the Tokopedia online store.

4. Characteristics of Respondents

The data regarding the respondents can be identified through a recap of the questionnaire distributed by the researcher. In this case the respondent is required to answer the questions posed by the researcher in the questionnaire. From the questionnaire, the following data were obtained:

a. Gender of Respondents

Of the 96 respondents who answered the questionnaire, the data obtained by the researcher was in the form of the gender of the respondent which can be seen in the following table:

Table 1. Characteristics of Respondents' Gender

No	Gender	Amount	Percentage (%)
1.	Man	37	36.6%
2.	Woman	59	58.4%
	Amount	96	100%

Source: Primary Data (processed data). 2023

Based on table 1 it can be seen that respondents were dominated by women with a percentage of 58.4%, while men were 36.6%. With female respondents as many as 59 people and men as many as 37 people. So that the total number of respondents is as many as 96 respondents.

a. Respondent Age

96 respondents who answered the questionnaire that was given, it can be seen the gender of the respondents in the table below.

Table 2. Age Characteristics of Respondents

No	Gender	Amount	Percentage(%)
1.	17 - 25 Years	28	29.2%
2.	26 - 30 Years	23	24.0%
3.	31 - 35 Years	15	15.6%
4.	36 - 40 Years	17	17.7%
5.	>41 Years	13	13.5%
Amount		96	100%

Source: Primary Data (data processed). 2023

Based on the table above it can be seen that consumers who have visited the site on Tokopedia, the number of respondents is dominated by ages 17-25 years. This is possible because at this age level there is still an interest in shopping behavior, and more curious behavior about product information in shopping.

b. Respondent's Occupation

96 respondents who answered the questionnaire, the data obtained by the researcher was in the form of the respondent's work which can be seen in the following table:

Table 3. Respondents Occupational Characteristics

No.	Job	Amount	Percentage(%)
1.	Students	28	29.17%
2.	Government employees	27	28.13%
3.	Businessman	24	25.00%
4.	Private sector employee	17	17.71%
Amount		96	100%

Source: Primary Data (processed data). 2023

Based on table 3, it can be seen that the most respondents were from students with a total of 28 people. Then from among civil servants there were 27 people, then from entrepreneurs there were 24 people, and private employees totaled 17 people. Description of Digital Marketing Variables (X1).

Based on the results of distributing questionnaires by researchers, the following data were obtained:

Table 4. Respondents for Digital Marketing questions

No	Pertanyaan	Skor jawaban					Total
		1	2	3	4	5	
1	Iklan text Tokopedia yang muncul di mesin pencarian menarik perhatian untuk berkunjung ke situs website Tokopedia.	4	8	16	42	26	96
		4.17%	8.33%	16.67%	43.75%	27.08%	100%
2	Situs website Tokopedia menjadi teratas di mesin pencarian dan menarik untuk dikunjungi karena relevan dengan kebutuhan konsumen.	2	8	27	27	32	96
		2.08%	8.33%	28.13%	28.13%	33.33%	100%
3	Media sosial yang digunakan Tokopedia adalah bentuk pendekatan dengan konsumen yang efektif.	2	16	17	40	21	96
		2.08%	16.67%	17.71%	41.67%	21.88%	100%
4	Iklan media sosial Tokopedia yang ditampilkan sesuai dengan ketertarikan masing-masing konsumen dan menarik untuk dikunjungi.	3	8	15	42	28	96
		3.13%	8.33%	15.63%	43.75%	29.17%	100%

Source: Questionnaire Dissemination Results (Data processed)

Based on table 4 above, several things can be explained as follows:

1. The first indicator of Digital Marketing, namely "Search Engine Marketing" Tokopedia text ads that appear on search engines attract attention to visiting the Tokopedia website, getting the most response at a score of 4 with the number of respondents 42 or 52.5%. That is, most of the respondents answered agree.
2. The second indicator of Digital Marketing, namely "Search Engine Optimization". The Tokopedia website tops search engines and is interesting to visit because it is relevant to consumer needs, getting the most responses on a score of 5 with a total of 32 or 33.3% respondents. That is, most respondents answered strongly agree.
3. The third indicator of Digital Marketing, namely "Social Media Marketing". The social media used by Tokopedia is a form of approach with effective consumers, getting the most responses at a score of 4 with the number of respondents 40 or 41.7%. That is, most of the respondents answered agree.
4. The fourth indicator of Digital Marketing, namely "Online Advertising" Tokopedia which is displayed according to the interests of each consumer and is interesting to visit, received the most response at a score

of 4 with the number of respondents 42 or 43.7%. That is, most of the respondents answered agree.

Description of Brand Trust Variable (X2)

Based on the results of distributing questionnaires by researchers, the following answers were obtained:

Table 5. Respondents' Answers to Brand Image Questions

No	Pertanyaan	Skor jawaban					
		1	2	3	4	5	Total
1	Tokopedia adalah E-commerce andalan untuk berbelanja online.	2	12	17	35	30	96
		2.08%	12.50%	17.71%	36.46%	31.25%	100%
2	Tokopedia adalah situs paling jujur dalam jual beli online dengan produk yang dijual sama saat produk datang dan diterima konsumen.	2	9	28	36	21	96
		2.08%	9.38%	29.17%	37.50%	21.88%	100%
3	Tokopedia adalah E-commerce yang mengutamakan keluhan dan masalah konsumen dengan menyediakan customer service yang tanggap dan garansi disetiap produk yang dijual.	4	11	21	41	19	96
		4.17%	11.46%	21.88%	42.71%	19.79%	100%
4	Tokopedia adalah E-commerce yang sangat berkualitas dalam jual beli online dengan menjual kebutuhan konsumen terlengkap dan terpercaya.	2	10	22	39	23	96
		2.08%	10.42%	22.92%	40.63%	23.96%	100%

Source: Questionnaire Dissemination Results (Data processed)

Based on table 5 above, several things can be explained as follows:

1. The first indicator of Brand Trust, namely "Relibility" Tokopedia is a reliable E-commerce for online shopping, gets the most response at a score of 4 with the number of respondents 35 or 36.5%. This means that most of the respondents answered agree.
2. The second indicator of Brand Trust, namely "Integrity" Tokopedia is the most honest site in buying and selling online with products that are sold

the same when the product arrives and is received by consumers. This means that most of the respondents answered agree.

3. The third indicator of Brand Trust, namely Tokopedia's "Concern" is E-commerce that prioritizes consumer complaints and problems by providing responsive customer service and guarantees for every product sold, getting the most response on a score of 4 with the number of respondents 41 or 42.7%. This means that more respondents answered agree.
4. The fourth indicator of Brand Trust, namely Tokopedia's "Credibility" is E-commerce that is highly qualified in buying and selling online by selling the most complete and reliable consumer needs, getting the most responses on a score of 3 with the number of respondents 39 or 40.6%. This means that more respondents answered neutral.

Variable Description of Buying Interest (Y)

Based on the results of distributing questionnaires by researchers, the following answers were obtained:

Table 6. Respondents' Answer about Buying Interest

No	Pertanyaan	Skor jawaban					Total
		1	2	3	4	5	
1	Tokopedia situs E-commerce yang terpercaya untuk membeli produk secara online.	2	11	22	31	30	96
		2.08%	11.46%	22.92%	32.29%	31.25%	100%
2	Merekomendasikan Tokopedia menjadi E-commerce terbaik kepada orang lain yang akan berbelanja online.	2	9	22	36	27	96
		2.08%	9.38%	22.92%	37.50%	28.13%	100%
3	Tokopedia menjadi pilihan utama untuk berbelanja online.	2	9	24	35	26	96
		2.08%	9.38%	25.00%	36.46%	27.08%	100%
4	Informasi mengenai Tokopedia diberbagai platform online sangat mudah ditemukan	3	9	15	36	33	96
		3.13%	9.38%	15.63%	37.50%	34.38%	100%

Source: Questionnaire Dissemination Results (Data processed)

Based on table 6 above, several things can be explained as follows:

1. The first indicator of purchase intention, namely "Transactional Interest" Tokopedia, a trusted e-commerce site for buying products online, received the most responses at a score of 4 with a total of 31 respondents or 32.3%. That is, most of the respondents answered agree.

2. The second indicator of buying interest, namely "Referential Interest". Recommends Tokopedia to be the best E-commerce to other people who will shop online, gets the most response at a score of 4 with the number of respondents 36 or 37.5%. That is, most of the respondents answered agree.
3. The third indicator of buying interest, namely "Preferential Interest". Tokopedia is the main choice for online shopping, getting the most responses at a score of 4 with a total of 35 or 36.5% of respondents. That is, most of the respondents answered neutral.
4. The fourth indicator of buying interest, namely "Explorative Interest". Information about Tokopedia on various online platforms is very easy to find, getting the most responses at a score of 4 with the number of respondents 36 or 37.5%. That is, most of the respondents answered agree.

Hypothesis Analysis and Testing

a. Evaluation of Outliers

Outlier data according to Ghozali (2008) are cases or data that have unique characteristics that look very much different from other observations and appear in the form of extreme values for either a single variable or a combination. Detection of univariate outliers can be done by determining the limit values that will be categorized as outlier data by converting data values into standardized scores or commonly called z-scores (Ghozali, 2008).

According to Ghozali (2008) there are four causes of outlier data (1) errors in data entry, (2) failure to specify missing values in computer programs, (3) outliers are not members of the population that we take as samples, but (4) the outliers come from the population that we take as a sample, but the distribution of the variables in the population has extreme values and is not normally distributed.

Tests for multivariate outliers were performed using Mahalanobis (data with a certain distance from the mean) at the $p < 1\%$ level. The Mahalanobis distance was evaluated using X^2 (chi squared) in degrees of freedom equal to the number of variables used in this study.

There are outliers if Expensive. Maximum Distance > Prob. & Number of variables [=CHIINV(0.001; 12) : search via Excel] = 32.90949

Table 7. Outlier Test

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	37.160	68.830	48.500	6.219	96
Std. Predicted Value	-1.824	3.269	.000	1.000	96
Standard Error of Predicted Value	2.851	12.737	5.262	2.018	96
Adjusted Predicted Value	37.850	75.860	48.290	6.404	96

Residual	-46.883	51.451	.000	27.154	96
Std. Residual	-1.699	1.865	.000	0.984	96
Stud. Residual	-1.738	1.897	.004	1.006	96
Deleted Residual	-49.063	53.261	.214	28.410	96
Stud. Deleted Residual	-1.758	1.925	.004	1.011	96
Mahal. Distance	.025	19.253	2.969	3.418	96
Cook's Distance	.000	.130	.012	0.019	96
Centered Leverage Value	.000	.203	.031	0.036	96

a. Dependent Variable: Resp

Source: Results of Data Processing

From the outlier test table, the Mahal Distance Maximum value of the respondent's data is 19,253 which is smaller than the Mahal Distance Maximum outlier which is determined to be 32,90949, which means that the data has no outliers, thus it can be said that the data has good quality and can be continued for processed further, with a total sample of 96 respondents.

b. PLS Interpretation Results

Outer Model (Measurement Model and Indicator Validity)

The measurement model in this study uses exogenous variables with reflective indicators including Digital Marketing (X1) and Brand Trust (X2), as well as endogenous variables, namely Purchase Intention (Y). To measure the validity of one of the indicators based on the output of the outer loading table, that is by looking at the magnitude of the factor loading value, because in this modeling all indicators are reflective, the table used is the output outer loading.

Table 8. Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STDEV)
X1.1 <- Digital Marketing (X1)	0.781248	0.767907	0.069867	0.069867	11.181896
X1.2 <- Digital Marketing (X1)	0.747339	0.744092	0.057511	0.057511	12.994816
X1.3 <- Digital Marketing (X1)	0.770600	0.765449	0.058377	0.058377	13.200335

X1.4 <- Digital Marketing (X1)	0.862058	0.859501	0.036066	0.036066	23.902287
X2.1 <- Brand Trust (X2)	0.760058	0.755548	0.055178	0.055178	13.774586
X2.2 <- Brand Trust (X2)	0.805509	0.80362	0.039424	0.039424	20.432055
X2.3 <- Brand Trust (X2)	0.810950	0.802326	0.055181	0.055181	14.696292
X2.4 <- Brand Trust (X2)	0.794207	0.788289	0.047365	0.047365	16.767934
Y1.1 <- Minat Beli (Y)	0.808249	0.802911	0.044865	0.044865	18.015050
Y1.2 <- Minat Beli (Y)	0.744252	0.739373	0.058314	0.058314	12.762798
Y1.3 <- Minat Beli (Y)	0.793540	0.787949	0.048856	0.048856	16.242539
Y1.4 <- Minat Beli (Y)	0.804943	0.798756	0.048428	0.048428	16.621533

Source: Results of Data Processing

From the table above, the validity of the indicators is measured by looking at the Factor Loading Value of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at $\alpha = 0.05$). Factor Loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the Digital Marketing (X1), Brand Trust (X2), and Purchase Intention (Y) variables, show a loading factor (original sample) greater than 0.50 and or significant (Value The T-Statistic is more than the value of Z $\alpha = 0.05$ (5%) = 1.96), thus the results of the estimation of all indicators have met Convergent validity or good validity.

Measurement of indicator validity can also be seen from the Cross Loading table, if the factor loading value for each indicator on each variable is greater than the factor loading for each indicator on the other variables, then the factor loading is said to be valid, but if the loading factor value is smaller than the indicator of other variables, it is said to be invalid.

Table 9. Cross Loading

Indikator	Digital Marketing (X1)	Minat Beli (Y)	Brand Trust (X2)
X1.1	0.781248	0.520892	0.467778
X1.2	0.747339	0.540008	0.501837
X1.3	0.770600	0.462963	0.485088
X1.4	0.862058	0.615757	0.544359
X2.1	0.501296	0.557473	0.760058
X2.2	0.496487	0.570637	0.805509
X2.3	0.468027	0.497301	0.810950
X2.4	0.538031	0.523038	0.794207
Y1.1	0.508787	0.808249	0.542295
Y1.2	0.515557	0.744252	0.596658
Y1.3	0.557283	0.793540	0.491987
Y1.4	0.563477	0.804943	0.506947

Source: Results of Data Processing

From the results of cross loading data processing, it is obtained that all loading factor values for each indicator are good for Digital Marketing (X1), Brand Trust (X2), and Purchase Intention (Y), indicating a greater factor loading value compared to the indicator factor loading of other variables, so that it can be said that all indicators in this study have fulfilled their validity or have good validity.

Average Variance Extracted (AVE)

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable it can be seen from the Average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

Table 10. Average variance extracted (AVE)

	AVE
Digital Marketing (X1)	0.626458
Minat Beli (Y)	0.621204
Brand Trust (X2)	0.628734

Source: Results of Data Processing

AVE test results for the Digital Marketing variable (X1) of 0.626458, the Brand Trust variable (X2) of 0.621204, and Purchase Intention (Y) of 0.628734, these three variables show a value of more than 0.5, so All variables in this study can be said to have good validity.

Composite Reliability

Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70 then the indicator is called consistent in measuring its latent variables.

Table 11. Composite Reliability

	Composite Reliability
Digital Marketing (X1)	0.869932
Minat Beli (Y1)	0.867599
Brand Trust (X2)	0.871295

Source: Results of Data Processing

The results of the Composite Reliability test show that the Digital Marketing variable (X1) is 0.869932, the Brand Trust variable (X2) is 0.867559, and Purchase Intention (Y) is 0.871295, these three variables show a Composite Reliability value above 0.70 so that it can be said that all variables in this study are very reliable.

Latent Variable Correlation

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

Table 12. Laten Variable Correlation

	Brand Trust (X2)	Digital Marketing (X1)	Minat Beli (Y)
Brand Trust (X2)	1.000000		
Digital Marketing (X1)	0.632727	1.000000	
Minat Beli (Y)	0.679932	0.681017	1.000000

Source: Results of Data Processing

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value above 0.5. The highest correlation value is found between the Digital Marketing (X1) variable and Purchase Intention (Y) of 0681017, it can also be stated that among the variables in the research model, the relationship between Digital Marketing (X1) and Purchase Intention (Y) shows a relationship stronger than the relationship between other variables, this can also be interpreted that in this research model, the level of buying interest is moregaruhi oleh variabel Digital Marketing dibandingkan variabel Brand Trust.

PLS Model Analysis

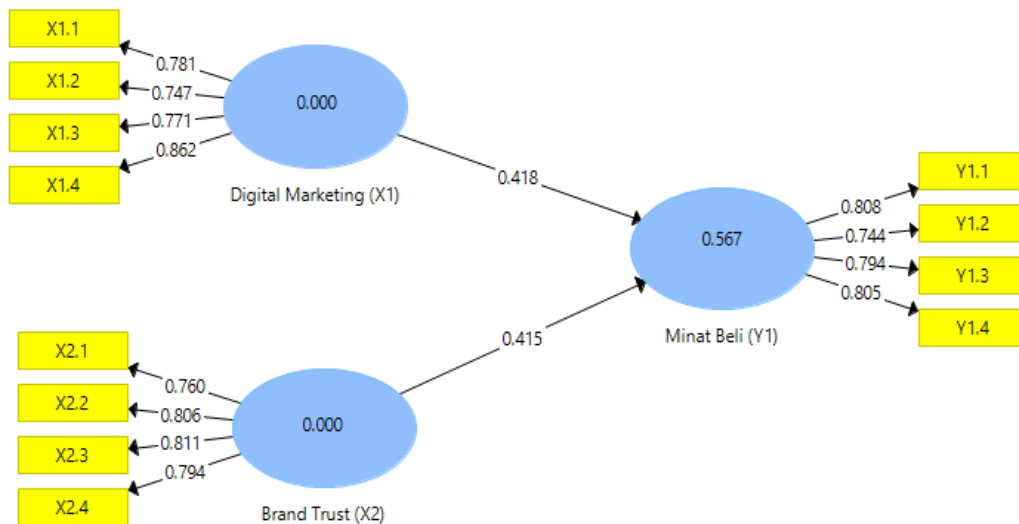


Figure 2. Outer Model with Factor Loading, Path Coefficient and R-Square
 Source: Results of Data Processing

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between variables and indicators, you can also see the magnitude of the path coefficients (path coefficients) which are above the arrow line between exogenous variables and endogenous variables. In addition, it can also be seen that the magnitude of

the R-Square is right inside the circle of endogenous variables (Purchasing Decision variables).

Inner Model (Structural Model Testing)

Testing of the structural model is carried out by looking at the R-Square value which is a goodness-fit model test. Inner model testing can be seen from the R-square value in the equation between latent variables. The R2 value describes how much the exogenous (independent/free) variables in the model are able to explain endogenous variables (dependent / dependent).

Tabel 13. R-square

R Square	
Digital Marketing (X1)	
Minat Beli (Y1)	0.567206
Brand Trust (X2)	

Source: Results of Data Processing

The value of $R^2 = 0.567206$ It can be interpreted that the model is able to explain the phenomenon of buying interest which is influenced by independent variables including Digital Marketing and Brand Trust variants of 56.72%. While the remaining 43.28% is explained by other variables outside of this study (besides Digital Marketing and Brand Trust).

Hypothesis Testing

Furthermore, for testing the hypothesis, it can be seen from the results of the coefficients and T-statistic values of the inner model in the following table.

Tabel 14. Path Coefficients

	Path Coefficient (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing (X1) -> Minat Beli (Y1)	0.418248	0.416345	0.093668	4.465235	0.000010
Brand Trust (X2) -> Minat Beli (Y1)	0.415295	0.414746	0.098457	4.218043	0.000029

Source: Results of Data Processing

From the table above it can be concluded that the hypothesis states:

H1. Allegedly Digital Marketing (X1) has a positive effect on Purchase intention (Y) is acceptable, with a path coefficient of 0.418248, and a T-statistic value of 4.465235 greater than the Z value $\alpha = 0.05$ (5%) = 1.96, then it is significant (positive).

H2. Allegedly Brand Trust (X2) has a positive effect on Purchase Intention (Y) is acceptable, with a path coefficient of 0.415295, and a T-statistic value of 4.218043 greater than the Z value $\alpha = 0.05$ (5%) = 1.96, then it is significant (positive).

The significant results of the T-Statistics test for this hypothesis can be seen from the smartPLS output with bootstrapping in the following figure:

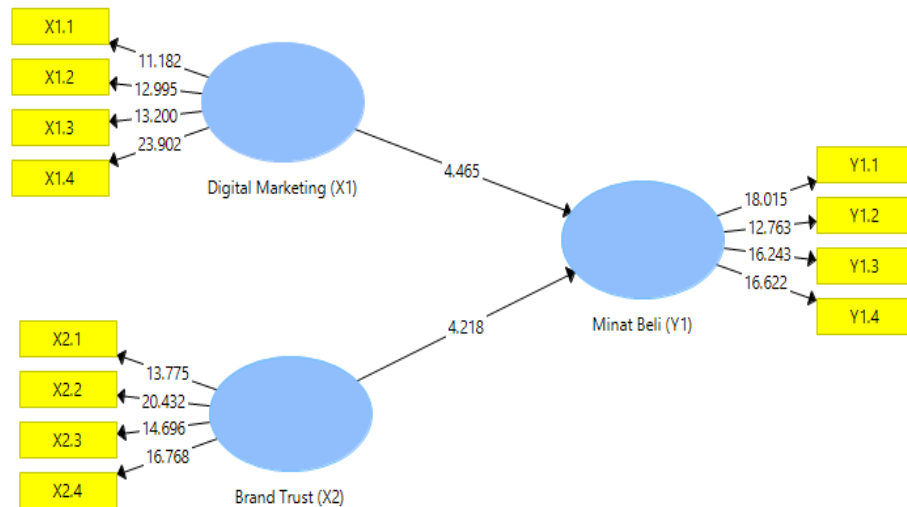


Figure 3. Inner Model with the Significance Value of the Bootstrapping T-Statistic
 Source: Results of Data Processing

DISCUSSION

Effect of Digital Marketing (X1) on Purchase Intention (Y)

Based on the results of research that has been done with path coefficients 0.418248, and T-statistic value $4.465235 > 1.96$, (T-table value of $Z\alpha = 0.05$), or P-Value $0.002 < 0.05$, with Significant (positive) results. Then the hypothesis regarding the effect of Digital Marketing on buying interest on the Tokopedia marketplace in Surabaya.

The results of the analysis based on factor loading on the Digital Marketing variable show that the indicator that has the highest percentage is Online Advertising. Online Advertising in question is that from various kinds of advertisements that are displayed on various social media platforms, Tokopedia can increase consumer buying interest after seeing the advertisement. The more interesting and relevant social media ads are to consumers, the more willing they are to buy products from Tokopedia.

The results of this study are in accordance with research conducted by (Pangkey, F., Furkan, L., Mulyono, L. 2019) with the title Effects of Artificial Intelligence and Digital Marketing on Consumer Purchase Interest (study of the millennial generation) which has the result that Digital Marketing has a

significant (positive) influence on interest in buying goods online, as well as research (Sangari & Octaviana. 2021) with research entitled Effects of Digital Marketing and Product Variation on Purchase Interest in the Era of Covid 19 in Tokopedia Application Users showing Digital results Marketing has a positive and significant effect on the interest in buying goods online at Tokopedia.

Based on the explanation above, it can be concluded that Digital Marketing can influence buying interest on the Tokopedia marketplace in Surabaya, because the more attractive and relevant social media ads are to consumers, the more consumers will want to buy products at Tokopedia.4.4.2 Pengaruh Brand Trust (X2) Terhadap Minat Beli (Y)

Based on the results of research that has been done with path coefficients of 0.415295, and a T-statistic value of 4.218043 > 1.96 (T-table value of $Z\alpha = 0.05$), or P-Value 0.025 < 0.05, with significant results (positive). So the Brand Trust variable has a significant (positive) effect on buying interest on the Tokopedia marketplace in Surabaya.

The results of the analysis based on factor loading on the Brand Trust variable show that the indicator that has the highest percentage is Concern or concern for consumers. Tokopedia prioritizes consumer complaints and problems by providing responsive customer service and guarantees for every product sold, thereby creating trust in Tokopedia and increasing the desire to buy its products.

The results of this study are in accordance with previous research conducted by (Wulandari, 2020), entitled The Effect Of Brand Image, Brand Trust, And Advertising On Consumer Purchase Interest In Cosmetic Products (Study On Sociolla E-Commerce Users) which has the result that Brand Trust has a significant (positive) influence on the intention to buy goods online. Likewise with research (Fajrin Mustika Hapsari, 2022), entitled The Influence of Brand Trust, Social Media and Online Customer Reviews on Buying Interest on the Shopee Marketplace which shows the results that Brand Trust has a positive effect on online buying interest on the Shopee buying and selling site.

Based on the explanation above, it can be concluded that the Brand Trust variable can influence buying interest on the Tokopedia marketplace in Surabaya. The better the marketplace concern for consumers, the more it will increase the desire to buy goods at Tokopedia. Because consumers will feel safe and not worried when buying a product on the marketplace at Tokopedia.

CONCLUSIONS AND RECOMMENDATIONS

Based on the test results using PLS analysis to test the effect of Digital Marketing and Brand Trust on Purchase Interest on the Tokopedia marketplace in Surabaya, the following conclusions can be drawn:

1. Digital Marketing has contributed to buying interest on the Tokopedia marketplace in Surabaya. This shows that the better Online Advertising that is displayed on various Tokopedia social media platforms can increase consumer buying interest because consumers find these advertisements interesting and relevant according to their needs, this increases consumers' desire to buy products from Tokopedia.

2. Brand Trust has contributed to buying interest on the Tokopedia marketplace in Surabaya. This shows Tokopedia's concern for consumers. Tokopedia prioritizes consumer complaints and problems by providing responsive customer service and guarantees for every product sold, reducing consumer concerns about Tokopedia thereby increasing consumer buying interest.

From the results of this study, several suggestions can be given that can be considered as material in making decisions in the future. Here are some suggestions to consider:

1. It is hoped that Tokopedia will be able to review the online advertising of all advertisements that have been served to potential customers, it is recommended to further improve the quality of the advertising content so that it is even better and more specific to target potential consumers for content that is relevant to the interests and desires of their potential customers and become evaluation material for the future.
2. It is hoped that Tokopedia can review and reduce consumer concerns or worries when making purchases by providing even better guarantees to consumers. Provide more responsive and fast customer service to serve all kinds of problems from consumers. so that potential consumers will have the desire to buy products at Tokopedia and become the marketplace of choice.
3. It is hoped that future researchers can continue this research and take more samples with even more variables. Thus, this follow-up research can provide a more specific description of the variables that influence consumer buying interest in purchasing products on the Tokopedia marketplace.

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