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THE RELATIONSHIP BETWEEN ADVERTISING ATTRACTIVENESS AND INFLUENCER MARKETING TOWARD PURCHASE DECISION THROUGH TRUSTWORTHINESS

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Abstract. The rapid growth of digital technology and social media has reshaped how consumers interact with brands and make purchasing decision. The integration of e-commerce and social platforms, such as the collaboration between Tokopedia and Tiktok, has created a new digital shopping environment that values visual engagement, interactivity, and message authenticity. This study examines the influence of Advertising Attractiveness and Influencer Marketing on Purchase Decision, with Trustworthiness as a mediating variable among Tokopedia users connected through TikTok. A quantitative survey was conducted among users who had made purchases through the integrated platforms, and data were analyzed using Covariance-Based Structural Equation Modeling. The study highlights the key role of trust as a bridge between digital marketing strategies and consumer behavior, emphasizing that emotional connection and message integrity are central to purchase decisions. These findings offer valuable insights for marketers to prioritize authenticity, transparency, and credibility in building meaningful and sustainable relationships with consumers.

Keywords; Advertising Attractiveness, Influencer Marketing, Trustworthiness, Purchase Decision

1. Introduction

The rapid development of digital technology and social media has fundamentally transformed how consumer interact with brands and make purchasing decision in the current experience driven economy (Chen et al., 2024). The integration between e-commerce and social media platforms such as TikTok and Tokopedia has created an environment that combines social interaction, entertainment, and visual persuasion, turning online shopping into an emotional and participatory experience (Hussain et al., 2022). This phenomenon indicates that consumer purchase behavior is no longer merely rational but is increasingly shaped by symbolic meanings and cultural values embedded in digital communication (Sokolova & Kefi, 2020). Modern consumers act as active participants who construct meanings toward brand messages rather than passively receiving information. This perspective aligns with Consumer Culture Theory (CCT), which posits that consumption represents a social practice reflecting values, identities, and symbolic relationships between individuals and their cultural environment (Arnould & Thompson, 2005). Through the CCT lens, purchasing is viewed as a cultural expression in which consumers interpret advertising and influencer messages as reflections of lifestyle and social identity (Askegaard & Linnet, 2011).

Digital marketing communication thus plays a crucial role in establishing trust and embedding cultural meanings that ultimately shape purchasing behavior (McCracken, 1986). Advertising attractiveness works through visually appealing ad elements that trigger positive emotions, spark curiosity, and reinforce positive brand associations (Kim & Wang, 2024). Previous studies show that aesthetic design, color harmony, emotional storytelling, and visual engagement significantly influence consumer (Hussain et al.,

2022). Such visual appeal not only enhances attention but also builds symbolic value through deep psychological associations (Weismueller et al., 2020). Conceptually, advertising attractiveness is reflected through three key indicators: visual beauty, message relevance, and creative expression (Li & Li, 2022). Influencer Marketing has evolved as an interpersonal communication strategy that effectively builds audience trust and enhances consumer-brand relationships (Balakrishnan et al., 2014). Influencers act not only as information disseminators but also as cultural mediators who transmit lifestyle meanings to their followers (Liu, 2022).

Trustworthiness reinforces its foundational function as a mediator by acting as the psychological conduit through which marketing stimuli influence consumer behavior. In an information-saturated digital landscape, trust reduces perceived risks, enhances message credibility, and fosters brand commitment (Matusin et al., 2023). Consumers who perceive a message source as reliable tend to form stronger emotional bonds and display higher purchasing tendencies (Jadil et al., 2021). Key indicators of trustworthiness include honesty, reliability, and integrity of communication (Hastiana & Astuti, 2023). From a CCT perspective, trust represents a form of cultural value constructed through authentic symbolic interactions within digital environments. The Purchase Decision represents the culmination of cognitive and emotional processes involving trust, perceived value, and cultural meaning formed through marketing communication (Teng et al., 2014). Consumers no longer purchase solely for functional utility but to fulfill symbolic meanings that express personal identity and social aspiration (Karunasingha & Abeysekera, 2022). The main indicators of purchase decision include five stages: need recognition, information search, alternative evaluation, purchase choice, and post-purchase evaluation (Kotler et al., 2016). In digital marketing, purchase decisions are highly influenced by message credibility and the emotional experiences created through online interaction (Sokolova & Kefi, 2020).

Previous empirical studies indicate that advertising attractiveness significantly influences purchase decision, yet most research focuses on direct effects without positioning trustworthiness as a mediating variable explaining the psychological mechanism behind consumer decision formation (Coutinho et al., 2023; Puteri Lefina & Hidayat, 2022; Tamara et al., 2021). The aesthetic and message appeal of advertisements may shape consumers' trust in brands prior to actual purchasing. Research on influencer marketing similarly tends to analyze its direct relationship with purchase decision without examining trustworthiness as a mediator that links influencer credibility and authenticity with consumer purchase behavior (Durmaz et al., 2023; Migkos et al., 2025; Sunil Justus, 2025). Moreover, few studies have simultaneously investigated how advertising attractiveness and influencer marketing interact to build trustworthiness, leaving the underlying mechanism between these constructs and purchase decision insufficiently explained (Alcántara-Pilar et al., 2024; Sherbaz Khan, 2023; Wiedmann & von Mettenheim, 2021). Therefore, a research model that explicitly positions trustworthiness as the key mediating variable linking advertising attractiveness and influencer marketing to purchase decision is required to provide a more comprehensive theoretical understanding of their relationships. This study aims to develop and empirically test a research model that positions trustworthiness as the mediating variable linking advertising attractiveness and influencer marketing to purchase decision under the framework of Consumer Culture Theory. Theoretically, this research contributes to the development of digital marketing literature by emphasizing the symbolic role of trust in shaping consumer decision-making. Practically, the findings are expected to guide

marketers in designing communication strategies that emphasize authenticity, credibility, and visual appeal to build sustainable relationships with digital consumers.

2. Method

This study used a quantitative survey method to examine how advertising attractiveness and influencer marketing affect purchase decision through trustworthiness among Tokopedia users who purchase via the TikTok Shop integration. The sample consisted of 250 respondents selected using purposive sampling based on the criteria of being active Tokopedia users and having made at least one purchase through the integration feature in the last six months. Data were collected through an online questionnaire distributed via social media. The research instrument was developed using indicators adapted from validated scales. As recommended by the reviewer, Advertising Attractiveness was measured using three indicators—visual appeal, creativity, and informativeness (Kim & Wang, 2024). Influencer Marketing consisted of three indicators capturing credibility, expertise, and attractiveness (Author, 2023). Purchase Decision was measured using three indicators related to decision confidence, purchase intention, and product choice (Kotler & Keller, 2016). Trustworthiness, the mediating variable, was measured using four indicators: benevolence, integrity, honesty, and reliability (McKnight et al., 2002). All variables used a ten-point semantic differential scale ranging from strongly disagree (1) to strongly agree (10). Data were analyzed using Covariance-Based SEM (CB-SEM) with AMOS to test direct and indirect effects as well as overall model fit.

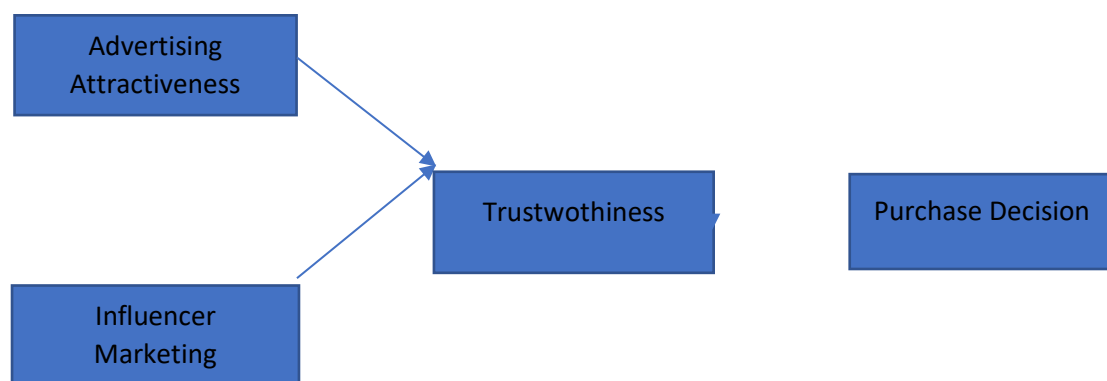


Fig 1. Conceptual Research Model

3. Result and Discussion

This study involved 250 participants. Their characteristics were grouped into different categories, such as gender, age, and how often they use the Tokopedia-TikTok platform each month. The selected characteristics of the participants are shown in Table 1.

Tabel 1. *Characteristic Responden*

Characteristics	Attribute	Total	%
Gender	Man	97	38,8
Gender	Woman	153	61,2
Age	<17 year	47	19,3
Age	17–25 year	55	21,8
Age	26–33 year	96	38,5

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Characteristics	Attribute	Total	%
Age	33–40 year	46	18,4
Age	≥40 year	6	2
Frequency of using the Tokopedia-Tiktok platform per month	1–2 times	100	26
Frequency of using the Tokopedia-Tiktok platform per month	3–4 times	150	49,2

Source : Research Result, 2025

Among the 250 respondents, most were women (61.2%), indicating that female users dominate the Tokopedia–TikTok platform. The largest age group was 26–33 years old (38.5%), followed by those under 17 (19.3%) and aged 17–25 (21.8%), showing that the platform attracts mainly young and active consumers. In terms of usage frequency, nearly half (49.2%) accessed the platform three to four times per month, while 26% did so one to two times monthly, reflecting strong user engagement in both social and shopping activities. The data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with AMOS. The process involved developing the conceptual model, ensuring data completeness, and evaluating validity and reliability to verify construct accuracy. Once model fit requirements were met, significance testing was conducted to examine the hypothesized relationships (Kline, 2016). At the initial stage, normality testing confirmed that the data met the assumption of normal distribution, with a multivariate critical ratio of 0.443 falling within the acceptable ± 2.58 range. Outlier analysis also indicated no issues; Z-scores ranged from -2.254 to 2.937 , and the highest Mahalanobis distance (30.564) remained below the Chi-square cutoff (30.662). These results show that the dataset met the assumptions of normality and was free from both univariate and multivariate outliers, making it suitable for further SEM analysis.

Table 2. Measurement, Loadings, CR, and VE

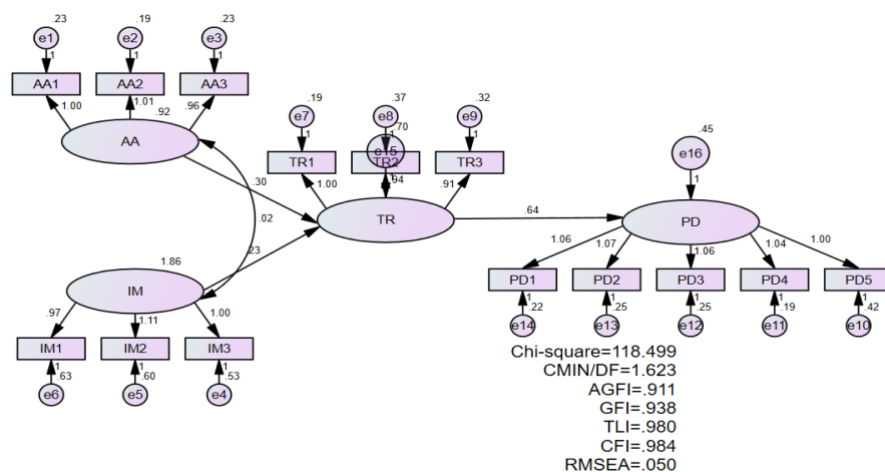
NO	Questionnaire Statements	Construct	Indicator	Loading Factor	CR	VE
1	The advertisement has an attractive and visually appealing design.	<i>Advertising Attractiveness</i>	AA1	0,895	0.927	0.772
2	The message delivered in the advertisement is relevant to my needs or interests.		AA2	0,913		
3	The advertisement is presented in a creative and distinctive way compared to others.		AA3	0,889		
4	The influencer appears attractive and has a pleasant personal image	<i>Influencer Marketing</i>	IM1	0,858	0.909	0.468
5	The influencer demonstrates good knowledge and expertise about the products they promote.		IM2	0,890		
6	The influencer seems honest and trustworthy in their product recommendations.		IM 3	0,882		

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NO	Questionnaire Statements	Construct	Indicator	Loading Factor	CR	VE
7	The information delivered by the brand or influencer feels honest and transparent.	Trustworthiness	TRW1	0,907	0.891	0.732
8	I can rely on the brand or influencer to provide accurate and consistent information.		TRW2	0,825		
9	The messages shared by the brand or influencer reflect integrity and genuine intentions.		TRW3	0,833		
10	I realized a need for the product after being exposed to marketing or online content.	Purchase Decision	PD1	0.898	0.924	0.802
11	I actively searched for information about the product before deciding to buy it.		PD2	0.889		
12	I compared several product options before making my purchase decision.		PD 3	0.885		
13	I decided to purchase the product because it met my expectations and preferences.		PD 4	0.909		
14	After using the product, I felt satisfied that I made the right purchase decision.		PD 5	0.812		

Source : Research Result, 2025

Based on the results presented in Table 2, all indicators show factor loading values above 0.80, indicating that each item strongly represents its corresponding construct. The Construct Reliability (CR) values for all variables exceed the recommended threshold of 0.70, while the Variance Extracted (VE) values are greater than 0.50. These results confirm that each construct meets the criteria for convergent validity and reliability. Therefore, all indicators used in this study are consistent and accurate in measuring the constructs of Advertising Attractiveness, Influencer Marketing, Trustworthiness, and Purchase Decision, making them appropriate for further SEM analysis



Source : Research Result, 2025

Fig 2. Model

Figure 2 illustrates the structural model depicting the relationships among the variables under study. After confirming that all statistical assumptions were satisfied and the measurement model demonstrated adequate validity, the analysis proceeded to the structural model testing. The diagram shows that the direction of relationships among variables aligns with the proposed hypotheses. In addition, the model demonstrates satisfactory construct reliability, with all VE values above 0.50 and CR values exceeding 0.70. This indicates that the structural model possesses strong measurement quality and accurately captures the causal relationships between Advertising Attractiveness, Influencer Marketing, Trustworthiness, and Purchase Decision. Overall, Figure 2 confirms that the model is suitable for hypothesis testing.

Table 3. Goodness of fit

<i>Goodness of Fit</i>	<i>Analyze Result</i>	<i>Cut of Value</i>	<i>Evaluasi Model</i>
<i>Chi-Square</i>	118.499	Diharapkan kecil	Marjinal Fit
<i>CMIN/DF</i>	1.623	< 2.000	Fit
<i>AGFI</i>	0.911	> 0.90	Fit
<i>GFI</i>	0.938	> 0.90	Fit
<i>TLI</i>	0.980	> 0.95	Fit
<i>CFI</i>	0.984	> 0.95	Fit
<i>RMSEA</i>	0.050	< 0.08	Fit

Source : Research Result, 2025

The goodness-of-fit test was conducted to assess how well the structural model aligns with the empirical data. Based on the criteria proposed including Chi-square, $CMIN/DF \leq 3$, GFI, AGFI, CFI, and TLI values ≥ 0.90 , and $RMSEA \leq 0.08$ the analysis results indicate that all indices fall within the acceptable thresholds. Thus, the model can be deemed appropriate and valid for subsequent analysis (kline, 2016).

Table 4. Hypothesis Testing

<i>Influencer Relationship</i>	<i>Estimate</i>	<i>C.R.</i>	<i>P</i>
TR □ AA	0.298	4.733	0.000
TR □ IM	0.230	5.119	0.000
PD □ TRW	0.636	10.197	0.000

Source : Research Result, 2025

Table 4 presents the results of hypothesis testing regarding the relationships among variables. Advertising Attractiveness has a significant on Trustworthiness ($\beta = 0.298$, $p = 0.000$), and Influencer Marketing shows a significant impact on Trustworthiness ($\beta = 0.230$, $p = 0.000$). Furthermore, Trustworthiness has a significant positive effect on Purchase Decision ($\beta = 0.636$, $p = 0.000$). Therefore, all proposed hypotheses are supported.

4. Discussion

The findings indicate that both advertising attractiveness and influencer marketing significantly strengthen consumer trust, which subsequently enhances purchase decisions. These results support earlier studies showing that visually appealing content increases emotional engagement (Hussain et al., 2022), while credible influencers foster trust and reduce uncertainty (Ohanian, 1990; Zhao et al., 2024). The structural model also confirms that trustworthiness partially mediates the effects of both variables, suggesting

that trust is a key psychological mechanism through which digital marketing cues influence consumer behavior.

5. Theoretical Implication

The study advances digital marketing theory by integrating advertising attractiveness, influencer credibility, and trustworthiness into a unified explanatory model. This demonstrates that trust functions as the central mechanism connecting visual and interpersonal cues to consumer decisions. From a Consumer Culture Theory perspective, the findings highlight that trust is not merely a rational evaluation but a cultural value constructed through authenticity, symbolic meaning, and emotional resonance in digital interactions.

6. Managerial Implication

Practically, marketers should prioritize visually compelling and creative advertisements to enhance emotional engagement and build trust. Brands should also collaborate with influencers who demonstrate authenticity, expertise, and consistency, as these qualities significantly shape credibility perceptions. Ensuring transparent and honest communication is essential, given trust's direct role in driving purchase decisions. For platforms like Tokopedia–TikTok, employing interactive and visually engaging formats can further strengthen consumer relationships and improve conversion outcomes.

7. Conclusion

This research shows that trust is a key factor that connects how attractive an ad is, how effective influencer marketing is, and what consumers decide to buy on the Tokopedia–TikTok platform. When ads and influencer messages are seen as real, relevant, and visually interesting, people are more likely to trust them and want to buy. The study highlights how important it is to be authentic, creative, and trustworthy in digital marketing to build long-term relationships with consumers.

8. Limitation and Future Research

This study has some limits. It only looks at one combined platform, Tokopedia and TikTok, and a certain group of people, which might not show what happens with all online shoppers. Also, the data comes from people answering surveys on their own, which could lead to biased answers. Since the study only looks at one point in time, it's hard to say what causes what. In the future, more research could add factors like how real people think a brand is, how they feel about it, or how loyal they are as possible middle steps or influences. Using longer-term studies or experiments on different online platforms could help check and apply these findings more widely.

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