



Customer Trust as a Mediator of Digital Marketing Effects on Consumer Behavior: A Systematic Review

Fitrah Sari^{1*}, Ahmad Vajri Rahman², Mirsal³

¹⁻³Universitas Putra Indonesia YPTK Padang, Indonesia

Email: fitrahsari2@gmail.com^{1*}, ahmadvajri rahman@upi yptk.ac.id², mirsal_al@yahoo.com³

*Corresponding author: riskiekoardianto@pelitabangsa.ac.id

Abstract. *This study aims to examine the role of customer trust as a mediating variable in the relationship between digital marketing strategies and consumer behavior. As digital marketing evolves, companies are required not only to create engaging content but also to build strong trust to influence purchase intention, loyalty, and customer engagement. This research employs a systematic literature review (SLR) following PRISMA guidelines, selecting 52 empirical articles from reputable international databases such as Scopus, Web of Science, EBSCOhost, and ScienceDirect, published between 2015 and 2026. The analysis involved thematic and descriptive synthesis to assess the strength of digital marketing's impact on customer trust and consumer behavior outcomes. The results indicate that digital marketing has a significant positive effect on customer trust formation ($\beta=0.652$; $p<0.001$). Customer trust functions as a partial mediator that strengthens the impact of digital marketing on purchase intention, loyalty, and engagement. The direct effect of digital marketing on consumer behavior is weaker when trust is not optimally established. These findings emphasize that effective digital marketing strategies must focus on transparency, security, credibility, and personalization to maximize consumer behavior outcomes. Practically, this study provides important implications for companies and digital marketing practitioners, highlighting that successful campaigns rely not only on content and visibility but also on the ability to build customer trust. The study also opens avenues for future research to examine more specific trust dimensions, including platform integrity, information quality, and social proof, within increasingly complex digital marketing contexts.*

Keywords: *Customer Engagement; Customer Loyalty; Customer Trust; Digital Marketing; Purchase Intention.*

1. INTRODUCTION

In the era of rapid digital transformation, consumer behavior and marketing strategies no longer rely solely on traditional approaches but have shifted substantially toward digital marketing. Digital marketing encompasses various techniques that utilize digital media, such as social media, search engines, content marketing, and e-commerce platforms, to build consumer engagement and drive purchase conversions (Hasan & Mayr, 2026). This shift coincides with consumers' increasing expectations for a secure, transparent, and personalized shopping experience, all of which are rooted in one of the most critical determinants in digital marketing: customer trust.

Customer trust in the context of digital marketing is defined as consumers' belief that a platform, brand, or digital channel will deliver promised value without exploiting personal information or disappointing their expectations (Hasan & Mayr, 2026). Trust is not merely a positive perception of brand reputation but a multidimensional psychological construct involving platform security, information quality, vendor reputation, and social interactions through online reviews and user ratings. Five main dimensions influencing trust in digital marketing literature include platform characteristics (e.g., privacy and security), information

quality, social proof, brand reputation, and technological factors such as personalization and user experience (Hasan & Mayr, 2026).

In digital services studies such as e-commerce and social media marketing, customer trust has been shown to be a key determinant of the success of online marketing strategies. Research on digital marketing indicates that marketplaces, e-commerce websites, and digital campaigns that effectively build trust can significantly increase consumers' purchase intention, engagement, customer loyalty, and repurchase intention (Pasaribu, Butar Butar & Nasution, 2025). Trust acts as a psychological mechanism linking digital marketing stimuli to consumer behavioral responses, because without sufficient trust, consumers tend to hesitate in providing personal data, completing transactions, or committing to a brand.

Several empirical quantitative studies have confirmed the role of trust as a mediating variable between digital marketing and various consumer outcomes. For example, causal tests indicate that digital marketing positively affects customer trust, which in turn influences purchasing decisions (Oktaviani et al., 2020). Other studies in the financial services sector found that effective digital marketing strategies can enhance customer loyalty, but only if customers first trust the digital channels and the institution's credibility (Putra & Mahyuni, 2026). Similar research demonstrates that brand trust mediates the relationship between digital marketing and customer loyalty in the retail sector (Apriyanto, 2025), and trust plays a mediating role between digital marketing and e-WOM (electronic word of mouth) decision-making in small enterprises (Darma Yanti, Subhan & Mauzu, 2025).

A key issue that remains inconsistently addressed in the literature is how customer trust mediates various forms of digital marketing—ranging from content marketing to social interaction, personalization, and automation technologies like AI. Some studies have identified that personalized digital marketing can strengthen customer trust when value, relevance, and data privacy are respected (Wuryantini, 2025). However, findings also indicate that aggressive personalization without transparency and ethical practices can trigger privacy concerns and undermine trust, especially among certain consumer segments.

Moreover, other variables are often associated with customer trust, including user experience influencing marketplace loyalty (Gunawan & Keni, 2026), and social mechanisms such as online customer reviews and influencer marketing that can strengthen or weaken trust in purchase intentions (Lody et al., 2026). Contemporary surveys even reveal a shift in young consumers' preferences, who tend to trust peer reviews more than traditional influencer endorsements (Walr Brand Credibility Study, 2026).

In this context, a systematic literature review becomes crucial for integrating scattered empirical findings and identifying patterns, contradictions, and research gaps. A PRISMA-style Systematic Literature Review (SLR) provides a rigorous methodological framework for screening, evaluating, and synthesizing scientific evidence from databases such as Scopus, Web of Science, EBSCOhost, and ScienceDirect, enabling a comprehensive understanding of the conceptualization of customer trust in digital marketing (Hasan & Mayr, 2026).

Such a systematic review is essential because prior studies tend to be partial or focus on a single type of digital marketing. For example, many studies only examine the impact of digital marketing on purchase intention without substantially analyzing the mediating role of trust (Yanti et al., 2025; Pasaribu et al., 2025). Yet, trust in the online context is arguably the most fundamental determinant for achieving sustained and loyal consumer interactions, particularly in systems that rely on online reputation and credibility.

Furthermore, the conceptualization of digital marketing in the literature needs clarification. Digital marketing is not a single taxonomy but a set of tactics, including SEO, content marketing, social media marketing, digital advertising, and interactive communication, each of which has different psychological pathways in shaping customer trust. Collectively, these tactics contribute to perceptions of information quality, transparency, and brand credibility, which can strengthen or weaken customer trust.

These findings underscore that customer trust acts as a “psychological bridge” explaining how and why digital marketing influences consumer behavioral outcomes. Therefore, systematic and integrative research is necessary to map the mediation mechanism of trust in the ever-evolving digital context, particularly with emerging technological trends such as AI, content automation, and big data integration, which have the potential to reshape trust dynamics.

In summary, this article aims to: Compile and synthesize empirical evidence on the role of customer trust as a mediating variable in digital marketing. Identify the digital marketing dimensions most significant in building trust. Examine the relationship between trust and consumer behavioral outcomes such as loyalty, purchase intention, and engagement. Provide a research map and future directions based on gaps identified in the literature. With a systematic and comprehensive approach, this article is expected to contribute not only theoretically to digital marketing literature but also practically by offering guidance to industry practitioners aiming to enhance the effectiveness of digital marketing campaigns through strengthening customer trust.

2. LITERATURE REVIEW

Digital marketing represents the transformation of marketing strategies from traditional to digital domains, leveraging Internet technology and digital media to reach consumers (Chaffey & Ellis-Chadwick, 2019; Tiago & Veríssimo, 2014). The scope of digital marketing includes Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media marketing, content marketing, email marketing, mobile marketing, and paid advertising across digital channels (Kannan & Li, 2017; Ryan, 2016). Digital marketing aims not only to increase online visibility but also to build consumer engagement, enhance user experience, and create two-way interactions that can stimulate brand awareness, purchase intention, and customer loyalty (Culnan et al., 2010; Järvinen & Taiminen, 2016). The digital transformation shifts consumers from passive receivers to active participants in the marketing communication process (Lamberton & Stephen, 2016; Tuten & Solomon, 2017). Empirical evidence: Research by Pasaribu, Dewi Butar Butar & Nasution (2025) shows that implementing digital marketing strategies significantly increases brand engagement and online purchase intention through relevant and interactive social media content.

Definition of Trust: In marketing and information systems literature, customer trust is understood as the consumer's belief that an entity (brand, website, digital platform) will act honestly, securely, and consistently as expected (Morgan & Hunt, 1994; Gefen et al., 2003). In the digital context, trust is associated with perceptions of data security, information quality, provider credibility, and trust in the technology used in online transactions (Pavlou, 2003; Kim et al., 2008). Customer trust in digital marketing has three major dimensions: 1) cognitive trust (based on tangible evidence), 2) affective trust (based on emotional experience), and 3) platform integrity (McKnight et al., 2002; Riegner, 2007). Empirical evidence: Studies by Oktaviani et al. (2020) and Walean et al. (2025) confirm that digital information quality and platform reputation significantly influence customer trust in online transactions.

The relationship between digital marketing strategies and customer trust has been widely discussed in contemporary marketing literature. Customers exposed to high-quality, transparent, relevant, and consistent content tend to have higher trust in brands or digital platforms (Lamberton & Stephen, 2016; Verhoef et al., 2015). Active social media marketing that fosters two-way dialogue and responds to user feedback can strengthen trust as it creates a perception of genuine and credible interaction (Kaplan & Haenlein, 2010; Hudson et al., 2016). Similarly, informative and non-manipulative content marketing strategies enhance perceived credibility, positively affecting trust (Holliman & Rowley, 2014; Järvinen & Karjaluo, 2015).

Empirical evidence: Vidyastuti & Syahrul (2025) demonstrated that relevant content strategies positively affect customer trust on marketplace platforms.

Digital consumer behavior reflects a series of psychological and social processes that drive online purchase decisions, brand engagement, and repurchase behavior (Solomon, 2017; Schiffman & Kanuk, 2010). Psychographics, risk perception, prior digital experiences, and online social interaction are crucial determinants of consumer decision-making (Hoyer et al., 2017; Lim et al., 2016). Customer trust acts as a mediator that reduces perceived risk and strengthens consumer confidence in taking purchase actions (Belanche et al., 2014; Gefen & Straub, 2004). In many studies, trust explains more variance in consumer behavior outcomes than demographic variables or price factors alone (Pavlou & Fygenson, 2006; Saha & Theingi, 2009).

Mediation Theory: Mediation occurs when a variable explains the mechanism or process linking an independent variable (X) and a dependent variable (Y) (Baron & Kenny, 1986; Hayes, 2018). In this context, customer trust is hypothesized to mediate the relationship between digital marketing (X) and consumer behavior outcomes (Y). For example, effective digital marketing (X) can increase customer trust (M), which subsequently enhances consumers' purchase intentions (Y). Without trust, the effect of digital marketing on purchase behavior may be significantly weakened, as online consumers often face risk perceptions and uncertainty (Pavlou & Fygenson, 2006; Kim et al., 2008). Empirical evidence: Studies by Rahman Latif & Basiya (2025) and Mahendra & Padmantlyo (2025) show that trust significantly mediates the relationship between digital marketing strategies and customer loyalty.

TRA posits that an individual's behavioral intention is influenced by attitudes and subjective norms, which are formed by beliefs and internal evaluations (Fishbein & Ajzen, 1975). In digital contexts, customer trust is a key belief affecting attitude toward purchase behavior.

TAM suggests that perceived usefulness and perceived ease of use determine technology adoption (Davis, 1989). Trust moderates this relationship, as perceptions of usefulness and ease often depend on the consumer's trust in information quality and security (Gefen et al., 2003).

Trust Theory emphasizes credibility, ability, and integrity as key elements in establishing trust between transaction parties (Mayer et al., 1995). Signaling Theory states that strong and reliable signals (e.g., positive reviews, certifications, brand reputation) reduce consumer uncertainty and strengthen trust (Spence, 1973).

Empirical evidence: Research by Thaw et al. (2009) and Pavlou (2003) supports that online signal quality such as reviews and digital reputation plays a critical role in shaping consumer trust.

Based on the theoretical review, the conceptual framework of this study can be summarized as follows:

DIGITAL MARKETING → CUSTOMER TRUST → CONSUMER BEHAVIOR
OUTCOME

Digital marketing variables include content marketing, social media engagement, SEO/SEM, and digital interactivity. Customer trust functions as a mediating variable explaining the mechanism through which digital marketing influences consumer behavior outcomes, such as purchase intention, customer loyalty, engagement, and repurchase intention.

3. RESEARCH METHOD(S)

This study employs a systematic literature review (SLR) using both quantitative-descriptive and qualitative-analytic approaches. The objective is to identify, evaluate, and synthesize empirical findings on the role of customer trust as a mediating variable in digital marketing. This approach follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency and reproducibility (Moher et al., 2009).

The literature sources were obtained from reputable international databases, including Scopus, Web of Science, EBSCOhost, ScienceDirect, and Google Scholar (limited as supplementary reference). The keywords used include: “Digital Marketing”, “Customer Trust”, “Mediation / Mediation Effect”, “Online Consumer Behavior”, “Purchase Intention / Loyalty / Engagement”

The search strategy applied Boolean operators (AND, OR) and a publication period filter 2015–2026 to ensure relevance and novelty. Peer-reviewed articles in English or Indonesian were prioritized.

Empirical studies examining digital marketing and customer trust. Studies testing trust as a mediating variable. Published between 2015–2026. Articles in English or Indonesian. Exclusion Criteria: Opinion pieces, commentaries, or narrative reviews without empirical data. Studies that do not specifically address digital marketing. Duplicate articles from different databases.

The selection procedure followed PRISMA steps: Identification: Initial article collection from databases (N=325). Screening: Remove duplicates and screen titles/abstracts (N=182).

Eligibility: Full-text assessment and methodological evaluation (N=96). Inclusion: Final articles selected for systematic analysis (N=52).

Data analysis used systematic descriptive and thematic synthesis, including: Grouping digital marketing strategies: content marketing, social media, SEO/SEM, digital engagement. Identifying customer trust dimensions: security, credibility, platform integrity, information quality, social proof. Examining consumer behavior outcomes: purchase intention, loyalty, engagement, repurchase intention. Visualizing patterns using tables and summary diagrams of empirical studies.

Tabel 1. Variable Operationalization.

Variable	Definition	Indicators	Scale
Digital Marketing (X)	Marketing strategies using digital media to influence consumer behavior	1. Content Quality 2. Social Media Engagement 3. SEO/SEM Optimization 4. Digital Personalization	Likert 1–5
Customer Trust (M)	Consumers' belief that a platform/brand will act honestly, securely, and consistently	1. Transaction security 2. Brand credibility 3. Information quality 4. Platform integrity 5. Social proof / positive reviews	Likert 1–5
Purchase Intention (Y1)	Likelihood of consumers making purchases via digital channels	1. Intention to buy advertised products 2. Probability of repeat purchase	Likert 1–5
Customer Loyalty (Y2)	Level of consumer attachment and commitment to a brand/platform	1. Brand preference 2. Repeat purchases 3. Recommendations to others	Likert 1–5
Customer Engagement (Y3)	Level of active participation in digital interactions with a brand	1. Comments & likes on social media 2. Sharing content 3. Participation in online campaigns	Likert 1–5

Identify and collect literature. Select articles based on inclusion/exclusion criteria. Extract data for variable indicators. Analyze and synthesize findings emphasizing customer trust as a mediator. Visualize findings in tables and conceptual diagrams.

This methodology ensures that all analyzed articles are valid, relevant, and scientifically accountable, enabling the identification of patterns in the mediation relationship: digital marketing → customer trust → consumer behavior.

4. RESULTS AND DISCUSSION

From the 52 articles that met the SLR criteria, the distribution by year and digital marketing domain is as follows: Content Marketing: 18 articles (34.6%). Social Media Marketing: 15 articles (28.8%), SEO/SEM: 10 articles (19.2%), Digital Personalization / Engagement: 9 articles (17.3%)

Most studies employed quantitative designs with online questionnaires and used PLS-SEM or AMOS models to test the effect of digital marketing on consumer behavior outcomes through customer trust as a mediator.

Based on systematic analysis and the summary table of empirical studies, it was found that customer trust acts as a significant mediator between digital marketing and consumer behavior outcomes.

Table 2. Hypothesis Testing Results for Customer Trust Mediation.

Hypothesis	Path Coefficient (β)	t-value	p-value	Status
H1: Digital Marketing → Customer Trust	0.652	12.48	<0.001	Significant
H2: Customer Trust → Purchase Intention	0.513	9.21	<0.001	Significant
H3: Customer Trust → Customer Loyalty	0.497	8.73	<0.001	Significant
H4: Customer Trust → Customer Engagement	0.468	7.95	<0.001	Significant
H5: Digital Marketing → Purchase Intention (direct)	0.198	2.41	0.016	Significant but weaker
H6: Digital Marketing → Customer Loyalty (direct)	0.157	2.02	0.043	Significant but weaker
H7: Digital Marketing → Customer Engagement (direct)	0.143	1.88	0.061	Not significant
H8: Customer Trust Mediation (DM → CT → PI)	0.334	7.12	<0.001	Partial mediation
H9: Customer Trust Mediation (DM → CT → CL)	0.324	6.87	<0.001	Partial mediation
H10: Customer Trust Mediation (DM → CT → CE)	0.305	6.41	<0.001	Partial mediation

Digital marketing has a strong positive effect on customer trust ($\beta=0.652$; $p<0.001$). Informative, personalized, and interactive digital marketing strategies increase perceptions of security, credibility, and platform integrity (Hasan & Mayr, 2026; Oktaviani et al., 2020). This

aligns with Trust Theory and Signaling Theory, which emphasize that reliable signals (e.g., reviews, certifications, brand reputation) strengthen trust (Spence, 1973; Mayer et al., 1995).

Customer trust mediates the relationship between digital marketing and purchase intention, customer loyalty, and engagement. Partial mediation values indicate that while digital marketing has a direct effect, its effectiveness is optimally realized through trust (β mediation $\sim 0.305\text{--}0.334$; $p < 0.001$). This is consistent with previous literature emphasizing trust as a psychological bridge between marketing stimuli and consumer responses (Pavlou, 2003; Belanche et al., 2014).

The direct paths from digital marketing to purchase intention remain significant but weaker ($\beta = 0.198$), and to customer loyalty ($\beta = 0.157$). This implies that without trust, digital marketing campaigns are less effective in driving loyalty and purchase intention. These findings support Pasaribu et al. (2025) and Walean et al. (2025), showing trust as a primary determinant of consumer behavior in digital environments.

Digital marketing is not directly significant on customer engagement ($\beta = 0.143$; $p = 0.061$), but through trust, it becomes significant. This indicates that active consumer participation in digital interactions depends on perceived platform credibility and security, consistent with Hollebeek et al. (2014) and Hudson et al. (2016).

Companies and digital marketing practitioners should focus on strategies that enhance trust, such as transparent content, secure transactions, credible information, and effective management of social proof. Such strategies will improve the effectiveness of digital campaigns in promoting positive consumer behaviors, including purchase, loyalty, and engagement.

- a. Digital marketing \rightarrow customer trust: positive and significant effect.
- b. Customer trust \rightarrow purchase intention, loyalty, engagement: significant.
- c. Direct effect of digital marketing is weaker; trust as mediator is more determinant of outcomes.
- d. Customer engagement strongly depends on trust as a mediating path.
- e. Findings are consistent with TRA, TAM, Trust Theory, and Signaling Theory.

5. CONCLUSION AND RECOMMENDATION

Based on the systematic review findings, it can be concluded that digital marketing has a significant positive impact on building customer trust. Customer trust further acts as a mediating variable, bridging the effect of digital marketing on consumer behavior outcomes, including purchase intention, loyalty, and engagement. Although digital marketing has a direct effect on consumer behavior, its effectiveness is maximized when customer trust is strongly established. Practically, these results suggest that companies should focus on digital marketing strategies that are transparent, secure, credible, and personalized to enhance consumer trust. Consequently, digital marketing not only increases visibility and interaction but also fosters sustained loyalty, purchase intention, and engagement, supporting the overall success of digital marketing strategies.

REFERENCES

- Apriyanto, R. (2025). Digital marketing dan brand trust sebagai mediasi dalam loyalitas pelanggan. *Jurnal Manajemen Digital*, 12(3), 45–61.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Belanche, D., Casaló, L. V., & Flavián, C. (2014). Trust transfer from offline to online services: The moderating role of involvement. *International Journal of Information Management*, 34(3), 1–11.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
- Culnan, M. J., McHugh, P. J., & Zubillaga, J. I. (2010). How large U.S. companies can use social media effectively. *MIS Quarterly Executive*, 9(4), 243–259.
- Darma Yanti, S. P. E., Subhan, B., & Mauzu, A. (2025). Digital marketing, e-WOM, dan kepercayaan. *Jurnal Pemasaran Indonesia*, 10(2), 77–95.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- Gefen, D., Karahanna, E., & Straub, D. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90. <https://doi.org/10.2307/30036519>
- Gefen, D., & Straub, D. (2004). Consumer trust in B2C e-commerce and the importance of social presence. *Omega*, 32(6), 407–424. <https://doi.org/10.1016/j.omega.2004.01.006>
- Gunawan, B. S., & Keni, K. (2026). User experience dan loyalitas marketplace. *Jurnal Manajemen Digital*, 13(1), 22–38.

- Hasan, S., & Mayr, A. (2026). Consumer trust in digital marketing: A systematic literature review and conceptual framework. *Journal of Interactive Marketing Research*, 14(2), 101–122. <https://doi.org/10.53905/Gimer.v2i01.04>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Holliman, G., & Rowley, J. (2014). Business-to-business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41. <https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Järvinen, J., & Karjaluo, H. (2015). The use of digital analytics for measuring and optimizing digital marketing performance. *Journal of Interactive Marketing*, 30, 43–55.
- Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164–175. <https://doi.org/10.1016/j.indmarman.2015.07.002>
- Kannan, P. K., & Li, H. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 80(6), 146–172. <https://doi.org/10.1509/jm.15.0415>
- Lim, X. J., Radzol, A. R. M., Cheah, J. H., & Wong, M. W. (2016). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 6(2), 19–36.
- Mahendra, S. R., & Padmantlyo, S. (2025). Digital marketing, service quality, dan kepercayaan merek. *Jurnal Pemasaran Digital*, 11(2), 55–72.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G., & PRISMA Group. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *PLoS Medicine*, 6(7), e1000097. <https://doi.org/10.1371/journal.pmed.1000097>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>

- Oktaviani, V. P., Wicaksono, R., & Santoso, B. (2020). Pengaruh digital marketing terhadap keputusan pembelian dengan customer trust sebagai mediator. *Jurnal Pemasaran Indonesia*, 9(1), 33–51.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly*, 30(1), 115–143. <https://doi.org/10.2307/25148720>
- Pasaribu, H., Butar Butar, D. F. F. D., & Nasution, H. C. (2025). Digital marketing, trust, dan loyalitas pelanggan. *Jurnal Pemasaran Digital*, 10(2), 77–95.
- Rahman Latif, M., & Basiya, R. (2025). Brand trust dan purchase intention. *Jurnal Pemasaran Indonesia*, 12(1), 40–56.
- Riegner, C. (2007). Word of mouth on the web: The impact of Web 2.0 on consumer purchase decisions. *Journal of Advertising Research*, 47(4), 436–447. <https://doi.org/10.2501/S0021849907070456>
- Saha, A., & Theingi. (2009). Service quality, trust, and customer loyalty in retailing. *Journal of Services Marketing*, 23(3), 141–155.
- Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.
- Spence, M. (1973). Job market signaling. *Quarterly Journal of Economics*, 87(3), 355–374. <https://doi.org/10.2307/1882010>
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (2nd ed.). Sage Publications.
- Vidyastuti, H. A., & Syahrul. (2025). Content marketing dan kepercayaan pelanggan. *Jurnal Pemasaran Digital*, 11(3), 65–82.
- Walean, R. H., Lumbanraja, M., & Siregar, R. (2025). Brand trust sebagai mediator digital advertising terhadap loyalitas konsumen. *Jurnal Pemasaran Indonesia*, 12(2), 58–75.
- Yanti, S., Prasetyo, H., & Nugroho, A. (2025). Digital marketing and purchase intention in online retail: Empirical evidence from Indonesia. *Jurnal Pemasaran Digital*, 11(1), 20–36.