

Analysis of Social Media Marketing and Product Innovation in Influencing Purchase Decisions with Consumer Trust as an Intervening Variable in Glad2Glow Skincare Users (Study on College Students in Semarang City)

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Abstract: The development of social media has changed the way skincare consumers search for information and make purchasing decisions, while product innovation can strengthen consumer trust amidst market competition. This study aims to analyze the influence of Social Media Marketing and Product Innovation on Purchase Decision with Consumer Trust as an intervening variable on Glad2Glow skincare users who are students in Semarang City. This study uses a quantitative explanatory approach with 115 respondents selected through purposive sampling. Data were collected using a five-level Likert scale questionnaire based on Social Media Marketing, Product Innovation, Consumer Trust, and Purchase Decision indicators. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), including evaluation of measurement models, structural models, and bootstrapping. The results showed that Social Media Marketing had a significant effect on Purchase Decision ($\beta = 0.286$; $p = 0.003$) and Consumer Trust ($\beta = 0.352$; $p < 0.001$). Consumer Trust has a significant effect on Purchase Decision ($\beta = 0.516$; $p < 0.001$), while Product Innovation has a significant effect on Consumer Trust ($\beta = 0.559$; $p < 0.001$), but does not have a direct effect on Purchase Decision ($\beta = 0.113$; $p = 0.252$). Product Innovation has an indirect effect on Purchase Decision through Consumer Trust ($\beta = 0.288$; $p < 0.001$). The study concluded that Consumer Trust plays an important role in translating product innovation into purchasing decisions.

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Introduction

The development of digital technology has transformed marketing patterns and interactions between companies and consumers. Consumers are now more actively seeking information and evaluating products through various digital channels before making a purchase (Kotler et al., 2021). One widely used strategy is social media marketing, which allows companies to build communication and engagement with consumers (Tuten & Solomon, 2020). In the skincare industry, social media has also become a tool for consumers to seek information, compare products, and form brand perceptions before purchasing (Aini, 2024).

This phenomenon is seen in the Glad2Glow skincare product which utilizes social media to introduce products and communicate with consumers. Sales data through TikTok Shop from July 2024 to June 2025 shows fluctuating sales, from 78,390 pcs in July 2024 to 2,720,314 pcs in March 2025, then decreasing to 1,141,020 pcs in June 2025. This condition indicates that high sales cannot necessarily be maintained in the following period, so companies need to pay attention to social media marketing, consumer trust, and product innovation (Santi & Tjokrosaputro, 2024; Dewi et al., 2024).

The research problem relates to social media marketing, which does not necessarily directly drive purchase decisions. Skincare consumers still consider product safety, quality, and benefits before purchasing. Aulia & Andjarwati (2026) explain that information via social media does not necessarily drive purchase decisions if consumers do not yet trust the brand. Nugraha et al. (2025) also show that consumer trust can be a link between social media marketing and purchase decisions.

In addition to social media marketing, product innovation is a crucial factor in the competitive skincare industry. Consumers consider product innovations that provide benefits and meet their needs. Product innovation can increase product appeal while building consumer trust because it reflects a company's ability to maintain quality and meet customer needs (Hartuti et al., 2022; Arifin & Darmawan, 2025). Consumer trust itself can reduce perceived risk and drive purchase decisions (Sanny et al., 2020). Therefore, the relationship between social media marketing, product innovation, consumer trust, and purchase decisions requires further study.

This study aims to analyze the influence of Social Media Marketing and Product Innovation on Purchase Decisions with Consumer Trust as an Intervening Variable on Glad2Glow skincare users, especially students in Semarang City. The urgency of this research lies in the importance of understanding the factors that shape purchasing decisions amidst the competitive skincare industry. The novelty of this study lies in the development of a model that tests Social Media Marketing and Product Innovation on Purchase Decisions with Consumer Trust as an Intervening Variable, so that it can explain the role of trust in the relationship between marketing strategies, product innovation, and purchasing decisions.

Research methods

This study used a quantitative approach with explanatory research to examine the relationship between social media marketing and product innovation on purchase decisions, with consumer trust as an intervening variable among Glad2Glow skincare users in Semarang. Data were obtained through questionnaires and statistically analyzed to test the research hypothesis (Sugiyono, 2019).

The research instrument was a closed questionnaire with a five-level Likert scale. Social Media Marketing indicators include Content Creation, Content Sharing, Connecting, and Community Building (Gunelius, 2010), Product Innovation includes product excellence, suitability to needs, product uniqueness, and product development (Kotler & Keller, 2016), Consumer Trust includes ability, benevolence, and integrity (Mayer et al., 1995), and Purchase Decision includes product choice, brand, distributor, time, and purchase amount (Kotler & Keller, 2016).

Data were analyzed using SEM-PLS through evaluation of the outer and inner models. The outer model was tested through convergent validity, discriminant validity, AVE, Composite



Reliability, and Cronbach's Alpha, while the inner model was tested through R-Square and effect size f-square. Hypothesis testing was conducted using bootstrapping, with the criteria of t-statistic > 1.96 and p-value < 0.05 to indicate a significant effect (Hair et al., 2016; Hair et al., 2022).

The study population was students residing in Semarang City who were familiar with and had purchased or used Glad2Glow skincare. Because the exact population size was unknown, the sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error, resulting in a minimum of 96 respondents. This number was then rounded up to 100 respondents.

The sampling technique used purposive sampling based on certain criteria (Bougie & Sekaran, 2019). Respondents must be students domiciled in Semarang City, at least 17 years old, familiar with Glad2Glow, have purchased or used its products, and have seen Glad2Glow content or information on social media.

The research began with the development of instruments based on indicators for each variable. The questionnaire was then distributed via Google Forms from August 5 to 12, 2026. Respondents completed the questionnaire voluntarily after receiving an explanation of the research objectives and data usage. The collected data were examined based on respondent criteria and then analyzed through descriptive analysis and SEM-PLS, which included an outer model and an inner model, as well as hypothesis testing using bootstrapping (Ramadhanti, 2025).

Research results

Demographic Characteristics of Respondents

Table 1 Distribution of Respondents by Gender

Gender	Frequency	Percentage
Woman	80	70%
Man	35	30%
Total	115	100%

Based on Table 1, there were 80 female respondents (70%), while there were 35 male respondents (30%). This composition indicates that female respondents were more dominant in this study, with a difference of 40 respondents compared to male respondents.

Table 2 Distribution of Respondents by Age Group

Age Group	Frequency	Percentage
17–20 years	32	28%
21–25 years	71	62%
> 25 years	12	10%
Total	115	100%

Based on Table 2, respondents were predominantly aged 21–25 years (71 people) (62%), followed by those aged 17–20 years (32 people) (28%), and those aged 25 years and above (12 people) (10%). The dominance of the 21–25 age group indicates the characteristics of students who actively use social media to search for and evaluate product information before purchasing (Qolbi & Cahyaningdyah, 2026). This distribution is also relevant in understanding Consumer Trust, as information, reviews, and brand content on social media can influence consumer assessments of Glad2Glow.

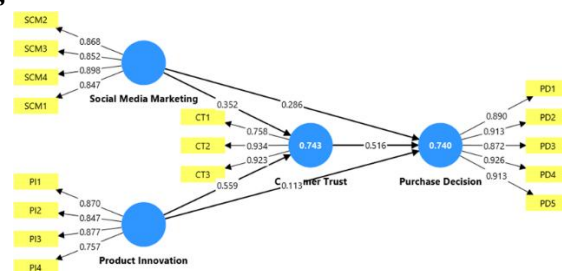
Table 3 Description of Respondents' Answers

Variables	Average	Interpretation
<i>Social Media Marketing</i>	3.50	Tends to be positive

Variables	Average	Interpretation
<i>Product Innovation</i>	3.52	Tends to be positive
<i>Consumer Trust</i>	3.47	Tends to be positive
<i>Purchase Decision</i>	3.36	Tends to be positive, but the lowest

The study was dominated by women (80 people) (70%) and 71 people aged 21–25 (62%). The average for Social Media Marketing (3.50), Product Innovation (3.52), and Consumer Trust (3.47) was positive, while Purchase Decision had the lowest average (3.36). This condition indicates that positive perceptions of marketing, innovation, and trust do not necessarily directly result in purchasing decisions, so the relationship between variables needs to be tested using SEM-PLS (Risquita & Fahrizal, 2025).

Outer Model Test Results



Picture1 Outer Model Calculation Results of Research Path Analysis

Table 4 Results of Outer Loading and Average Variance Extracted (AVE) Tests

Variables	Indicator	Outer Loading	AVE	Information
<i>Consumer Trust</i>	CT1	0.758	0.767	Valid
	CT2	0.934		Valid
	CT3	0.923		Valid
<i>Product Innovation</i>	PI1	0.870	0.704	Valid
	PI2	0.847		Valid
	PI3	0.877		Valid
	PI4	0.757		Valid
<i>Purchase Decision</i>	PD1	0.890	0.815	Valid
	PD2	0.913		Valid
	PD3	0.872		Valid
	PD4	0.926		Valid
	PD5	0.913		Valid
<i>Social Media Marketing</i>	SCM1	0.847	0.751	Valid
	SCM2	0.868		Valid
	SCM3	0.852		Valid
	SCM4	0.898		Valid

Based on Table 4, all indicators have an outer loading >0.70, with the lowest PI4 value of 0.757 and the highest CT2 of 0.934, so all indicators are declared to meet convergent validity. The AVE value

of all constructs is also >0.50 , namely Consumer Trust 0.767, Product Innovation 0.704, Purchase Decision 0.815, and Social Media Marketing 0.751. Thus, all indicators are able to represent the research constructs well and no indicators need to be removed.

Table 5 Results of Construct Reliability Test

Variables	Cronbach's Alpha	Composite Reliability(ρ_c)	AVE	Information
Consumer Trust	0.844	0.907	0.767	Reliable
Product Innovation	0.858	0.904	0.704	Reliable
Purchase Decision	0.943	0.957	0.815	Reliable
Social Media Marketing	0.890	0.923	0.751	Reliable

Based on Table 5, all constructs had Cronbach's Alpha >0.70 and Composite Reliability of 0.904–0.957, thus meeting the reliability criteria (Hair et al., 2022). Thus, all indicators were declared consistent and reliable in measuring the research variables.

Table 6 Results of the Heterotrait-Monotrait Ratio (HTMT) Test

Relationship between variables	HTMT	Information
Product Innovation $\leftrightarrow$ Consumer Trust	0.979	Does not meet the
Purchase Decision $\leftrightarrow$ Consumer Trust	0.931	Does not meet the
Purchase Decision $\leftrightarrow$ Product Innovation	0.848	Fulfil
Social Media Marketing $\leftrightarrow$ Consumer Trust	0.897	Fulfil
Social Media Marketing $\leftrightarrow$ Product Innovation	0.884	Fulfil
Social Media Marketing $\leftrightarrow$ Purchase Decision	0.843	Fulfil

Based on Table 6, most HTMT values are below 0.90, but Product Innovation–Consumer Trust (0.979) and Purchase Decision–Consumer Trust (0.931) exceed this limit. This indicates that discriminant validity for both relationships has not been fully met. This finding indicates similarities in respondents' perceptions of Consumer Trust with Product Innovation and Purchase Decision, so the inner model results need to be interpreted with caution.

Inner Model Test Results

Table 7 Collinearity Assessment (VIF)

Variable Relationship	VIF	Information
Consumer Trust $\rightarrow$ Purchase Decision	3,891	There is no collinearity problem
Product Innovation $\rightarrow$ Consumer Trust	2,530	There is no collinearity problem
Product Innovation $\rightarrow$ Purchase Decision	3,746	There is no collinearity problem
Social Media Marketing $\rightarrow$ Consumer Trust	2,530	There is no collinearity problem
Social Media Marketing $\rightarrow$ Purchase Decision	3,013	There is no collinearity problem

Based on Table 7, the VIF values range from 2.530 to 3.891, all of which are <5 , indicating no serious multicollinearity issues. The highest VIF value is found for Consumer Trust in Purchase Decision, at 3.891. These results indicate that the model still meets the criteria and can proceed to inner model testing.

Table 8 Coefficient of Determination (R^2)

Endogenous Variables	R-Square	R-SquareAdjusted	Information
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<i>CONSUMER TRUST</i>	0.743	0.738	Strong
<i>Purchase Decision</i>	0.740	0.733	Strong

The R^2 value for Consumer Trust of 0.743 indicates that Social Media Marketing and Product Innovation are able to explain 74.3% of the variation in Consumer Trust, while 25.7% is explained by other factors. Meanwhile, the R^2 for Purchase Decision of 0.740 indicates that Social Media Marketing, Product Innovation, and Consumer Trust are able to explain 74.0% of the variation in purchasing decisions. These results indicate that the model has high explanatory power, with purchasing decisions influenced not only by social media marketing, but also by product innovation and consumer trust.

Table 9 Effect Size (f^2)

Relationship between variables	f^2	Information
<i>Consumer Trust</i> → Purchase Decision	0.263	Currently
<i>Product Innovation</i> → <i>Consumer Trust</i>	0.481	Big
<i>Product Innovation</i> → Purchase Decision	0.013	Very small
<i>Social Media Marketing</i> → Consumer Trust	0.191	Currently
<i>Social Media Marketing</i> → Purchase Decision	0.104	Small

Based on Table 9, Product Innovation → Consumer Trust has the highest f^2 of 0.481 with a large contribution. Consumer Trust → Purchase Decision is 0.263 and Social Media Marketing → Consumer Trust is 0.191 indicating a moderate contribution. Meanwhile, Social Media Marketing → Purchase Decision is 0.104 and Product Innovation → Purchase Decision is 0.013 indicating a small contribution. These results indicate that product innovation is stronger in building trust, while trust plays a role in driving purchasing decisions.

The inner model evaluation shows strong explanatory power, with R^2 Consumer Trust of 0.743 and Purchase Decision of 0.740. Product Innovation has the largest contribution to Consumer Trust ($f^2 = 0.481$), while Consumer Trust contributes moderately to Purchase Decision ($f^2 = 0.263$). All VIFs are <5 so there is no serious multicollinearity, although the relationship between Consumer Trust and Purchase Decision needs attention because the VIF is 3.891 and HTMT is 0.931. Furthermore, hypothesis testing is carried out through path coefficients, t-statistics, and p-values.

Hypothesis Testing Results

Table 10 Results of the Direct Effect Hypothesis Test

Hypothesis	Relationship between variables	Original Sample (O)	T-Statistics	P-Values	Information
H1	<i>Social Media Marketing</i> → Purchase Decision	0.286	3,000	0.003	Accepted
H2	<i>Social Media Marketing</i> → Consumer Trust	0.352	5,160	0,000	Accepted
H3	<i>Consumer Trust</i> → Purchase Decision	0.516	4,929	0,000	Accepted
H4	<i>Product Innovation</i> → Purchase Decision	0.113	1,145	0.252	Rejected

H5	Product Innovation→Consumer Trust	0.559	7,565	0,000	Accepted
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Based on Table 10, H1, H2, H3, and H5 are accepted because each has a positive and significant influence. Social Media Marketing influences Purchase Decision ($\beta = 0.286$; $p = 0.003$) and Consumer Trust ($\beta = 0.352$; $p = 0.000$). Consumer Trust has the strongest influence on Purchase Decision ($\beta = 0.516$; $p = 0.000$), while Product Innovation influences Consumer Trust ($\beta = 0.559$; $p = 0.000$). Conversely, H4 is rejected because Product Innovation does not have a significant influence on Purchase Decision ($\beta = 0.113$; $p = 0.252$). The confidence interval results also support these findings because the significant relationship does not cross zero, while the relationship Product Innovation → Purchase Decision has an interval of -0.076–0.314 which includes zero.

Table 11 Summary of Hypothesis Testing Results

No.	Hypothesis	O	T-Stat	P-Value	Results
H1	Social Media Marketing→ Purchase Decision	0.286	3,000	0.003	Accepted
H2	Social Media Marketing→ Consumer Trust	0.352	5,160	0,000	Accepted
H3	Consumer Trust→ Purchase Decision	0.516	4,929	0,000	Accepted
H4	Product Innovation→ Purchase Decision	0.113	1,145	0.252	Rejected
H5	Product Innovation→ Consumer Trust	0.559	7,565	0,000	Accepted

Based on Table 11, six hypotheses were accepted and one hypothesis was rejected. Consumer Trust was the variable with the strongest direct relationship with Purchase Decisions, while Product Innovation had the strongest relationship with Consumer Trust. These results point to a fairly clear pattern: product innovation first builds trust, and then that trust plays a role in driving purchase decisions.

Discussion

1. The Influence of Social Media Marketing on Purchase Decisions

The test results show that social media marketing has a positive and significant effect on purchase decisions. The path coefficient value of 0.286 with a T-statistic of 3.000 and a P-value of 0.003 indicates that increased marketing activity through social media is followed by an increase in purchase decisions. The bias-corrected confidence interval of 0.092 to 0.468 also does not cross zero, so the direction of the relationship is quite strong statistically. These findings indicate that social media is not only a place for companies to introduce products, but has become a source of information that helps shape consumer considerations before purchasing.

Social Media Marketing can influence purchasing decisions because consumers obtain product information through content that is more easily accessible and can be consumed repeatedly. According to Komaladewi et al. (2025) The development of social commerce has brought marketing activities on social media closer to the information-seeking and decision-making processes of consumers. This creates a greater opportunity for informative, interactive, and relevant content to move consumers from the product awareness stage to the purchasing decision stage. The results of this study support this view, as the direct positive influence of social media marketing on purchase decisions has been proven.

However, the coefficient of 0.286 indicates that social media marketing isn't the sole factor determining purchasing decisions. Consumers also consider product trust, brand reputation, perceived benefits, and post-purchase risks. Iqbal & Ansar (2025) explains that digital marketing strategies can influence consumer behavior through the process of building trust, so the effectiveness of social media doesn't solely depend on how frequently a company delivers promotions. In the context of this research, social media will be more effective when marketing messages provide convincing information, not simply increase consumer attention.

2. The Influence of Social Media Marketing on Consumer Trust

The results of the study indicate that Social Media Marketing has a positive and significant effect on Consumer Trust with a path coefficient value of 0.352, a T-statistic of 5.160, and a P-value of 0.000. These values indicate that marketing activities through social media have a fairly strong relationship with the formation of consumer trust. The bias-corrected confidence interval is in the range of 0.216 to 0.476 and does not include the number zero, so the relationship is statistically supported. This means that the better the marketing activities carried out through social media, the greater the opportunity for consumers to build trust in the product or brand.

Trust in the digital environment isn't built simply by seeing an advertisement. Consumers can assess a company's consistency of information, quality of communication, responsiveness to inquiries, and transparency through various social media activities. Lee (2025) explains that trust is a crucial part of social commerce because consumers often have to make judgments based on digital information before making a transaction. The research findings suggest that social media can be a platform for building trust when companies are able to provide consistent and accountable information.

This relationship also explains why social media marketing has a broader impact than simply increasing product visibility. When consumers receive clear information and see positive interactions between companies and users, uncertainty about a product can be reduced. Komaladewi et al. (2025) Research shows that interactions in social commerce can strengthen relationships between companies and consumers. Therefore, quality communication is a crucial part of a social media strategy because good communication can transform exposure to information into trust.

3. The Influence of Consumer Trust on Purchase Decisions

Consumer Trust proven to have a positive and significant effect on Purchase Decision with a path coefficient value of 0.516, T-statistics of 4.929, and P-values of 0.000. The coefficient of 0.516 is the largest direct influence on Purchase Decision in this research model. The bias-corrected confidence interval of 0.292 to 0.703 also indicates that the relationship is stable and does not include zero. These findings show that purchasing decisions are strongly influenced by the extent to which consumers believe that the selected product or brand can meet their expectations.

Trust can reduce the doubts that arise when consumers don't have direct experience with a product. In digital-based transactions, consumers face limitations because they can't always see, touch, or try a product before purchasing. Lee (2025) Consumer trust is a crucial element in the decision-making process in social commerce because trust helps consumers assess the risks and benefits of transactions. This study supports this idea, as consumer trust has the greatest influence on purchase decisions compared to the direct influence of social media marketing or product innovation.

These findings also illustrate that strong promotions may not necessarily result in purchases if consumers are still skeptical about the product or company. Consumers may be attracted to a product, but a purchase decision requires confidence that the information they receive aligns with the actual situation. Therefore, companies need to maintain consistency between marketing messages, product quality, service, and the post-purchase experience. Inconsistencies in any of these areas can erode trust and ultimately weaken purchasing decisions.

4. The Influence of Product Innovation on Purchase Decisions

The test results show that Product Innovation does not have a significant direct effect on Purchase Decision. The path coefficient value of 0.113, T-statistics of 1.145, and P-values of 0.252 indicate that the relationship has not met the 0.05 significance limit. The bias-corrected confidence interval results range from -0.076 to 0.314 and still include the number zero, so there is not enough statistical evidence to state a direct effect of Product Innovation on Purchase Decision. Thus, the hypothesis stating a direct effect of Product Innovation on Purchase Decision is not supported by the research data.

These results indicate that product innovation doesn't always translate directly into purchasing decisions. Consumers may perceive updates or differences in a product, but these aren't necessarily the primary reasons for purchasing. Rusu et al. (2026) demonstrated that innovation needs to be linked to consumers' perceived value to influence purchase intentions. This means that



new elements in a product become less meaningful if consumers don't yet see clear benefits or are not yet convinced that the change offers value compared to the previous product.

This finding becomes even more interesting when compared with the significant relationship between Product Innovation and Consumer Trust. Product Innovation has a coefficient of 0.559 on Consumer Trust, while its direct effect on Purchase Decision is only 0.113 and insignificant. This pattern suggests that innovation in this study is more powerful in building consumer confidence than directly driving purchases. Consumers likely require an evaluation process before the innovation becomes a purchase decision.

These results are also supported by the indirect effect test, which shows that product innovation influences purchase decisions through consumer trust with a coefficient of 0.288 and a p-value of 0.000. This means that even though the direct path is not significant, innovation can contribute to purchasing decisions when it is able to increase consumer trust. This finding provides a stronger explanation that consumers do not buy simply because a product is considered innovative, but because the innovation has succeeded in fostering confidence that the product is indeed worth choosing.

5. The Influence of Product Innovation on Consumer Trust

Product Innovation proven to have a positive and significant effect on Consumer Trust with a path coefficient of 0.559, a T-statistic of 7.565, and a P-value of 0.000. These values indicate that Product Innovation has a strong relationship with the formation of consumer trust. The bias-corrected confidence interval of 0.408 to 0.692 also does not include zero, so the test results support a positive relationship. These findings indicate that product innovation can be a signal to consumers that the company is able to understand changing needs and strives to provide more appropriate value.

Innovations whose benefits are understandable tend to give consumers a reason to evaluate the product more positively. Consumers not only look at whether the product is different from its predecessor, but also consider whether the changes provide real benefits. Bas & Dölarslan (2026) This study shows that perceptions of brand innovation can be related to the formation of trust through consumer assessments of the value provided by the company. The results of this study align with this idea, as the relationship between Product Innovation and Consumer Trust is one of the strongest in the model.

This influence also helps explain why product innovation doesn't have a significant direct impact on purchase decisions. Innovation appears to operate through psychological processes that first shape consumer beliefs. Once consumers believe the innovation offers benefits and the company is capable of delivering the product as expected, that belief can drive purchase decisions. This pattern suggests that the value of innovation in research lies not simply in the product's novelty, but in its ability to create reasons that make consumers feel more confident about the product and the company.

Based on the results of the Specific Indirect Effects, Product Innovation → Consumer Trust → Purchase Decision has a coefficient of 0.288 with a T-statistic of 4.677 and P-values of 0.000. The bias-corrected confidence interval range of 0.179 to 0.426 does not include zero, so the indirect effect is significant. These findings show that Consumer Trust is an important pathway connecting product innovation with purchasing decisions. Thus, companies are not enough to simply create new products, but need to ensure that these innovations are understood, trusted, and perceived as beneficial by consumers.

Conclusion

This study shows that social media marketing has a positive and significant effect on purchase decisions and consumer trust, while consumer trust also has a positive and significant effect on purchase decisions. Product innovation has a significant effect on consumer trust, but does not have a direct effect on purchase decisions. The main findings indicate that consumer trust is an important factor in driving purchase decisions, as well as being a bridging channel for the influence of product innovation on purchase decisions, with a significant indirect effect. Practically, companies need to improve the quality of social media content and interactions, develop innovations that provide real benefits, and maintain consistency in information, product quality, and service to strengthen consumer trust. Thus, marketing and innovation strategies should not only be oriented towards increasing consumer attention, but also

on building trust that can drive purchase decisions.

This study has limitations in the characteristics of the sample, which only included students in Semarang City and used purposive sampling, so the results cannot be generalized to all Glad2Glow skincare users. Furthermore, the study used questionnaire data that relies on respondents' perceptions, and the model only includes Social Media Marketing, Product Innovation, Consumer Trust, and Purchase Decision. The results of discriminant validity also show a high HTMT value in the relationship between Product Innovation and Consumer Trust and Consumer Trust with Purchase Decision, so the interpretation of the relationship between constructs requires caution. Future research is recommended to expand the region and characteristics of respondents, use a more diverse sample size, and add other variables such as brand image, perceived value, product quality, or perceived risk. Future research can also use a longitudinal approach or compare several skincare brands to gain a broader understanding of the process of trust formation and purchase decisions.

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