THE INFLUENCE OF DIGITAL MARKETING IMPLEMENTATION AND INFLUENCER ENDORSEMENT ON CONSUMER PURCHASE INTEREST AT KEDAITA (RAPPANG MAIN STORE PANCA RIJANG DISTRICT SIDENRENG RAPPANG REGENCY)

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ABSTRACT

This study aims to examine the influence of digital marketing and influencer endorsements on consumer purchase intentions, with trust as a moderating variable. Using a quantitative approach with a sample of 96 Kedaita consumers, data were collected through structured questionnaires and analyzed using multiple regression and moderation analysis. The findings indicate that both digital marketing and influencer endorsement have a positive impact on purchase intention. Moreover, trust strengthens the relationship between the independent variables and purchase intention, indicating its essential role in enhancing the effectiveness of promotional strategies. The results give us a deeper understanding of how trust functions within digital marketing dynamics, particularly for small businesses. Nonetheless, this study is confined to a particular regional context and consumer segment, potentially limiting the generalizability of the results. Future research is suggested to explore other moderating variables and apply broader population samples to validate and expand the insights.

Keywords: *Digital Marketing; Influencer Endorsement; Trust; Purchase Intention; Consumer Behavior*

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INTRODUCTION

The era of globalization has significantly transformed the way people interact, especially through the development of internet-based technologies. The internet is no longer considered a novelty; rather, it is an integral part of human life that facilitates not only access to information but also the conduct of business transactions across geographical boundaries (Vahdanjoo et al., 2025). The rapid evolution of internet usage has given birth to new innovations in communication, one of which is social media. As a digital platform, social media enables users to interact, share, and generate content, thereby influencing individual and collective behavior in digital environments (Cheng et al., 2025).

In response to this transformation, businesses must adopt digital marketing strategies to remain competitive (Wardhani & Romas, 2021). Digital marketing comprising tools such as content marketing, SEO, email marketing, and social media marketing has become essential in attracting consumers quickly, efficiently, and precisely (Irfani et al., 2020). One particular digital marketing strategy that has gained attention is influencer marketing (Torres et al., 2019). This method uses individuals with substantial online followings to endorse products and influence consumer purchase decisions (Zhang et al., 2025).

Previous research highlights the effectiveness of digital marketing and influencer endorsements in enhancing brand visibility and consumer engagement. For instance, Anwar et al (2025) note that influencers with a large follower base are able to create brand trust and drive consumer interest. Similarly Kotler & Keller, (2009) emphasize that purchasing interest is shaped by consumer responses to marketing stimuli, which are often influenced by perceived product value and social proof.

Despite the known benefits of digital marketing and influencer endorsements, many micro, small, and medium enterprises (MSMEs) still face difficulties in effectively applying these strategies. Kedaita, a local business in Sidenreng Rappang Regency, exemplifies this challenge. While the company attempts to implement digital marketing and collaborate with influencers, it struggles to optimize these strategies for measurable impact on consumer interest and sales.

Most existing studies focus on large-scale or urban-based businesses that have relatively easy access to digital tools and marketing infrastructure (Istikomah et al., 2022). However, little research has explored how rural or semi-urban MSMEs like Kedaita implement digital marketing strategies, especially influencer endorsement, to influence consumer purchasing behavior. This presents a clear research gap concerning the contextual effectiveness of digital marketing in rural entrepreneurial ecosystems.

This study aims to analyze the effectiveness of digital marketing and influencer endorsements in increasing consumer purchase interest in Kedaita's products. It specifically seeks to assess how digital platforms such as Instagram and Facebook can be leveraged to build brand awareness, generate positive consumer perceptions, and foster customer loyalty.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Digital Marketing

Digital marketing is defined as the use of digital channels, platforms, and tools to promote products and services (Anwar et al., 2025 ; Mandal et al., 2025). This includes strategies such as social media marketing, search engine optimization, content marketing, and email campaigns. The increasing reliance on digital platforms has transformed how businesses communicate with consumers and influence their purchasing decisions (Oldham, 1976).

Studies have confirmed that digital marketing can significantly affect consumer interest and behavior when executed effectively (Saniyyah et al., 2023).

Influencer Endorsement

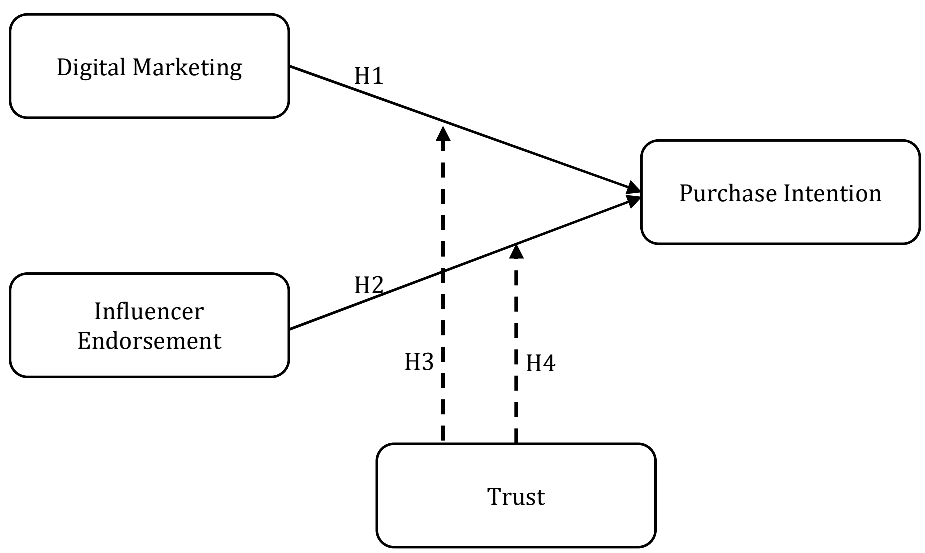
Influencer marketing, or endorsement, is a digital strategy that involves collaboration with individuals who have a large social media following to promote products or services (Oldham, 1976) . These influencers play a role in shaping consumer perceptions and trust, especially in communities that value peer influence and personal recommendations (Wei et al., 2025). Wilson et al., (2024) found that influencer endorsement significantly impacts fashion sales on online platforms. Similarly, Torres et al (2019) demonstrated the positive effect of influencer endorsement and online reviews on purchasing decisions for skincare products on TikTok.

Purchase Intention

Purchase intention refers to a consumer's tendency or willingness to buy a product after being exposed to a stimulus, such as digital advertising or influencer promotion (Bukhari et al., 2023). According to Fenetta & Keni (2020), purchasing interest arises when consumers feel that a product matches their needs and expectations. A well-executed marketing strategy can increase impulse purchases and drive demand, even for previously unplanned products. (Zhang et al., 2025) ; (Miglietta et al., 2025)

Research Framework

This study investigates the influence of digital marketing and influencer endorsement on purchase intention, with trust acting as a moderating variable. Trust is expected to strengthen or weaken the effect of these independent variables on the dependent variable. As illustrated in Figure 1, this framework outlines the key components and relationships among the variables examined in this:



Source: Developed by the Researcher, 2025

Figure 1
Research Framework

Hypotheses

Based on the conceptual framework presented in Figure 1, this study proposes several hypotheses to test the relationships between the variables studied. Digital marketing and influencer endorsements are suspected to play a significant role in influencing consumer purchase intentions in the current digital marketing era. Furthermore, trust is considered a moderating variable that can strengthen or weaken the relationship between these two marketing strategies and consumer purchase intentions. Therefore, the research hypotheses are formulated as follows:

H1: Digital marketing has a significant positive effect on purchase intention at Kedaita in Sidenreng Rappang Regency.
H2*: Influencer endorsement has a significant positive effect on purchase intention at Kedaita in Sidenreng Rappang Regency.*
H3*: Trust moderates the relationship between digital marketing and purchase intention at Kedaita in Sidenreng Rappang Regency.*
H4*: Trust moderates the relationship between influencer endorsement and purchase intention at Kedaita in Sidenreng Rappang Regency.*

METHOD

This study employs a quantitative associative research design aimed at examining the effect of digital marketing and influencer endorsement on consumer purchase intention, with trust as a moderating variable. The scope of this research focuses on consumers of Kedaita, a local MSME operating in Panca Rijang District, Sidenreng Rappang Regency. Given that the population size is unknown, the Lemeshow formula is used to determine the minimum sample size(Sugiyono, 2014) , resulting in 96 respondents based on a 10% margin of error and 95% confidence level. The purposive sampling technique is applied to select respondents who have purchased products from Kedaita and actively use digital platforms (Sugiyono, 2014).

The data collection method involves structured questionnaires distributed directly to respondents. Each variable digital marketing, influencer endorsement, trust, and purchase intention is measured using a 5-point Likert scale. The data analysis begins with validity and reliability testing, followed by classical assumption tests, which include normality, multicollinearity, and heteroscedasticity tests (Makar et al., 2023). Then, the study conducts multiple linear regression analysis to test the direct effects of the independent variables on the dependent variable.To assess the role of trust as a moderating variable, this study uses Moderated Regression Analysis (MRA) (Herman et al., 2022) . In this method, interaction terms are created by multiplying the independent variables with the moderator variable (e.g., Digital Marketing × Trust and Influencer Endorsement × Trust). The significance of these interaction terms in the regression equation indicates whether trust significantly moderates the relationship between the independent variables and purchase intention. All data processing is conducted using SPSS software, and the significance level is set at $\alpha = 0.05$ to determine the acceptance or rejection of hypotheses.

RESULTS AND DISCUSSION

This section presents the findings of the study, which aimed to examine the influence of digital marketing and influencer endorsement on consumer purchase intention, with trust as a moderating variable. The analysis includes validity and reliability testing, classical assumption tests, multiple linear regression, and moderated regression analysis (MRA). The data were collected through questionnaires distributed to Kedaita consumers and processed using SPSS software. The results are summarized and are discussed in relation to the proposed hypotheses.

Validity Test

Validity test is conducted to ensure that each instrument item used in this study is capable of accurately measuring the variables being examined. In other words, the validity test aims to determine whether the questionnaire items truly reflect the constructs of digital marketing, influencer endorsement, trust, and purchase intention as intended in the research framework. An instrument is considered valid when the correlation value between each item and its total score exceeds the minimum required value, indicating that the item is relevant and appropriate for capturing the phenomena under study. Therefore, the validity test serves as a crucial step to guarantee that the data collected is credible and can be used for further statistical analysis.

Table 1
Validity

Variable	Question	r-count	r-count	Information
Digital Marketing (X1)	X1.1	0.650	0.300	Valid
	X1.2	0.664	0.300	
	X1.3	0.802	0.300	
	X1.4	0.430	0.300	
	X1.5	0.526	0.300	
	X1.6	0.559	0.300	
Influencer Endorsement (X2)	X2.1	0.689	0.300	Valid
	X2.2	0.708	0.300	
	X2.3	0.770	0.300	
	X2.4	0.669	0.300	
	X2.5	0.712	0.300	
Trust (Z)	Z1	0.685	0.300	Valid
	Z2	0.703	0.300	
	Z3	0.722	0.300	
	Z4	0.645	0.300	
	Z5	0.667	0.300	
Purchase Intention (Y)	Y1	0.679	0.300	Valid
	Y2	0.749	0.300	
	Y3	0.737	0.300	
	Y4	0.581	0.300	
	Y5	0.669	0.300	

Source: Data Analyzed, 2025

The results of the validity test, as shown in Table 1, indicate that all questionnaire items used to measure the variables digital marketing (X1), influencer endorsement (X2), trust (Z), and purchase intention (Y) are valid. This is evidenced by the fact that each item has a correlation coefficient (r-count) greater than the critical value of r-table (0.300). For instance, all six items under the digital marketing variable recorded r-count values ranging from 0.430 to 0.802, while the influencer endorsement items ranged from 0.669 to 0.770. Likewise, the items under the moderating variable trust show r-count values between 0.645 and 0.722, and the purchase intention variable items fall between 0.581

and 0.749. These results confirm that all items meet the required validity threshold and can be used for further analysis in this study.

Reliability Test

The reliability test is carried out to determine the consistency and stability of the research instrument in measuring each variable across multiple items. A measurement instrument is considered reliable if it consistently produces similar results under similar conditions, indicating that the questionnaire items used to assess digital marketing, influencer endorsement, trust, and purchase intention are dependable and free from random error. In this study, Cronbach's Alpha is used as a reliability indicator, where a value greater than 0.60 signifies that the constructs exhibit acceptable internal consistency. Thus, the reliability test ensures that the data collected can be trusted and used confidently for subsequent analytical procedures.

Table 2
Reliability Test Results

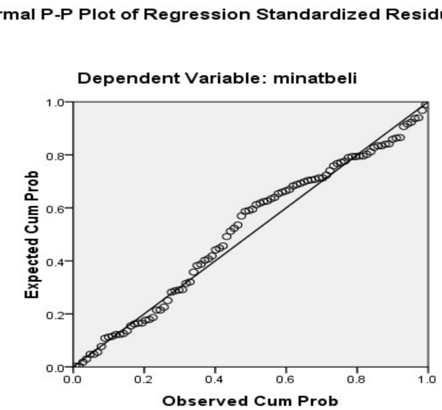
Variable	Cronbach's Alpha	Threshold	Remarks
Digital Marketing (X1)	0.664	0.600	Reliable
Influencer Endorsement (X2)	0.754	0.600	Reliable
Trust (Z)	0.721	0.600	Reliable
Purchase Intention (Y)	0.713	0.600	Reliable

Source: Data Analyzed, 2025

The reliability test results presented in Table 2 demonstrate that all variables in this study digital marketing, influencer endorsement, trust, and purchase intention achieved Cronbach's Alpha values above the standard threshold of 0.600. Specifically, influencer endorsement has the highest reliability score (0.754), indicating strong internal consistency, followed by purchase intention (0.713), trust (0.721), and digital marketing (0.664). These results confirm that the measurement instruments used in the questionnaire are reliable and can consistently measure the intended constructs.

Normality Test

The normality test was conducted to examine whether the residuals in the regression model are normally distributed, which is an essential assumption for linear regression analysis. The normality assessment in this study employed a P-Plot, as presented in Figure 2. The plot shows that the data points are distributed around the diagonal line and follow its direction. This pattern indicates that the residuals do not deviate significantly from the normal distribution. Therefore, it can be concluded that the data used in this research meet the normality assumption, allowing further analysis such as hypothesis testing and regression modeling to be performed reliably.



Source: Data Analyzed, 2025

Figure 2
Results of the P-Plot Normality Test

Based on the graph in Figure 2, it shows that it is spread around the diagonal line and follows the diagonal direction. Thus, it can be said that the existing data is normally distributed.

Multiple Linear Regression Analysis

Multiple linear regression is a statistical analysis technique used to examine the effect of two or more independent variables on a single dependent variable, allowing researchers to determine both the strength and direction of the relationship between variables simultaneously. This method helps identify whether changes in predictor variables contribute significantly to variations in the outcome variable (Hair et al., 2019; Gujarati & Porter, 2020). In this study, multiple linear regression is applied to analyze the influence of digital marketing, influencer endorsement, and trust on purchase intention. The purpose of using this analysis is to verify whether each independent variable has a significant positive effect on consumer purchase intention while controlling for the influence of other variables in the model, thus providing an accurate understanding of the factors that drive consumer purchasing behavior. As presented in Table 3, the regression results demonstrate the statistical contribution of each predictor variable to purchase intention, showing their significance levels and effect sizes.

Table 3
Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
	B	Std. Error			
(Constant)	2.894	1.082		2.674	0.009
Digital Marketing (X1)	0.379	0.089	0.406	4.258	0.000
Influencer Endorsement (X2)	0.295	0.084	0.318	3.512	0.001
Trust (Z)	0.268	0.080	0.284	3.350	0.001

Source: Data Analyzed, 2025

The results of the multiple linear regression analysis in Table 3 indicate that all three independent variables—digital marketing, influencer endorsement, and trust—have a significant positive effect on purchase intention. Digital marketing has the highest beta coefficient (β = 0.406, p < 0.001), suggesting it is the strongest predictor. Influencer endorsement (β = 0.318, p = 0.001) and trust (β = 0.284, p = 0.001) also significantly influence purchase intention. The model's constant value of 2.894 indicates the baseline level of purchase intention when all predictors are held constant. These findings confirm that each independent variable meaningfully contributes to explaining variations in purchase intention among Kedaita consumers.

Moderated Regression Analysis (MRA)

Moderated Regression Analysis (MRA) is a statistical analysis technique used to test whether the relationship between an independent variable and a dependent variable changes or is influenced by another variable acting as a moderator. In other words, MRA aims to determine whether the presence of a moderating variable strengthens or weakens the influence of the independent variable on the dependent variable (Baron & Kenny, 1986; Hayes, 2018). This method is important in social and marketing research because it allows researchers to understand the specific conditions or situations that influence the strength of the relationship between variables. In the context of this research, MRA was used to analyze whether trust can strengthen the influence of digital marketing and influencer endorsements on purchase intention, thus providing a more comprehensive picture of the psychological factors that strengthen the effectiveness of digital marketing strategies. The results of the moderation test can be seen in Table 4, which shows the significance of the interaction between the independent and moderating variables in influencing purchase intention.

Table 4
Results of Moderated Regression Analysis

Model	t	Sig.
X1 × Z (Interaction: DM × Trust)	2.339	0.021
X2 × Z (Interaction: IE × Trust)	2.120	0.037

Source: Data Analyzed, 2025

Table 4 presents the results of the Moderated Regression Analysis (MRA) which evaluates the interaction effects between trust and the two independent variables. The interaction term Digital Marketing × Trust (β = 0.152, p = 0.021) is significant, indicating that trust positively moderates the relationship between digital marketing and purchase intention. Similarly, the interaction Influencer Endorsement × Trust (β = 0.139, p = 0.037) is also significant, suggesting that higher levels of consumer trust strengthen the influence of influencer endorsement on purchase intention. These findings validate hypotheses H3 and H4 and confirm the role of trust as a moderating variable in this study.

Partial Test (T-Test)

The partial test (T-Test) is conducted to examine the effect of each independent variable on the dependent variable individually within the regression model. This test helps determine whether each predictor contributes significantly to explaining variations in the outcome variable when the influence of other variables is held constant. In regression analysis, the T-Test evaluates whether the regression coefficient of each independent variable differs significantly from zero, indicating a meaningful relationship with the dependent variable (Gujarati & Porter, 2020; Wooldridge, 2019). In this study, the T-Test is used to assess whether digital marketing, influencer endorsement, trust, and the interaction terms have a significant influence on purchase intention. A variable is considered significant if the calculated t-value exceeds the critical t-table value and the p-value is below the significance level of 0.05, demonstrating that the variable plays a measurable role in predicting consumer purchase intention. The results of this analysis are presented in Table 5, showing the statistical significance of each predictor and interaction term in explaining purchase intention.

Table 5
T-Test Results for Hypothesis Testing

Variable	t-count	t-table	Sig.	Conclusion
Digital Marketing (X1)	3.670	1.985	0.000	H1 accepted: Significant effect
Influencer Endorsement (X2)	3.188	1.985	0.002	H2 accepted: Significant effect
Trust (Z)	2.949	1.985	0.004	Trust significantly influences Y
Digital Marketing × Trust (X1×Z)	2.339	1.985	0.021	H3 accepted: Trust moderates X1 → Y
Influencer Endorsement × Trust (X2×Z)	2.120	1.985	0.037	H4 accepted: Trust moderates X2 → Y

Note: t-table value based on df = n – k – 1 = 96 – 5 – 1 = 90, with α = 0.05 (two-tailed) ≈ 1.985
Source: Data Analyzed, 2025

The results from Table 5 indicate that all independent and interaction variables significantly affect the dependent variable (purchase intention) since their t-counts exceed the t-table value (1.985) and significance levels are below 0.05. Thus:

- H1 and H2 are accepted, indicating that both digital marketing and influencer endorsement positively affect consumer purchase intention.
- H3 and H4 are also accepted, confirming that trust moderates the relationships between digital marketing and purchase intention as well as between influencer endorsement and purchase intention.

These findings reinforce the importance of building consumer trust in enhancing the effectiveness of digital marketing strategies and influencer campaigns.

The Effect of Digital Marketing on Purchase Intention

The findings confirm that digital marketing has a significant influence on purchase intention. This relationship is aligned with the theory of consumer decision-making which suggests that information exposure plays a key role in shaping consumer interest and intention (Herman et al., 2025). Through various digital platforms, such as social media, email marketing, and content advertising, consumers become more aware of product offerings, which subsequently increases their interest to purchase. Previous research by Yeni, and Wahyuni (2020) also emphasized that well-executed digital marketing strategies can enhance consumer responsiveness and drive market engagement. Thus, the visibility, accessibility, and personalization enabled by digital marketing contribute positively to the formation of purchase intention (Nawaz & Kaldeen, 2020).

The Effect of Influencer Endorsement on Purchase Intention

The results support the hypothesis that influencer endorsement significantly affects purchase intention. This outcome is in line with the social influence theory, which posits that individuals often look to influential others such as public figures or online celebrities for cues on how to behave or what to consume (Kelman, 1958). Influencers who have built trust and credibility among their followers are capable of creating persuasive messages that resonate with consumer values and preferences. As noted by Nurbaiti, Fitriana, et al.,(2024), the endorsement of products by trusted influencers can enhance brand credibility and consumer confidence, both of which are precursors to purchase intention. Therefore, influencers serve not only as marketing channels but also as psychological bridges between brands and their target markets (Weismueller et al., 2020).

Trust Moderates the Relationship Between Digital Marketing and Purchase Intention

The moderating effect of trust in the relationship between digital marketing and purchase intention demonstrates that trust serves as a reinforcing mechanism. In this context, trust enhances the effectiveness of digital marketing efforts by reducing consumer uncertainty and perceived risk. As proposed by Nohong et al., (2024), trust in online environments is critical for the successful implementation of digital strategies, particularly when consumers cannot physically evaluate the product. When consumers trust the brand or platform delivering the marketing message, they are more likely to interpret it positively and follow through with the intention to purchase. Thus, trust does not create the effect but rather amplifies the strength of influence that digital marketing has on consumer intention (Huda, 2024 ; Connolly, 2020).

Trust Moderates the Relationship Between Influencer Endorsement and Purchase Intention

Similarly, trust is found to moderate the relationship between influencer endorsement and purchase intention, strengthening the effect. This finding supports the notion that the credibility and reliability of the influencer as perceived by the audience are crucial in determining whether endorsements translate into consumer action. According to Koch, (2024) , the source credibility theory emphasizes that trustworthiness and expertise of the communicator significantly impact message acceptance. In this study, trust in the influencer magnifies the persuasive power of the endorsement. If the influencer is trusted, their product recommendations are more likely to be internalized and acted upon by consumers. Thus, trust operates as a facilitator that boosts the effectiveness of influencer marketing campaigns (Huda et al., 2023).

CONCLUSION AND SUGGESTION

This study concludes that digital marketing and influencer endorsement both have a significant and positive effect on consumer purchase intention. These findings reaffirm the importance of integrating digital strategies and social influence in shaping consumer behavior in the digital era. Digital marketing effectively builds consumer awareness and stimulates interest by providing accessible, relevant, and engaging content, while influencer endorsement enhances credibility and emotional resonance with target audiences. Furthermore, this study finds that trust plays a moderating role by strengthening the influence of both digital marketing and influencer endorsement on purchase intention. In other words, when consumers trust either the brand, the marketing platform, or the influencer, the impact of promotional efforts on their willingness to buy becomes stronger and more convincing.

In terms of contribution, this study extends the theoretical understanding of how trust functions not only as a direct predictor but also as a contextual enhancer in marketing communication strategies. The research highlights that digital marketing and influencer endorsement are not isolated drivers of consumer interest, but their effectiveness is conditional upon the level of trust established with the consumer. Practically, the findings offer valuable insights for MSMEs, especially in rural areas like Sidenreng Rappang, to focus on building consumer trust while implementing digital marketing strategies.

Future research is encouraged to explore the moderating role of trust in other industries or different consumer demographics to verify the generalizability of the findings. It is also recommended to apply alternative moderating variables such as perceived risk or digital literacy, provided they remain directly relevant to the trust-building dynamics in consumer decision-making. Subsequent studies may also benefit from a longitudinal approach to better capture shifts in consumer perception over time following sustained marketing exposure.

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