SUSTAINABLE HR PRACTICES: INTEGRATING ESG (ENVIRONMENTAL, SOCIAL, GOVERNANCE) GOALS IN HUMAN RESOURCE MANAGEMENT

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Abstract. *The purpose of this study was to determine the effect of promotion, trust and brand image on purchasing decisions for users of the TikTok shop application in Samarinda City. This study aims to determine the effect of perceived promotion, trust, and brand image on purchasing decisions for the TikTok shop application in Samarinda City. The strategy used in this research is a quantitative research strategy. The population and sample of this study were tiktok shop users who had shopped online at tiktok shop more than once, totaling 100 respondents using purposive sampling. The analysis methods used are validity test, reliability test, normality test, heteroscedasticity test, partial test and coefficient of determination analysis. The results showed that the Promotion variable had a significant effect on purchasing decisions, the Trust variable had a significant effect on purchasing decisions and the Brand Image variable had a significant effect on purchasing decisions.*

Keywords: *Brand Image, Purchase Decision, Promotion, Trust.*

1. INTRODUCTION

TikTok is a social media platform focused on creating and sharing short videos, which has attracted the attention of millions of users around the world since it was founded by Zhang Yiming in September 2016. Originally created as a music and video-based app, TikTok allows users to express themselves through various types of content, such as comedy, dance, education, and popular challenges Hasfi, (2019) With a simple and intuitive interface, users can add music, filters, and visual effects to create more personalized and engaging content. In addition, TikTok features intelligent algorithms that automatically adjust content recommendations based on user preferences and interactions, providing a customized experience for each individual.

Not only an entertainment medium, TikTok has also evolved into an effective marketing tool and has even entered the world of e-commerce. Since the launch of TikTok Shop, users can conduct transactions directly through the platform, making it a significant medium in influencing users' purchasing decisions. With the integration of e- commerce features, TikTok is playing a growing role in driving consumption behavior through interactive content and engaging visual approaches.

Based on the We are Social and Hootsuite report, the number of TikTok users in Indonesia was 106.52 million people in October 2023. This figure increased by 6.74% compared to the previous three months. This shows how TikTok has evolved from an entertainment app to a global phenomenon with a huge impact on marketing and community building.

Based on data from kaltim.bps.go.id e-commerce users in East Kalimantan in 2023, Balikpapan is ranked first with a percentage of 31% while Samarinda is in second place with a percentage of 21% and followed by Kutai Kartanegara with a percentage of 15%. Balikpapan has a higher percentage of e-commerce compared to Samarinda, so the problem in this study is how to increase e-commerce users in Samarinda because increasing e-commerce users in Samarinda can increase purchasing decisions at tiktok shop in Samarinda.

Purchasing decisions are a complex process involving various factors, in which consumers decide to buy a particular product or service. This process involves not only rational but also emotional considerations related to consumer perceptions, preferences, and experiences. According to research by Fernando & Simbolon, (2022), promotion has a significant influence on purchasing decisions, indicating that effective marketing strategies can influence consumer choices. In addition, factors such as trust and brand image also play an important role in shaping purchasing decisions, as noted by Ernawati et al. (2021), who stated that elements of trust and brand image significantly influence consumer preferences in e-commerce markets. Thus, purchasing decisions do not stand alone but are the result of the interaction between the right promotion and consumer perceptions of the brand.

In further analysis, purchasing decisions can be viewed as an indicator of the success of a marketing strategy. As discussed by Ernawati et al. (2021), consumers' decision to buy on e-commerce platforms is closely related to their assessment of promotional factors and brand perception. Effective promotions are able to increase product appeal and ultimately drive purchasing decisions. In addition to promotion, Fernando & Simbolon, (2022) emphasize the importance of consumer trust built through quality assurance and the positive reputation of the brand. In conclusion, purchasing decisions are the end result of a series of interacting external and internal influences, which confirms the important role of promotion, trust, and brand image in influencing consumer preferences and actions.

Based on previous research, to increase purchasing decisions according to, Martin, D., & Smith, J. (2019) found that competitive promotions such as discounts and limited offers have a positive effect, because they attract consumers to shop faster. Lee, C., & Kim, H. (2020) confirmed that promotions that match the value of the product increase purchasing decisions, especially if they are designed according to user preferences. goals to drive purchasing decisions on the platform. Promotion, as one of the main elements in marketing strategy, plays a crucial role in influencing consumer purchasing decisions, especially in the context of e-commerce platforms such as TikTok Shop. Promotion is an activity to inform, disseminate, and offer a product or service to potential consumers, with the aim of encouraging sales and the buying process Alnando & Hutapea, (2021).

Besides that, trust in increasing purchasing decisions according to Johnson, R., & White, L. (2018), that consumer trust in the platform has a positive impact on purchasing decisions, because it provides a sense of security in transactions, especially in digital environments that require data protection and privacy. Wang, S., & Chen, M. (2021) emphasize that trust in the integrity, competence, and transparency of e-commerce platforms has a significant influence in driving purchasing decisions; for TikTok Shop, this can be supported through user reviews, account verification, and transaction security guarantees that strengthen consumer confidence Trust is a key element in building long-term relationships, which relates to consumer confidence in the integrity, reliability, and ability of the brand to fulfill its promises. According to Mowen (2017). Trust is the overall knowledge that consumers have and the various conclusions that consumers draw about an object, its attributes and benefits. In an era of easily accessible information, where consumer reviews play an important role, building and maintaining trust requires a strategic approach. This includes authentic communication and utilizing positive testimonials from other users to increase consumers' positive perception of the brand image.

Likewise, regarding brand image on increasing purchasing decisions shows mixed results. Brown, T., & Davis, K. (2017) found that a positive brand image has a significant

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impact on purchasing decisions by increasing consumer trust and preference, especially in competitive e-commerce. Patel, R., & Kumar, N. (2022) support these findings, stating that a consistent, high-quality brand image strengthens emotional appeal and consumer loyalty, even if prices are higher.

A strong brand image plays a crucial role in strengthening consumer trust and influencing purchasing decisions, especially on a fast-growing platform like TikTok Shop. Brands that successfully build a positive image not only increase trust, but also direct consumers' perceptions of the quality and value of the products offered. Darmansah & Yosepha, (2020) explain that brand image is a collective perception that the public has about a company. Factors such as company name, organizational structure, product variety, tradition, ideology, as well as the quality of interactions established by each employee when communicating with clients and in the sales process, all play a role in shaping the company's brand image.

According to Alnando & Hutapea, (2021), there is still limited research on the real application of TikTok Shop in the context of the e-commerce industry, especially regarding the influence of this platform on purchasing decisions. Chang & Lin (2021) found that promotions have less impact, especially if consumers prioritize quality and brand. This suggests that the effectiveness of promotions on TikTok Shop is highly dependent on user characteristics, which requires relevant and appropriate promotional strategies. In addition, Park, T., & Lee, D. H. (2010) also found that the effectiveness of promotions in TikTok Shop is highly dependent on user characteristics, so a relevant and appropriate promotion strategy is needed. highlighted that trust has a weak contribution in purchasing decisions, especially when factors such as price and product quality are more dominant in consumer considerations.

Meanwhile, Green & Wang (2019) stated that brand image has a minimal role, where price and quality determine purchasing decisions. E-commerce platforms such as TikTok Shop, have unique approaches, marketing strategies, and service practices to attract consumers. Therefore, this study wants to determine the effect of promotion, trust, and brand image on purchasing decisions for TikTok Shop application users in Samarinda.

Thus, the purpose of this study is to provide a better understanding of the literature on one platform by providing various literature classification schemes and to provide research scope for the influence of promotion, trust, and brand image on purchasing decisions on TikTok Shop application users in Samarinda in the future in this field to help practitioners and academics.

2. LITERATURE REVIEW
2.1 The Effect of Promotion on Purchasing Decisions
The study conducted by Ani et al., (2021) that promotion has a positive and significant impact on consumer purchasing decisions, especially in the context of the influence of brand image, promotion, and quality of service offered on the Tokopedia e- commerce platform in Manado City.Sub head (For example: Innovative Business). This is in line with research conducted. by Yogi Indra Pranata et al., (2021) on the effect of promotion and price on. purchasing decisions in e-commerce Lazada Indonesia states that promotion has a significant effect on purchasing decisions. Therefore the hypothesis used in this study is:

H1: Promotion has a significant positive effect on Purchasing Decisions on the Tiktok Shop Application in Samarinda City.

2.2 The Effect of Trust on Purchasing Decisions
Based on research conducted by Lailiya (2020) found that brand representation and level of trust have an influence. positive. and significant on purchasing decisions on the Tokopedia platform. This is evidenced by research conducted by Aulia et al., (2023) on the influence. trust, ease of use, and price on purchasing decisions at the Shopee online store

in Bandar Lampung supports the finding that trust has a positive and significant effect on consumer purchasing decisions. Therefore the hypothesis used in this study is:

H2: Trust has a positive and significant effect on Purchasing Decisions on the Tiktok Shop Application in Samarinda City.

2.3 The Effect of Brand Image on Purchasing Decisions

According to research conducted by Ani et al., (2021) on the effect of brand image, promotion and service quality on consumer purchasing decisions on Tokopedia e-commerce in Manado City, brand image has no positive effect. and insignificant to purchasing decisions. This is not in line with research conducted by Fransiska & Madiawati, (2021) on analyzing the effect of price, promotion, service quality, and brand image on purchasing decisions for Shopee users in Bandung, stating that brand image has a positive and significant effect on purchasing decisions. Therefore the hypothesis used in this study is:

H3: Brand Image has a significant positive effect on Purchasing Decisions on the Tiktok Shop Application in Samarinda City.

3. RESEARCH METHODS

This research was conducted in Samarinda City, East Kalimantan, with a focus on TikTok Shop application users. The type of research used is quantitative with a survey method, relying on data in the form of numbers to be analyzed using a statistical approach. Data were collected through a questionnaire designed based on purposive sampling technique. Respondents were selected based on the criteria of TikTok Shop users in Samarinda who had made more than one purchase. Given the unknown population, researchers used the Wibisono formula to determine a sample size of 100 respondents.

The data sources in this study consist of primary and secondary data. Primary data was obtained directly from respondents through questionnaires, while secondary data came from related literature, publications, or documents. Data analysis was carried out using the SPSS version 25 program with stages including validity, reliability, classical assumptions, and hypothesis testing. The validity test uses the Pearson Product Moment method, while the reliability test uses Cronbach Alpha. To ensure the accuracy of the regression model, a classical assumption test was carried out which included tests of normality, multicollinearity, and heteroscedasticity.

Hypothesis testing is done with simple linear regression to measure the effect of independent variables, such as price, product quality, and transaction security, on the dependent variable, namely customer satisfaction. The T-test was used to evaluate the individual contribution of each independent variable. This study aims to produce a valid and reliable analysis of the factors that influence TikTok Shop user satisfaction in Samarinda.

4. RESULTS AND DISCUSSION

4.1 Results

First, after distributing questionnaires conducted in Samarinda City, a total of 100 respondents were obtained who filled out the questionnaire with the following criteria: residing in Samarinda City, are consumers who use the TikTok Shop application and have purchased products on the TikTok Shop application. The results of these respondents will be used as samples in this study. The following are details about the characteristics of the respondents used in this study, which can be seen in each table below:

Table 1. Characteristics of Respondents Based on Gender

No	Gender	Number of Respondents	Percentage (%)
1	Male	33	33%
2	Female	67	67%
	Total	100	100%

Based on the data table 1 above, It can be concluded that the average consumer who Participated in filling out the questionnaire were men by 33% and for women by 67%.

Table 2. Characteristics of Respondents Based on Age

No	Age	Number of Respondents	Percentage (%)
1	<19 Years	4	4%
2	20 - 25 Years	76	76%
3	26 - 30 Years	13	13%
4	31 - 40 Years	6	6%
5	>41 Years	1	1%
	Total	100	100%

Based on the data in table 2 above, it can be concluded that the average consumer who participates in filling out the questionnaire has an age of <19 years has a percentage of 4%, for ages 20-25 years it reaches 76%, for the age group 26-30 years by 13%, for ages 31-40 by 6%, and for >41 by 1%.

Table 3. Characteristics of Respondents Based on Profession

No	Profession	Number of Respondents	Percentage (%)
1	Student	71	71%
2	Private Employee	14	14%
3	CIVIL SERVANT	5	5%
4	Entrepreneur	7	7%
5	Housewife	2	2%
6	Others	1	1%
	Total	100	100%

Based on the data in table 3 above, it can be concluded that the average consumer who participated in filling out this questionnaire has a profession, students / students amounting to 71%, private employees 14%, civil servants 5%, entrepreneurs 7%, housewives 2% then respondents with other jobs 1%.

Second, to see the preferences of the respondents in this study in answering questions from the questionnaire, this study used SPSS 29 software to analyze the data. This analysis has the maximum, minimum, and average values for each indicator which can clarify the variables in this study. The following are the results of data processing through SPSS 29.

In order to categorize the classes in this test, the highest value method is used which is subtracted from the lowest value, then divided by the number of ideal classes, namely 3. Thus, the class boundaries in this study are as follows:
a) Low class: 1 - 2,33
b) Medium class: 2,34 - 3,67
c) High value: 3,68 – 5

Table 4. Descriptive Analysis of Promotion

Indicator	N	Minimum	Maximum	Mean
P 1	100	1	5	3,78
P 2	100	1	5	4,19
P 3	100	1	5	3,96

P 4	100	1	5	4,16

Based on Table 4 above, it shows that there is an average value for each of the markers used to take action to estimate progress, which is in the high range, which is between 3.68 and 5. All markers have almost the same value. However, the value obtained from Promotion shows that "Consumers of Tiktok Shop products in Samarinda City" agree that promotion for Tiktok Shop products has a positive impact in Samarinda City.

Table 5. Descriptive Analysis of Promotion

Indicator	N	Minimum	Maximum	Mean
K 1	100	1	5	3,80
K 2	100	1	5	4,27
K 3	100	1	5	3,84

Based on Table 5, there is an average value for each indicator used to measure progress, with a consistent range, because all indicators have a value close to 5, which is between 3.68 and 5. All trust indicators generally have almost the same value. However, the value based on the trust indicator shows that "Tiktok Shop product consumers in Samarinda City" agree that trust for Tiktok Shop products has a positive impact in Samarinda City.

Table 6. Descriptive Analysis of Brand Image

Indicator	N	Minimum	Maximum	Mean
CM 1	100	1	5	4,19
CM 2	100	1	5	4,19
CM 3	100	1	5	4,28

Based on Table 6, there is an average value for each indicator used to measure progress, with a consistent range, because all indicators have a value close to 5, which is between 3.68 and 5. All brand image indicators generally have almost the same value. However, the values based on the brand image indicators shows that "Tiktok Shop product consumers in Samarinda City" agree that the brand image for Tiktok Shop products has a positive impact in Samarinda City.

Table 7. Descriptive Analysis of Purchasing Decisions

Indikator	N	Minimum	Maximum	Mean
KP 1	100	1	5	4,42
KP 2	100	1	5	4,45
KP 3	100	1	5	4,36
KP 4	100	1	5	4,42

Table 7 above shows that the value of the mean of each indicator indicator has a value close to 5, which is between 3.68 and 5. All indicators of purchasing decisions generally have almost the same value. However, the value obtained from the purchase decision shows that "consumers of Tiktok Shop products in Samarinda City" agree that purchasing decisions for Tiktok Shop products have a positive impact in Samarinda City.

Third, instrument testing in this research was carried out in the Samarinda area with respondents who actively used the TikTok shop application. The purpose of this test is for the feasibility of the questionnaire as a measuring instrument in this study. Validity and reliability data will be obtained from the results of this instrument.

Table 8. KMO Test Results and Cronbach's Alpha

Variables	Item	KMO	Cronbach's Alpha	Matrix Value	Description
Promotion	P1	0.772	0.750	0.804	Valid & Reliable
	P2			0.760	
	P3			0.733	
	P4			0.727	
Trust	K1	0.707	0.699	0.839	Valid & Reliable
	K2			0.793	
	K3			0.743	
Brand Image	CM1	0.718	0.648	0.737	Valid & Reliable
	CM2			0.747	
	CM3			0.689	
Purchasing Decision	KP1	0.797	0.792	0.791	Valid & Reliable
	KP2			0.821	
	KP3			0.800	
	KP4			0.726	

In this study, the Kaiser-Meyer-Olkin (KMO) method was used to test validity and reliability. KMO measures sampling suitability by comparing the magnitude of the partial coefficient with the correlation analyzed (Edo Vierdian, 2019). Meanwhile, the reliability test is determined by Cronbach's Alpha, where for each question or assessment instrument, the value must be greater than 0.6 so that it can be declared reliable (Ghozali, 2018).

From table 3.7, it can be seen that the results of the KMO Measure of Sampling Adequacy test and the calculated value of Cronbach's Alpha for the Promotion indicator are 0.772> 0.5 and 0.750> 0.6, for the Trust indicator, the results are 0.707> 0.5 and 0.699> 0.6 and for the Brand Image indicator, the results are 0.718> 0.5 and 0.648>0.5. In addition, the validity test value on the KMO Measure of Sampling Adequacy and the Cronbach's Alpha reliability test value for the Purchase Decision variable are 0.797 > 0.5 and 0.792 > 0.6. This means that these three variables can be declared valid and reliable.

Fourth, before applying simple linear regression testing to test the research hypothesis, a series of preliminary tests were carried out to ensure the fulfillment of classical assumptions. The classical assumptions in this study include normality test and heteroscedasticity test.
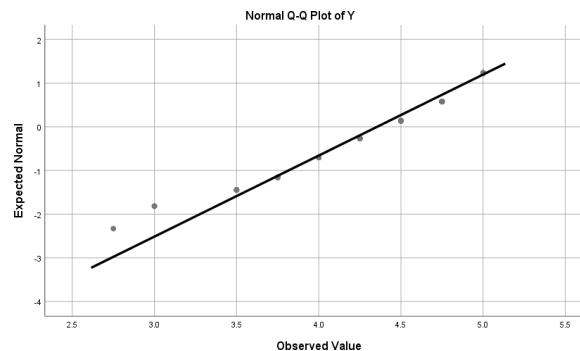
Figure 1. P-Plot Graph

In this study, normality testing begins by using a P-P plot graph, which compares the data points against the diagonal line. A distribution is considered to conform to a normal distribution if the plot of points parallel follows the diagonal line. Figure 3 shows that the dots plot parallel to the diagonal line on the P-P plot graph, indicating that the normality assumption for this study has been well met.

Table 9. Multicollinearity Test Results

No	Variable	Tolerance	VIF
1	Promotion	0.701	1.426
2	Trust	0.848	1.179
3	Brand Image	0.716	1.397

Looking at the multicollinearity test results, table 3.8 shows that the tolerance value for the Promotion variable is 0.701 ≥ 0.1 and VIF 1.428 ≤ 10, the Trust variable has a tolerance value of 0.848 and VIF 1.179, and the Brand Image variable has a tolerance value of 0.716 and VIF 1.397. This is indicates that there is no multicollinearity in the variables of Promotion, Trust, and Brand Image.

Table 10. Heteroscedasticity Test Results

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B model	Std. Error	Beta	t	Sig.
1 (Constant)	1.307	.454		2.879	.008
Promotion	.312	.105	.298	2.970	.006
Trust	.148	.085	.158	1.737	.086
Brand image	.264	.099	.265	2.668	.009

The results of the Heterokedasitas Test in table 3.9, it can be seen that the Promotion variable shows a value of 0.006> from 0.005, the value of the Trust variable is 0.086 and the value of the Brand Image variable is 0.009 so it can be concluded that there is no heterokedasticity problem.

Fifth, the t test is used to determine whether the independent variable has a statistically significant effect on the dependent variable. The significance value in the Coefficients table will determine whether the independent variable E-Commerce Quality has a partial influence on the dependent variable Customer Satisfaction.

This study uses a confidence level of 95% or a significance level of 5% (α = 0.05). The criteria for the t statistical test are as follows:
• When the calculated t value is greater than the t table, the hypothesis is accepted. That is, there is an influence between the independent variable and the dependent variable.
• Conversely, if the calculated t value is smaller than the t table, the hypothesis is rejected. This means that there is no influence between the independent variable and the dependent variable.

Table 11. T Test Results

	Unstandardized Coefficients		Standardized Coefficients		
	Model B	Std. Error	Beta	t	Sig.
1 (Constant)	1.307	.454		2.879	.005
Promosi	.312	.105	.298	2.970	.004
Kepercayaan	.148	.085	.158	1.737	.086
Citra Merek	.264	.099	.265	2.668	.009

It is known that the significance value for the effect (partial) X1 is significant, with t count 2.970> t table 1.668. For the value of X2 (partial), it also has a significant effect with t count 1.737> t table 1.668. As for the value of X3 (partial), there is a significant effect with t count 2,668 > t table 1,668.

Sixth, the coefficient of determination (R^2) test shows the limited ability of the model to explain the variation in the independent variable on the dependent variable. The coefficient of determination is between zero and one. The smaller the R^2 value, the smaller the ability of the independent variable to explain the dependent variable. In multiple linear regression analysis, the Adjusted R Square value is the one used as a reference.

Table 12. Test Results of the Coefficient of Determination (R²)

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1 .569a	.324	.303	.450

Based on the test results in Table 3.12 above, it is known that the R Square value is 0.69. This shows that in this study, the variables of Promotion, Trust and Brand Image have an influence on Purchasing Decisions, while the rest is influenced by other variables not included in this study.seeking to align organizational goals with workforce management strategies.

4.2 Discussion

The Effect of Promotion on Purchasing Decisions

The results of hypothesis testing show the results that promotion has a significant effect on purchasing decisions, with a regression coefficient value of 0.312 and a t value of 2.970 ($p < 0.05$), meaning that promotions that are effectively designed can influence customers to make purchasing decisions more quickly and convincingly. A well-targeted promotional strategy is able to attract customers' attention, build interest, and encourage them to choose the product or service offered. Consumer behavior theory supports these results by emphasizing that promotions play an important role in attracting attention and creating a desire to buy. With relevant and attractive promotions, customers tend to be more motivated to make purchases. Research conducted by Ani et al., (2021) supports this result, stating that effective promotions can increase customer interest in products or services, thereby encouraging them to make purchases. In the context of TikTok shop, effective promotions provide consumer interest in making purchases.

The Effect of Trust on Purchasing Decisions

The results of testing the trust hypothesis have a significant effect on purchasing decisions, with a regression coefficient of 0.148 and a t value of 1.737 ($p < 0.05$), this confirms that the level of trust is an important factor in making purchasing decisions. Previous research conducted by Lailiya (2020) supports this result, stating that customer trust in a product or service includes confidence in the quality, reliability and integrity of the seller or service provider. When customers feel confident that the product or service offered meets their expectations, they are more likely to make a purchase decision.

The Effect of Brand Image on Purchasing Decisions

The results of testing the brand image hypothesis have a significant effect on purchasing decisions, with a regression coefficient of 0.148 and a t value of 1.737 ($p < 0.05$) these results indicate that brand image is a crucial element in shaping consumers' positive perceptions of brand quality and value, which in turn drives purchasing decisions. Research conducted by Darmansah & Yosepha, (2020). Supports these results, stating that a strong brand image is able to increase consumer trust and loyalty. A positive brand image not only influences consumer perceptions of product quality but also provides deep emotional value, thus encouraging consumers to make purchases. Thus, building a positive brand image through effective marketing communications and consistent customer experience is an important strategy to drive purchasing decisions.

CONCLUSION

Promotions play an important role in driving purchasing decisions, because effective promotions are able to attract customers' attention and provide added value that is relevant to their needs. When customers feel that the promotions offered provide tangible benefits, such as discounts, special offers, or interesting product information, they are more

encouraged to make a purchase decision. A well-targeted promotional strategy not only increases customer interest, but also strengthens their belief in the platform or product being offered. TikTok Shop, as one of the growing e-commerce platforms, can utilize creative and innovative promotions to increase purchases while strengthening competitiveness.

In addition to promotion, trust is also an important factor in influencing purchasing decisions on TikTok Shop, because customers tend to prefer to buy products from sellers or platforms that they trust. When customers feel confident in product quality, transaction security, and seller integrity, they are more likely to make a purchase. High trust can encourage customers to choose TikTok Shop as a place to shop, because they feel safe and comfortable with the purchasing process. TikTok Shop, as a growing e-commerce platform, can leverage this trust to increase purchase decisions, strengthen relationships with consumers, and increase customer loyalty through a transparent and reliable shopping experience.

Last but not least, brand image has a significant influence on purchasing decisions at TikTok Shop, because a positive brand image can shape consumers' perceptions of the credibility, quality, and value of the products offered. When customers feel that the brand has a good reputation and is reliable, they are more likely to make a purchase. A strong brand image, reflected in marketing communications, user experience, and product quality, will increase customer confidence in making purchasing decisions. TikTok Shop, with a good brand image, can attract more customers and encourage them to choose products sold on the platform.

Apart from the results obtained in this study, this research also cannot be separated from limitations and weaknesses. The limitations in this study are in time and geographical location, where the research was only conducted in Samarinda City with variables limited to Promotion, Trust, and Brand Image on Purchasing Decisions. The suggestions given based on the results of the analysis that has been concluded are that further research is expected to have more adequate time with a wider geographical coverage, for example throughout Indonesia, and use variables that can represent fashion products in the TikTok Shop application.

The managerial implication of these findings is that management needs to focus on effective and innovative promotional strategies to increase the positive influence on consumer purchasing decisions. In addition, trust, which is proven to have a significant relationship with purchasing decisions, indicates that companies need to maintain and increase consumer trust through service quality and transparency. Brand image, which also has a significant influence, indicates the importance of companies to continue to build a positive image through consistent communication, integration with other digital platforms, and integration with other digital platforms consistent communication, integration with other digital platforms, and investment in research and development to better understand consumer needs and strengthen future marketing strategies.

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