

ABSTRACT

THE INFLUENCE OF DIGITAL ADVERTISING ON DIGITAL CUSTOMER TRUST ON INSTAGRAM @otsky.store

By:

FADHLAN AGAM AKHMAD AKBAR

E-mail: Agamagam526@gmail.com

This study is motivated by the increasing intensity of business competition in the digital era, which drives companies to build consumer trust through digital advertising strategies. The objective of this research was to examine the influence of digital advertising on digital brand awareness and social media engagement, as well as the impact of digital brand awareness and social media engagement on digital customer trust. Additionally, the study aimed to assess the mediating role of digital brand awareness and social media engagement in the relationship between digital advertising and digital customer trust. The proposed hypotheses posited that digital advertising had a significant influence on digital brand awareness, social media engagement, and digital customer trust, both directly and indirectly through the mediating variables. A quantitative research approach was employed using a survey method. Data were collected through questionnaires distributed to 130 respondents who had seen Instagram advertisements from @otsky.store. The sampling technique used was purposive sampling, and data analysis was conducted using Structural Equation Modeling (SEM) on Partial Least Squares (PLS) based on the SmartPLS 4.0 software. The results indicated that digital advertising had a significant effect on both digital brand awareness and social media engagement. Furthermore, digital brand awareness and social media engagement significantly influenced digital customer trust. Overall, digital advertising was proven to have a positive impact on digital customer trust, both directly and through the mediating roles of digital brand awareness and social media engagement.

Keywords: Digital Marketing, Social Media, Content Performance

