

The Influence of Willingness to Pay, Customer Perceived Value, and Digital Marketing Strategy on Purchase Decision Mediated by Customer Trust in Home Appliances Brand

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Abstract:- This study aims to analyze the influence of Willingness to Pay, Customer Perceived Value, and Digital Marketing Strategy on Purchase Decision mediated by Customer Trust in home appliance brands. Data were collected from consumers of home appliance products in various regions of Indonesia and analyzed using Structural Equation Modeling (SEM). The results show that Customer Perceived Value has a positive and significant effect on Customer Trust but does not have a significant direct effect on Purchase Decision. Willingness to Pay does not have a significant effect on Customer Trust and Purchase Decision. Conversely, Digital Marketing Strategy has a positive and significant effect on Customer Trust but does not significantly affect Purchase Decision. Furthermore, Customer Trust partially mediates the influence of Customer Perceived Value and Digital Marketing Strategy on Purchase Decision. This study provides practical implications for companies to enhance digital marketing strategies and perceived customer value to build strong trust, which ultimately can improve purchase decisions.

Keywords:- Willingness to Pay, Customer Perceived Value, Digital Marketing Strategy, Customer Trust, Purchase Decision, Mitra10.

I. INTRODUCTION

The household appliance manufacturing sector occupies a pivotal position in metamorphosing a multitude of raw materials into indispensable commodities that serve daily life. In Indonesia, this industry is diffused across numerous locales, with notable production epicenters like Jakarta, Bandung, Surabaya, Semarang, and several others. The household appliances sector is architecturally delineated into upstream segments, which concentrate on the quintessential components like polymers, metals, and electronic constituents, and downstream segments that amalgamate these elements into consumer goods such as refrigerators, washing machines, and kitchen contrivances.

In the Gregorian year 2021, an upsurge in domestic demand coupled with global distribution, particularly for products such as blenders and rice cookers, propelled the expansion of the sector. Data from the Indonesian Household Appliances Industry Association (APRINDO) reveal that export revenues for household appliances reached US\$ 1.2 billion from January to November 2021, a remarkable 15% augmentation compared to the analogous period in 2020. This sector not only underpins domestic economic augmentation but also plays an instrumental role in the national economic restoration post-pandemic.

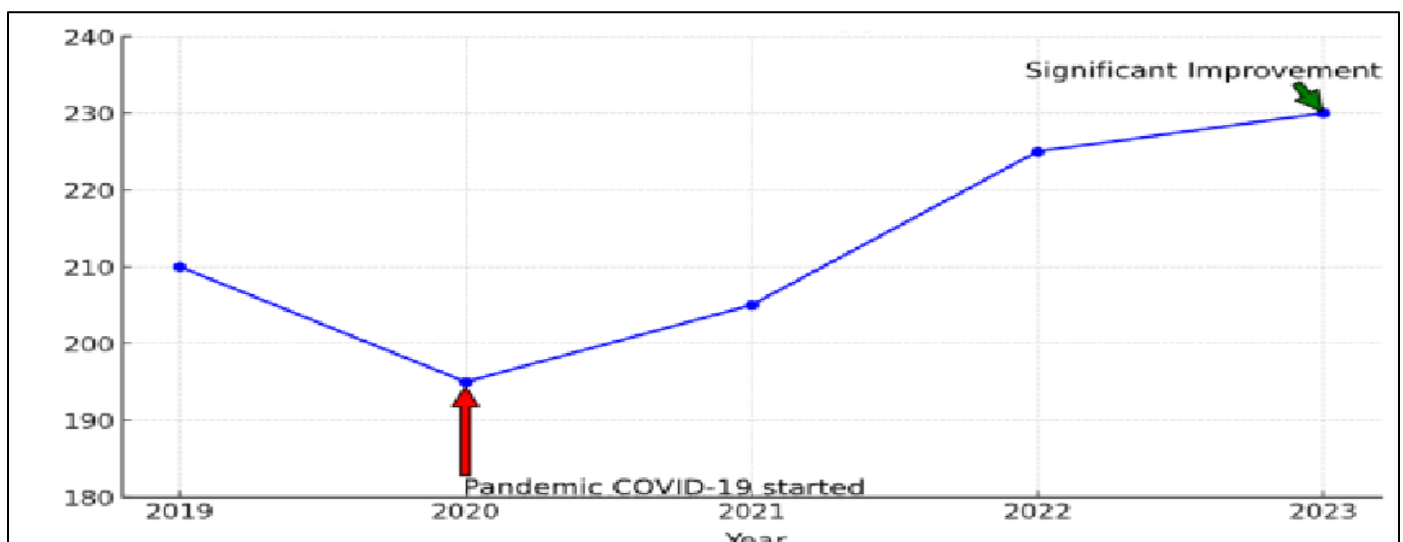


Fig 1 Home Appliances Sales Index 2019 to 2023.

Based on the above visualization, illustrating the evolution of the Domestic Appliances Sales Index in Indonesia from 2019 to 2023, we can draw several important conclusions:

- **Impact of the COVID-19 Pandemic (2020):** In the year 2020, a pronounced downturn in sales was documented, which directly corresponded with the initial wave of the COVID-19 pandemic. This reflects a contraction in household consumption instigated by economic volatility and social constraints instituted to arrest the proliferation of the virus.
- **Recovery Phase (2021-2022):** Subsequent to this downturn, a progressive recovery phase in the sales index emerged during 2021 and 2022, indicative of the populace's adaptation to the altered milieu and the rejuvenation of general economic activities.
- **Extraordinary Increase (2023):** In 2023, there was a prodigious escalation in the sales index, culminating at its zenith during the scrutinized period. This amplification may be attributed to various factors such as augmented consumer confidence, expansive promotional campaigns by the retail sector, and the normalization of social and economic activities.

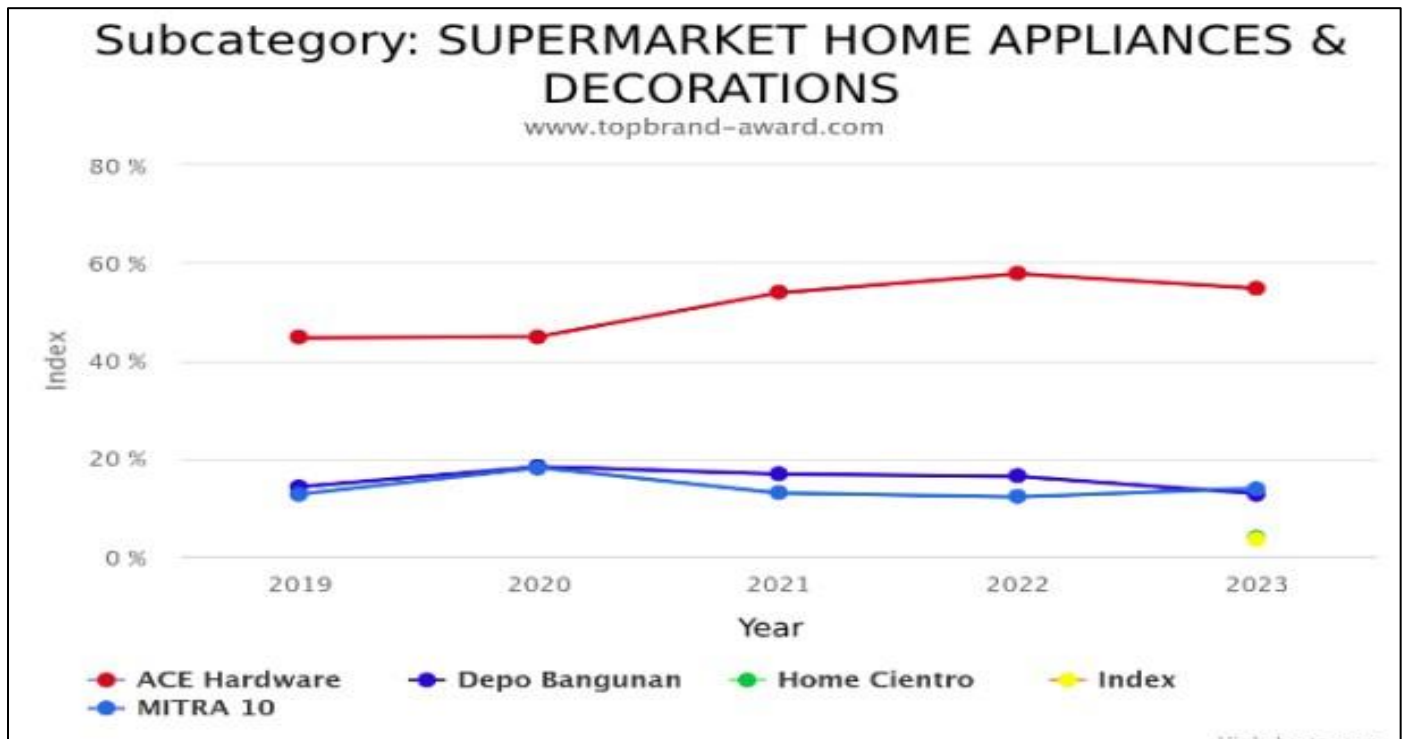


Fig 2 Mitra10 Faces Challenges in Growing its Market Share Despite Potential in Indonesia's Uneven Domestic Appliances Sector.

The growth within Indonesia's domestic appliances sector exhibits intriguing dynamics. Nevertheless, this expansion is not ubiquitously apportioned across all industry participants. Mitra10 is a notable entity meriting further inquiry, as it encounters multifaceted challenges in preserving and augmenting its market share despite substantial potential.

Extant research has elucidated a spectrum of factors influencing consumer purchasing decisions. Istiyono et al. (2018) unearthed that service quality positively correlates with willingness to pay and purchase decisions, signifying that exemplary service can bolster consumer purchasing interest. Aguspriyani (2022) discerned that digital marketing strategies

exert a considerable impact on purchase decisions, underscoring the imperative of digital marketing in the contemporary era. Darmawan et al. (2021) discovered that customer perceived value (CPV) also favorably influences purchase decisions, accentuating that perceived value is pivotal in the decision-making process.

Despite various studies identifying factors influencing purchasing decisions, a lacuna persists in research specifically exploring the reasons behind Mitra10's suboptimal growth. This gap is particularly germane to comprehending consumer behavior that favors competitors and the efficacious marketing strategies employed by other industry actors.

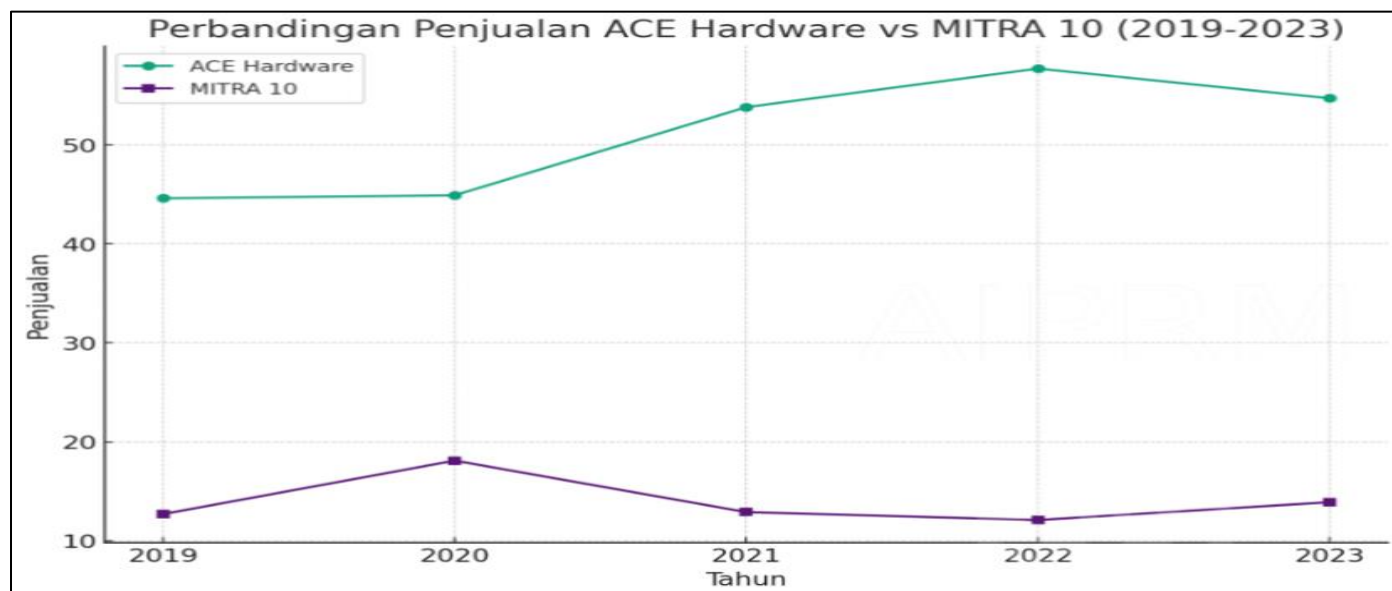


Fig 3 Top Brand Comparisons show Mitra10' Srevenues Fluctuated from 2019 to 2023 in the Home Tools & Decoration Subcategory.

Comparative analyses with the Top Brand in the home tools & decoration subcategory reveal that Mitra10 experienced fluctuating revenues from 2019 to 2023. This variability underscores the intricate market dynamics and the hurdles confronting the company in sustaining and amplifying its sales performance. The present study aspires to bridge the research gap in understanding the perpetually evolving consumer behavior and formulating more efficacious and adaptable marketing strategies. Additionally, this research seeks to elucidate the phenomenon gap related to the challenges Mitra10 encounters in vying within the same market, including shifts in consumer preferences, competition with other industry participants, and external factors impinging on company performance. Consequently, the findings of this study are anticipated to furnish profound insights and pragmatic recommendations for Mitra10 in surmounting these challenges and realizing sustainable growth.

The research conducted by Anom Istiyono et al. (2018) elucidates that service quality positively impacts willingness to pay and purchase decisions. This implies that superior service quality engenders higher willingness to pay and consumer purchase decisions. Aguspriyani's (2022) research accentuates that digital marketing strategies significantly influence purchase decisions. Iwan Darmawan et al.'s (2021) study divulges that customer perceived value (CPV) exerts a favorable and significant effect on consumer purchase decisions at MOVI Burangrang Bandung. The research by Djoko Lesmana Radji et al. (2019) demonstrates that consumer trust positively and significantly affects online purchase decisions among students at the Faculty of Economics, Gorontalo State University. This suggests that enhanced consumer trust in online enterprises elevates the probability of online purchases. Xiaoling Liu et al.'s (2018) study indicates that customer reviews exert a favorable and significant impact on purchase decisions, suggesting that more positive customer reviews heighten the likelihood of

purchases. Yiwen Wang et al.'s (2019) research reveals that product discussions have a positive and significant effect on purchase decisions, indicating that consumers who engage in product discussions are more inclined to purchase than those who abstain. Herzegovino Sianipar's (2021) study uncovers that product ratings significantly influence consumer purchase decisions in online marketplaces, suggesting that higher product ratings amplify the likelihood of purchases.

Although the domestic appliances sector in Indonesia is burgeoning, this growth is heterogeneous, with Mitra10 grappling with challenges in maintaining and augmenting its market share. Previous research has identified factors such as service quality, digital marketing strategies, and customer perceived value that influence purchase decisions. However, there is a dearth of specific research elucidating why Mitra10 has not achieved optimal growth, particularly in understanding consumer behavior favoring competitors and effective marketing strategies. This research aspires to fill that gap by probing the factors influencing purchase decisions at Mitra10 and identifying marketing strategies to enhance their sales performance.

Through this study, it is anticipated to proffer strategic recommendations that Mitra10 can implement to elevate its sales performance and compete more effectively in the domestic appliances market.

II. LITERATURE REVIEW

➤ S-O-R (Stimulus-Organism-Response)

The Stimulus-Organism-Response (S-O-R) Theory, originating from psychology and adapted to communication studies, postulates that individuals respond to stimuli—whether verbal, written, visual, or symbolic—based on the delivery and content of the stimulus. This theory presupposes that mass media disseminates information systematically, enabling broad audiences to receive messages concurrently.

The response to the stimulus can be either positive or negative, emphasizing the import of understanding how to communicate effectively to alter attitudes.

➤ *Willingness to Pay*

Willingness to Pay (WTP) signifies the maximum amount a consumer is willing to expend on a product or service. In public transportation services like the Adi Soemarmo airport train, WTP is influenced by transportation options and the perceived value relative to cost.

Indicators of Willingness to Pay encompass several pivotal factors. Income level serves as a primary indicator, as heightened income enhances the ability to pay. Perceived benefits play a significant role; a robust belief in the product's benefits elevates the willingness to pay. Past experiences can sway this willingness, with positive experiences augmenting the likelihood of future willingness to pay. Social and cultural factors also wield influence, as social norms and peer pressure can shape an individual's willingness to pay. Additionally, the availability of information is paramount; enhanced access to product information can amplify the willingness to pay.

➤ *Customer Perceived Value*

Customer Perceived Value (CPV) is the differential between the benefits and costs of a product compared to alternatives. Customers aspire to maximize value within their constraints. CPV significantly impacts customer satisfaction and repeat purchase behavior.

Several elements contribute to Customer Perceived Value (CPV). Service quality is of paramount importance, as high-quality service substantially enhances CPV. Fair and transparent pricing also plays a crucial role, with pricing honesty augmenting perceived value. Trust in a brand is another vital factor, as brand trust directly bolsters CPV. Personalization and a positive customer experience are imperative, as personalized and pleasant interactions elevate perceived value. Finally, responsiveness and effective customer support are critical, as prompt and helpful customer support enhances CPV.

➤ *Digital Marketing Strategy*

A digital marketing strategy encompasses leveraging digital platforms (websites, social media, email, databases, mobile, and digital TV) to reach target consumers, comprehend customer profiles, and foster active interactions. This strategy empowers companies to swiftly respond to market fluctuations and engage customers effectively. Indicators of **Digital Marketing Strategy** include:

- **Website:** The nucleus of digital marketing, channeling online activities toward potential consumers.
- **Search Engine Optimization (SEO):** Amplifies website visibility on search engines.
- **Pay-Per-Click (PPC) Advertising:** Procures search result pages based on keywords.
- **Online Public Relations (PR):** Utilizes online channels to cultivate positive brand perceptions.
- **Social Media Marketing:** Promotes products/services on social platforms to enhance engagement and visibility.

➤ *Customer Trust*

Customer trust in a brand is cultivated through consistent and reliable experiences that meet or exceed expectations. Trust is essential for forming emotional and psychological connections with customers.

Indicators of Customer Trust include several crucial factors. Rational factors, such as expertise and professionalism, substantially amplify trust. Relational factors, including ethical behavior and shared values, also bolster trust. Interaction and engagement are indispensable, as active interaction with customers fortifies trust. Positive electronic word of mouth (eWOM), encompassing favorable online reviews and recommendations, further strengthens trust. Lastly, brand loyalty and repurchase intentions are vital indicators, as trust often culminates in heightened brand loyalty and repeat purchases.

➤ *Purchase Decisions*

The purchase decision is influenced by several pivotal factors:

- **Brand Preference:** Predilection for certain brands substantially impacts decisions.
- **Psychological Factors:** Motivation, perception, attitude, and personality play roles.
- **Social Factors:** Family, friends, and reference groups exert influence.
- **Purchase Situation:** Conditions such as time and environment affect decisions.
- **Payment Method:** The mode of payment can impact the decision.

➤ *Methods*

In this study, the conceptual framework endeavors to procure a research direction elucidating the relationship between Willingness to Pay, Customer Perceived Value, and Digital Marketing Strategy, as depicted below:

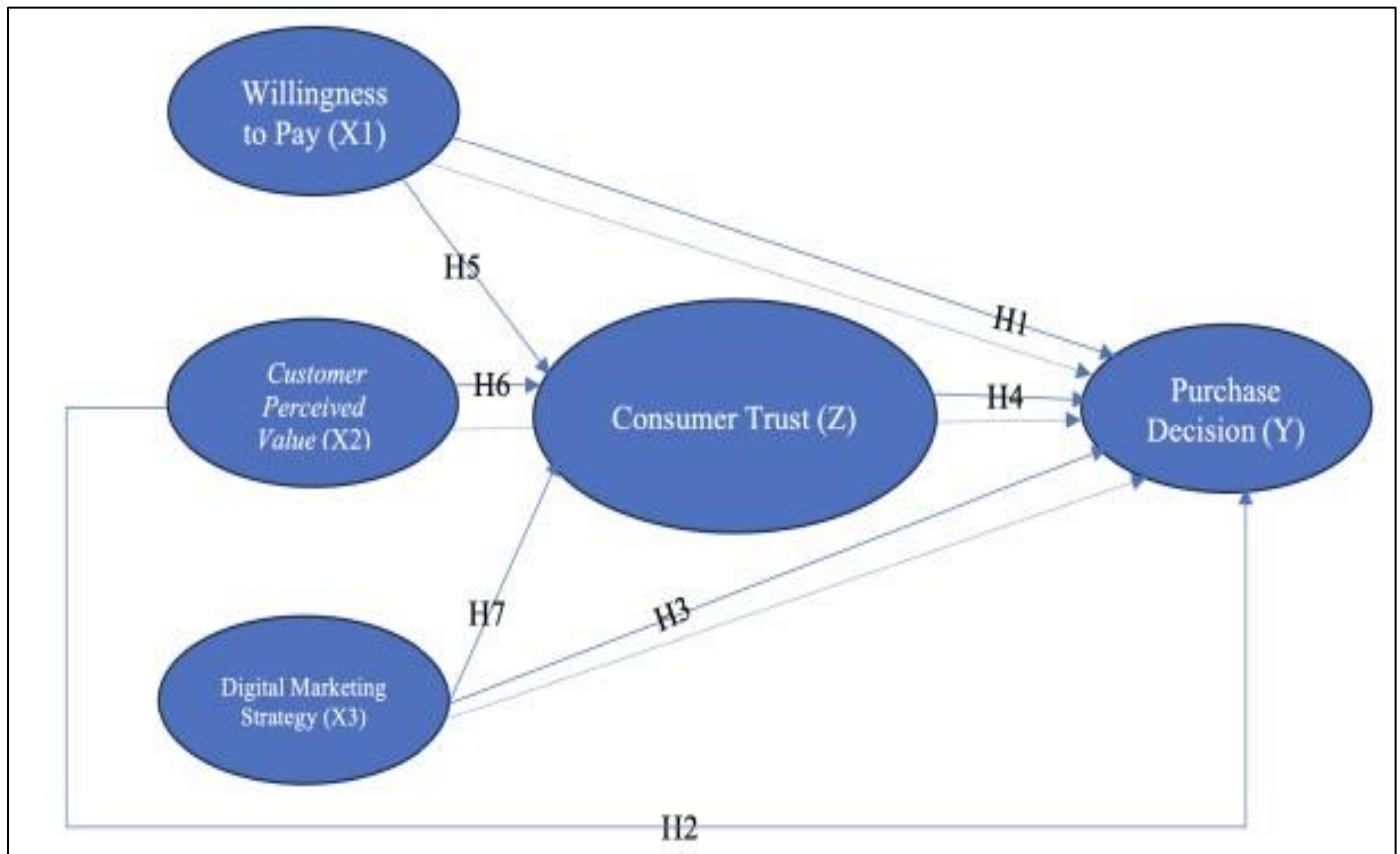


Fig 4 Conceptual Framework

- H1: Willingness to Pay (X1) has a positive and significant effect on Purchase Decision (Y).
- H2: Customer Perceived Value (X2) has a positive and significant effect on Purchase Decision (Y). H3: Digital Marketing Strategy (X3) has a positive and significant effect on Purchase Decision (Y). H4: Customer Trust (Z) has a positive and significant effect on Purchase Decision (Y).
- H5: Willingness to Pay (X1) has a positive and significant effect on Purchase Decision (Y) through Customer Trust (Z) as a mediator.
- H6: Customer Perceived Value (X2) has a positive and significant effect on Purchase Decision (Y) through Customer Trust (Z) as a mediator.
- H7: Digital Marketing Strategy (X3) has a positive and significant effect on Purchase Decision (Y) through Customer Trust (Z) as a mediator.

III. RESEARCH METHODOLOGY

According to Hardani (2020), a sample represents a subset of the population selected through sampling techniques to accurately mirror the population, ensuring that inferences drawn from the sample can be generalized to the entire population. Sampling is more advantageous than using the entire population as it ensures representativeness and validity in research findings. This study employed non-probability sampling, specifically purposive sampling, involving selecting samples based on specific criteria (Sugiyono, 2014). Hair et al. (as cited in Alawiyah and Utama, 2023) assert that the sample size should be determined by the number of indicators used in

the questionnaire, with a range of $n \times 5$ to $n \times 10$ observed variables. Hence, the sample size in this study is calculated as follows: Maximum Sample Size = Indicators $\times 10 = 25 \times 10 = 250$; Minimum Sample Size = Indicators $\times 5 = 25 \times 5 = 125$.

Data collection was conducted using Google Forms, and the researcher also performed Screening Purposive Sampling to measure the extent of transactions with Mitra10. The screening involved a questionnaire with questions such as whether respondents had purchased products at Mitra10 branches in Jakarta, Depok, Tangerang, Bogor, and Bekasi within the last year, whether they were between 18 and 45 years old, and whether they had knowledge of Mitra10's website and physical stores. The questionnaire, employed as the primary data collection method, was disseminated using a Likert scale via a QR code linking to a Google Form. Respondents completed the questionnaire online, and the researcher conducted direct observations at Mitra10 branches in Jakarta, Bogor, Depok, Tangerang, and Bekasi. According to Hardani (2020), the Likert Scale allows respondents to rate items on a five- to seven-point scale based on their level of agreement or disagreement.

IV. RESULTS AND DISCUSSION

A. Evaluation of Measurement (Outer Model)

➤ Convergent Validity Test Results

Based on comprehensive data processing results obtained through SmartPLS analysis, it is evident that all measured variables in this study demonstrate excellent validity and

reliability, meeting the stringent criteria set for structural equation modeling. The variable “Willingness to Pay” exhibits a high level of reliability, as evidenced by its Cronbach’s Alpha value of 0.939 and a Composite Reliability value of 0.953. Similarly, the variable “Customer Perceived Value” reinforces this pattern of high reliability with a Cronbach’s Alpha of 0.938 and a Composite Reliability of 0.953, further validating the robustness of this construct.

In addition, the variable “Digital Marketing Strategy” demonstrates commendable reliability, reflected in a Cronbach’s Alpha value of 0.898 and a Composite Reliability value of 0.924. This suggests that the items within this variable reliably measure the intended concept. Moving on, the variable “Customer Trust” also shows strong reliability, with a Cronbach’s Alpha of 0.907 and Composite Reliability of 0.931, which confirms that the construct is stable and reliable across different measures.

Structural equation modeling. The results underscore the robustness of the measurement model, ensuring that the research findings are both credible and reliable for further analysis and interpretation.

B. Results of Discriminant Validity Testing

Discriminant validity is a critical aspect of construct validity in structural equation modeling, ensuring that constructs are truly distinct from one another within a given model. One of the primary methods for assessing discriminant validity is the Fornell-Larcker Criterion, developed by Fornell and Larcker in 1981. This method involves comparing the square root of the Average Variance Extracted (AVE) of each construct with the correlations between that construct and all other constructs in the model. According to Henseler (2018), for a construct to be considered valid, the square root of its AVE must be greater than its correlations with any other constructs. This criterion ensures that the construct shares more variance with its own indicators than with indicators of other constructs, thereby confirming the construct’s distinctiveness and reducing the risk of multicollinearity.

Table 1 Convergent Validity Result

Variable	Indicators	AVE	Remarks
<i>Willingness to Pay</i>	X1.1	0,730	Reliable
	X1.2		Reliable
	X1.3		Reliable
	X1.4		Reliable
	X1.5		Reliable
<i>Customer Perceived Value</i>	X2.1	0,803	Reliable
	X2.2		Reliable
	X2.3		Reliable
	X2.4		Reliable
	X2.5		Reliable
<i>Digital Marketing Strategy</i>	X3.1	0,710	Reliable
	X3.2		Reliable
	X3.3		Reliable
	X3.4		Reliable
	X3.5		Reliable
<i>Customer Trust</i>	Z1	0,801	Reliable
	Z2		Reliable
	Z3		Reliable
	Z4		Reliable
	Z5		Reliable
<i>Purchase Decisions</i>	Y1	0,728	Reliable
	Y2		Reliable
	Y3		Reliable
	Y4		Reliable
	Y5		Reliable

The AVE is a measure of the amount of variance that a construct captures from its indicators relative to the amount of variance due to measurement error. An AVE value above 0.5 is generally considered acceptable, indicating that more than half of the variance is captured by the construct’s indicators. In practice, the Fornell-Larcker Criterion is often used as an initial check of discriminant validity, providing a straightforward and reliable assessment of construct independence.

Beyond the Fornell-Larcker Criterion, researchers often employ the Heterotrait-Monotrait Ratio (HTMT) as a complementary method to assess discriminant validity. The HTMT is a more recent development, introduced to address some limitations of the traditional methods and to provide a more robust assessment of construct distinctiveness. The HTMT evaluates the ratio of the average correlations between constructs to the average correlations within constructs. Ideally, HTMT values should be less than 0.9, indicating that

constructs are distinct. Henseler et al. (2018) suggest a stricter standard for discriminant validity, with HTMT values below 0.85 being preferable. Values between 0.85 and 0.90 are still deemed adequate, but they signal the need for cautious interpretation, as higher values might indicate issues with discriminant validity and potential overlap between constructs. Implementing both the Fornell-Larcker Criterion and the HTMT provides a comprehensive assessment of

discriminant validity. While the Fornell-Larcker Criterion focuses on the relative variance captured by each construct, the HTMT offers insights into the degree of similarity between constructs. This dual approach enhances the robustness of validity assessments and supports the reliability of the research model. The results of our discriminant validity testing are as follows:

Table 2 Cross Loading Result

Variable	Customer Perceived Value	Customer Trust	Digital Marketing Strategy	Purchase Decisions	Willingness to Pay
(X1.1)	0,743	0,680	0,581	0,578	0,887
(X1.2)	0,805	0,692	0,635	0,604	0,925
(X1.3)	0,834	0,719	0,633	0,627	0,889
(X1.5)	0,683	0,582	0,685	0,566	0,818
(X2.1)	0,893	0,753	0,655	0,684	0,820
(X2.2)	0,875	0,731	0,626	0,624	0,794
(X2.3)	0,891	0,724	0,617	0,579	0,788
(X2.4)	0,923	0,796	0,703	0,720	0,780
(X2.5)	0,899	0,759	0,610	0,675	0,732
(X3.1)	0,648	0,612	0,859	0,529	0,639
(X3.2)	0,646	0,581	0,860	0,518	0,677
(X3.3)	0,532	0,570	0,818	0,607	0,519
(X3.4)	0,610	0,718	0,868	0,582	0,602
(X3.5)	0,590	0,657	0,807	0,518	0,590
(Y1)	0,615	0,691	0,604	0,858	0,561
(Y2)	0,656	0,689	0,578	0,882	0,590
(Y3)	0,595	0,604	0,527	0,854	0,566
(Y4)	0,621	0,644	0,512	0,857	0,556
(Y5)	0,643	0,667	0,567	0,816	0,607
(Z1)	0,745	0,906	0,662	0,687	0,673
(Z2)	0,730	0,883	0,663	0,702	0,688
(Z3)	0,776	0,898	0,713	0,710	0,712
(Z4)	0,744	0,893	0,674	0,692	0,643
(Z5)	0,767	0,895	0,634	0,672	0,691

Table 3 Cronbach's Alpha Result

Variable	Cronbach's Alpha	Composite Reliability	Remark
Customer Perceived Value	0,939	0,953	Reliable
Customer Trust	0,938	0,953	Reliable
Digital Marketing Strategy	0,898	0,924	Reliable
Purchase Decisions	0,907	0,931	Reliable
Willingness to Pay	0,903	0,932	Reliable

The cross-loading data illustrates the relationship between various indicators and five constructs: Customer Perceived Value, Customer Trust, Digital Marketing Strategy, Purchase Decisions, and Willingness to Pay.

Customer Perceived Value is notably represented by indicators such as X1.1 (0.743) and X2.1 (0.893). Customer Trust has high loadings with indicators like Z1 (0.906) and Z3 (0.898). Digital Marketing Strategy shows significant contributions from X3.1 (0.859) and X3.4 (0.868). Purchase

Decisions are strongly influenced by indicators Y1 (0.858) and Y2 (0.882). Lastly, Willingness to Pay is associated with high loadings from indicators X1.2 (0.925) and X1.3 (0.889).

C. Testing Results of Composite Reliability and

➤ Cronbach's Alpha

Evaluating the robustness of instruments within a research framework involves scrutinizing composite reliability and Cronbach's alpha. When each latent variable

boasts a composite reliability or Cronbach's alpha value of ≥ 0.7 or higher, it signifies that the construct possesses solid reliability, ensuring that the survey tool employed in the investigation is steadfast and trustworthy.

➤ AVE Test Results, Composite Reliability and Cronbach's Alpha

Observations from the composite reliability and Cronbach's alpha tests reveal commendable outcomes, as each latent variable manifests a composite reliability and Cronbach's alpha value equal to or exceeding ≥ 0.70 . This attests to the unwavering reliability of all latent variables.

D. Results of Testing the R-square Value

Table 4 R-square Result

Variable	R Square	R Square Adjusted
Customer Trust	0,750	0,746
Purchase Decisions	0,630	0,623

Based on the R-Square values in the table above, the R-Square value for the Customer Trust variable is 0.750. This indicates that 75% of the variability in the Customer Trust construct can be explained by other variables included in the research model. In other words, the variables studied have a very strong influence on Customer Trust, while the remaining 25% is explained by other variables outside of the study. Meanwhile, the R-Square value for the Purchase Decisions variable is 0.630. This shows that 63% of the variability in the Purchase Decisions construct can be explained by other variables included in the research model. This suggests that the variables studied have a strong influence on Purchase Decisions, while the remaining 37% is explained by other variables outside of the study.

E. Goodness of Fit Model Test Results

The Q-Square value is obtained through the Blindfolding technique. The Omission Distance used is 8, increased by one from 7 because the number 7 is considered a critical number; this means that the respondent data divided by 7 results in an integer, which is not allowed, so the omission distance is increased to 8. A Q-Square value greater than 0 indicates that the model has predictive relevance, while a Q-Square value less than 0 indicates that the model lacks predictive relevance (Ghozali & Latan, 2015). The results of the Q-Square test can be seen in the following table:

Table 5 Q² Result

Variable	SSO	SSE	Q ²
Customer Trust	1080	436,674	0.60
Purchase Decisions	1080	594.028	0.45

➤ Results of Hypothesis Testing

Based on hypothesis testing, it has been determined that the relationship between Willingness to Pay (WTP) and Purchase Decisions is not statistically significant. The T Statistic value of 0.615 and a P Value of 0.539 suggest that there is no meaningful effect of WTP on Purchase Decisions, with the original sample value at 0.044 further reinforcing this conclusion. This result aligns with previous research conducted by Tryeana et al. (2023) and Shi et al. (2019), which also concluded that WTP alone does not always influence Purchase Decisions. These studies emphasize that perceived value and positive consumer experiences play crucial roles in mediating the effect of WTP on purchasing behavior. Specifically, for products like home appliances, it has been observed that WTP is not the predominant factor driving Purchase Decisions.

The theoretical framework of the Stimulus Organism-Response (SOR) theory offers an insightful perspective on this phenomenon. According to SOR theory, WTP can be seen as a stimulus (S) that initiates the purchasing process. However, for the stimulus to effectively lead to a response, i.e., a Purchase Decision (R), it must be processed by the organism, which in this context is the consumer (O). This processing involves

several internal evaluations, including perceived value, trust, and past experiences. Therefore, while WTP is an essential factor, it must be accompanied by an enhanced perception of value and a positive consumer experience to influence Purchase Decisions significantly. Consequently, marketing strategies should prioritize enhancing these elements to effectively convert consumer interest into actual purchases.

The hypothesis testing for Customer Perceived Value reveals a significant impact on Purchase Decisions. With a T Statistic of 2.362, a P Value of 0.018, and an original sample value of 0.218, the results indicate that Customer Perceived Value is a crucial determinant in shaping Purchase Decisions. This hypothesis is supported by the research findings of Wang et al. (2019) and Nguyen et al. (2019), which highlight the importance of Customer Perceived Value in the purchasing process. According to these studies, Customer Perceived Value can indeed influence Purchase Decisions, particularly when supplemented by other factors such as trust and customer satisfaction. These elements create a comprehensive understanding of a product's worth from the consumer's perspective, thereby enhancing their likelihood of making a purchase.

In contrast, the analysis of Digital Marketing Strategy suggests that it does not have a significant direct effect on Purchase Decisions. The hypothesis testing results, showing a T Statistic of 1.782, a P Value of 0.075, and an original sample value of 0.114, indicate that Digital Marketing Strategy alone is not sufficient to drive Purchase Decisions. This finding is consistent with studies by Sianipar (2021) and Salehi et al. (2020), which demonstrate that while digital marketing efforts can effectively increase brand visibility and consumer awareness, they do not necessarily translate into Purchase Decisions without the presence of strong trust and perceived value. Therefore, it is crucial for digital marketing strategies to be integrated with efforts that build consumer trust and highlight the perceived value of products or services.

The significance of Customer Trust in influencing Purchase Decisions is further underscored by hypothesis testing results, which show a T Statistic of 5.828, a P Value of 0, and an original sample value of 0.472. These results confirm that Customer Trust is a significant factor in determining Purchase Decisions. Studies by Radji et al. (2019) and Lin et al. (2018) corroborate this finding, emphasizing the critical role that trust plays in the purchasing process. Trust acts as a cornerstone of consumer relationships with brands, fostering loyalty and repeat purchasing behavior. Therefore, building and maintaining customer trust should be a focal point of marketing and business strategies, as it significantly influences consumer purchase decisions.

When examining the mediating role of Customer Trust in the relationship between Willingness to Pay (WTP) and Purchase Decisions, the results indicate a lack of significant mediation. Specifically, the hypothesis testing reveals a T Statistic of 0.039, a P Value of 0.969, and an original sample value of 0.002, which clearly indicate that Customer Trust does not play a mediating role in the relationship between WTP and Purchase Decisions. These findings lead to the rejection of the hypothesis that Customer Trust mediates this relationship. Supporting evidence from studies conducted by Istiyono et al. (2018) and Ha and Janda (2018) further reinforce this conclusion. These studies suggest that while Customer Trust is undeniably important in influencing Purchase Decisions, its role does not extend to altering the direct relationship between WTP and Purchase Decisions. This outcome highlights that although trust is a crucial factor in consumer behavior, it does not universally mediate every possible relationship within the consumer decision-making process, particularly in the context of WTP.

In contrast, when Customer Perceived Value is considered, the findings reveal a different narrative. The hypothesis testing shows that Customer Perceived Value significantly affects Purchase Decisions through Customer Trust as a mediating factor. The results, with a T Statistic of 4.111, a P Value of 0, and an original sample value of 0.295, provide strong evidence for accepting this hypothesis. The significance of this relationship is further supported by research conducted by Ramadhan et al. (2023) and Dwivedi et al. (2019), which emphasize the essential role of Customer Trust as a mediator between perceived value and Purchase Decisions. These findings suggest that when consumers perceive high value in a product or service, and this perception is underpinned by strong trust in the brand, the likelihood of making Purchase Decisions increases substantially. This dynamic underscores the importance for businesses to craft marketing strategies that not only aim to enhance the perceived value of their offerings but also focus on building and reinforcing trust among their consumers. Trust, in this context, acts as a critical bridge between the perception of value and the ultimate purchasing action, indicating that without trust, the perceived value may not fully translate into Purchase Decisions.

Furthermore, the hypothesis testing results also demonstrate that Digital Marketing Strategy significantly influences Purchase Decisions through Customer Trust as a mediating variable. The evidence, with a T Statistic of 2.823, a P Value of 0.005, and an original sample value of 0.141, supports the acceptance of this hypothesis. These findings are consistent with research by Gurusinga et al. (2023) and Shareef et al. (2019), which illustrate that an effective Digital Marketing Strategy can significantly enhance Customer Trust and, as a result, positively influence Purchase Decisions.

The synergistic effect of digital marketing and customer trust is apparent, as these studies highlight that digital strategies not only serve to increase brand visibility and engagement but also play a crucial role in fostering trust among consumers. This trust, once established, becomes a key driver of Purchase Decisions. The implications for businesses are clear: to maximize the impact of their digital marketing efforts, they must prioritize building authentic and trustworthy relationships with their audience. This approach ensures that the benefits of digital marketing extend beyond mere exposure and interaction, leading to tangible purchasing behavior. The interconnectedness of digital marketing, trust, and Purchase Decisions suggests that a comprehensive and trust-focused digital marketing strategy is indispensable in today's competitive market landscape.

Table 6 Hypothesis Result

Hypothesis	Path Coefficients	Standard Deviation	T Statistics	P Values	Remark
H1: Willingness to Pay -> Purchase Decisions	0,044	0,071	0,615	0,539	Rejected
H2: Customer Perceived Value -> Purchase Decisions	0,218	0,092	2,362	0,018	Accepted
H3: Digital Marketing Strategy -> Purchase Decisions	0,114	0,064	1,782	0,075	Rejected

H4: Customer Trust -> Purchase Decisions	0,472	0,081	5,828	0,000	Accepted
H5: Willingness to Pay -> Customer Trust -> Purchase Decisions	0,002	0,039	0,039	0,969	Rejected
H6: Customer Perceived Value -> Customer Trust -> Purchase Decisions	0,295	0,072	4,111	0,000	Accepted
H7: Digital Marketing Strategy -> Customer Trust -> Purchase Decisions	0,141	0,050	2,823	0,005	Accepted

V. CONCLUSION

The aim of this study is to examine the impact of willingness to pay, customer perceived value, and digital marketing strategy on purchase decisions, mediated by customer trust in a home appliances brand. Based on data analysis and discussion, the conclusions are as follows:

➤ *Customer Perceived Value Positively and Significantly Affects Customer Trust:*

Customer Perceived Value has a positive and significant impact on Customer Trust. This indicates that the value perceived by customers influences their trust in the company. Therefore, an increase in perceived value leads to higher Customer Trust.

➤ *Customer Perceived Value Positively and Significantly Affects Purchase Decisions:*

Customer Perceived Value directly and significantly influences Purchase Decisions. This means that an increase in perceived value enhances the likelihood of customers making a purchase.

➤ *Customer Trust Positively and Significantly Affects Purchase Decisions:*

Customer Trust plays a crucial role in influencing Purchase Decisions. Higher Customer Trust increases the likelihood of customers making a purchase.

➤ *Digital Marketing Strategy Positively and Significantly Affects Customer Trust:*

A good Digital Marketing Strategy significantly enhances Customer Trust. Therefore, companies should continuously improve and optimize their digital marketing strategies to build Customer Trust.

➤ *Digital Marketing Strategy Does Not Significantly Affect Purchase Decisions:*

Digital Marketing Strategy does not have a significant direct impact on Purchase Decisions. This suggests that other factors, such as product quality or price, might have a more substantial influence on Purchase Decisions.

➤ *Willingness to Pay Does Not Significantly Affect Customer Trust:*

Willingness to Pay does not significantly influence Customer Trust. Other factors, such as customer experience or company reputation, may have a more significant role in building Customer Trust.

➤ *Willingness to Pay Does Not Significantly*

• *Affect Purchase Decisions:*

Willingness to Pay does not have a direct significant impact on Purchase Decisions. According to the Stimulus-Organism-Response (SOR) theory, the process of making Purchase Decisions is influenced by various internal and external variables beyond just Willingness to Pay. In the context of SOR, the stimulus in the form of product price or value (representing Willingness to Pay) may not be strong enough to affect the organism (customer) due to the complex perception and evaluation occurring at the organism stage.

Factors such as perceived benefits, previous experiences, and Customer Trust in the seller (as part of the organism) play a crucial role in determining the response (Purchase Decisions). Therefore, even if consumers have a Willingness to Pay, without strong perceived value and Customer Trust, this willingness does not directly contribute to the final Purchase Decisions.

VI. SUGGESTION

Based on the research and conclusions, the following suggestions are offered for future use. Theoretical recommendations include further research on Purchase Decisions, as this study explains only 75% of the variability for the mediating variable and 63.1% for the dependent variable. Future studies should include additional variables like Product Reviews, Customer Reviews, and Product Discussions to provide a more comprehensive understanding. Expanding the study beyond Jakarta, Bogor, Depok, Tangerang, and Bekasi will account for different consumer characteristics and ensure more accurate generalization. Similar studies on different products or services will verify that the findings apply universally and not just to home appliances. Practical recommendations for Mitra10 include enhancing Willingness to Pay by providing regular customer service training to meet expectations. Improving Customer Perceived Value can be achieved by redesigning the store layout, enhancing the store atmosphere, and offering attractive loyalty programs. Boosting Digital Marketing Strategy requires increasing the frequency and visibility of digital ads through higher budgets, retargeting, and social media campaigns. Strengthening Customer Trust involves offering incentives for positive reviews, ensuring consistent customer experiences, and simplifying the review process. Finally, increasing Mitra10's influence on Purchase Decisions can be done by enhancing marketing strategies, improving product and service quality, and strengthening customer relationships through loyalty programs and personalized communication.

These steps will help Mitra10 better influence Purchase Decisions and enhance overall customer satisfaction and trust.

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