The Role Of Brand Trust In Mediating The Effect Of Digital Marketing On Resellers Purchase Decisions At The Juragan Dimsum Factory In Medan

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Abstract

This study aims to analyze the effect of digital marketing on resellers' purchasing decisions, the effect of digital marketing on brand trust, the effect of brand trust on resellers' purchasing decisions, and the mediating role of brand trust in the effect of digital marketing on resellers' purchasing decisions at Pabrik Juragan Dimsum Medan. This study employs a quantitative approach using an associative-causal research design. The sample consisted of 160 resellers selected from the Juragan Dimsum Factory in Medan's reseller network. Data were collected via a questionnaire, and data analysis utilized the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS. The results indicate that Digital Marketing has a positive and significant effect on Resellers' Purchase Decisions, with a coefficient of 0.221 and a p-value less than 0.001. Digital Marketing also has a positive and significant effect on Brand Trust, with a coefficient of 0.411 and a p-value less than 0.001. Furthermore, Brand Trust has a positive and significant effect on Reseller Purchase Decisions, with a coefficient of 0.561 and a p-value less than 0.001. The results of the indirect effect test indicate that Brand Trust mediates the effect of Digital Marketing on Reseller Purchase Decisions, with a coefficient of 0.124 and a p-value of 0.001. These findings indicate that digital marketing can drive purchasing decisions both directly and by increasing trust in the brand. Therefore, companies need to optimize their digital marketing efforts and maintain reseller trust through consistent product quality and excellent service.

Keywords: *Digital Marketing, Brand Trust, Reseller Purchase Decisions, Mediation*

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Introduction

Advances in information and communication technology have transformed how companies conduct marketing activities. Companies now utilize digital media to introduce products, convey information, build communication with consumers, and expand their market reach. Digital marketing has become a key marketing strategy because it enables companies to interact with consumers more quickly and flexibly. Through social media, instant messaging apps, and various digital platforms, companies can convey product information while building relationships with customers. This situation compels companies not only to focus on product quality but also to manage their digital marketing activities effectively to attract consumer attention and influence purchasing decisions.

In the competitive food and beverage industry, digital marketing plays a crucial role because consumers can access information about products, prices, promotions, and brand reputation through various digital channels. This competition also requires companies to build strong relationships with customers, including resellers who play a key role in marketing products to end consumers. Resellers hold a key position in distribution activities because their decisions to purchase products will affect the smooth flow of sales and the company's market expansion. Unlike end consumers, resellers buy products with the intention of reselling them to make a profit. Therefore, resellers consider various factors before making a purchase, such as product quality, price, sales opportunities, supply consistency, company service, and trust in the brand.

Resellers' purchasing decisions are a critical aspect that companies must consider, as they relate to the sustainability of transactions and business partnerships. Resellers do not always make purchases simply because they are attracted to the promotions a company offers. They also evaluate a product's ability to meet market needs and generate profit for their business operations. In this context, digital marketing can help companies provide the information resellers need before making purchasing decisions. Information regarding products, prices, promotions, customer testimonials, and product availability can help resellers evaluate a company's offerings. Thus, the quality of digital marketing management can be one of the factors influencing resellers' decisions when selecting and purchasing products.

However, digital marketing activities do not necessarily lead directly to a purchasing decision. The information and promotions that a company conveys through digital media must be supported by the reseller's trust in the brand. This makes Brand Trust a crucial aspect of the purchasing decision-making process. Brand Trust reflects a consumer's belief that a brand can meet expectations and deliver the benefits promised. Resellers who trust a brand tend to feel more confident about purchasing its products and incorporating them into their business operations. This trust can be built through purchasing experiences, consistent product quality, accurate information, company service, and effective communication. Therefore, companies need to build brand trust so that digital marketing activities can have a stronger impact on resellers' purchasing decisions.

This situation is relevant to the business operations of Pabrik Juragan Dimsum Medan, which markets its products through a reseller network. In marketing activities, digital platforms such as WhatsApp, Instagram, and TikTok serve as channels through which resellers can obtain information about Juragan Dimsum products. Based on the characteristics of the 160 respondents in this study, WhatsApp was the most widely used digital platform for obtaining product information, with 66 people (41%), followed by Instagram with 49 people (31%), TikTok with 24 people (15%), Facebook with 16 people (10%), and other platforms with 5 people (3%). These data indicate that digital media plays a crucial role in conveying product information to resellers. However, the dominance of digital media usage does not, in and of itself, indicate that digital marketing activities have successfully built trust or optimally driven purchasing decisions. The company must still ensure that the information provided effectively builds resellers' confidence in the brand's quality and consistency.

Respondent characteristics also indicate that the company's relationship with resellers has the potential for sustainability. A total of 67 respondents (42%) have been resellers for more than 24 months, while 45 respondents (28%) have been resellers for more than 12 to 24 months. In terms of purchase frequency, 62 respondents (39%) made purchases 4 to 6 times in the past month, and 42 respondents (26%) made purchases more than 6 times. These data indicate that the majority of respondents have relatively routine experience and transactional activity with Pabrik Juragan Dimsum Medan. However, these characteristic data do not directly explain the factors driving resellers to maintain their purchasing behavior. Therefore, this study needs to examine how Digital Marketing and Brand Trust influence resellers' purchasing decisions.

Previous research provides an empirical basis for examining the relationships among these variables. Mesra et al. (2024), through a study on the marketing mix for services, trust, and purchasing decisions at the JNE Main Branch in Medan, demonstrated the importance of marketing strategies and trust in the purchasing decision-making process. This research is relevant in explaining that marketing strategies must be supported by consumer trust to effectively drive purchasing decisions. Meanwhile, Erwansyah and Qamariah (2026) examined the influence of social media marketing, learning orientation, and brand trust on the brand performance of halal MSMEs. Their study provided insights into the relationship between social media marketing activities and brand trust. Both studies provide a foundation for understanding the role of digital marketing and brand trust, although the context of the research subjects and the variables examined differ from those in this study.

Based on these previous studies, there remains room for research to examine the role of brand trust as a mediating variable in the relationship between digital marketing and resellers' purchasing decisions. The study by Mesra et al. (2024) places greater emphasis on the service marketing mix and consumer trust in purchasing decisions, while Erwansyah and Qamariah (2026) examine social media marketing and Brand Trust in the context of halal SME brand performance. This study takes a different approach by examining how Digital Marketing influences Reseller Purchase Decisions, both directly and through Brand Trust. This study also treats resellers as the unit of analysis, noting that they differ from end consumers because they purchase products for resale. These differences in the research subjects, respondent

characteristics, and the structure of relationships among variables form a crucial basis for conducting this study at the Juragan Dimsum Factory in Medan.

Based on this discussion, this study posits that digital marketing should be examined not only for its ability to directly drive purchasing decisions but also for its role in building brand trust. Brand trust serves as a mechanism that explains how digital marketing activities encourage resellers to make purchasing decisions. Therefore, this study is titled "The Role of Brand Trust in Mediating the Influence of Digital Marketing on Resellers' Purchase Decisions at the Juragan Dimsum Factory in Medan."

Literature Review

Purchase decisions are one of the main areas of study in consumer behavior, explaining how individuals make choices regarding a product or service. In the purchasing process, consumers do not make transactions immediately but go through various stages of consideration related to needs, information, evaluation of alternatives, and final decision-making.

According to Kotler and Keller (2022), a purchase decision is the process by which consumers evaluate various available product or brand alternatives and then select the product they believe will best meet their needs and desires. A purchase decision is the result of a psychological process and consumers' evaluation of various factors that influence product choice.

Furthermore, Kotler and Keller (2022) explain that a purchase decision is not only related to the act of buying a product but also encompasses the pre-purchase process and post-purchase behavior. Consumers will seek information, compare various options, determine the appropriate product, and evaluate their experience after making a purchase.

In an increasingly competitive business environment, purchasing decisions are a critical factor for a company's sustainability. Products with high quality, easily accessible information, and a trusted brand increase the likelihood that consumers will choose them.

In the context of the reseller business, purchasing decisions have different characteristics than those of end consumers. Resellers make purchases not only to meet personal needs but also as part of business activities aimed at generating profit. Therefore, resellers consider various aspects such as product quality, trust in the company, ease of obtaining information, and the potential for long-term cooperation.

Based on this description, in this study, the purchasing decision is defined as the reseller's decision to select, purchase, determine the purchase quantity, and repurchase Juragan Dimsum Medan products for resale to consumers.

2.1 Factors Influencing Purchase Decisions

According to Kotler and Keller (2022), consumer purchasing decisions can be influenced by several key factors, namely:

1) Cultural Factors
   Cultural factors relate to the values, norms, and customs that influence a person's behavior in choosing products.
2) Social Factors
   Social factors include the influence of groups, family, and the social environment, which can affect purchasing decisions.
3) Personal Factors
   Personal factors relate to individual characteristics such as needs, experiences, occupation, and economic circumstances.
4) Psychological Factors
   Psychological factors include motivation, perception, learning, and a person's beliefs regarding a product or brand.

In this study, the purchasing decisions of Juragan Dimsum Medan resellers are viewed as the result of the resellers' evaluation of digital marketing information, brand awareness, and trust in the company.

2.2 Purchase Decision Indicators

According to Kotler and Keller (2022), purchasing decisions can be observed through how consumers select products, make purchases, and exhibit post-purchase behavior. Based on this concept, the purchasing decision indicators in this study are:

1) Product selection, namely the reseller's decision to choose Juragan Dimsum products over other products.
2) Making a purchase, namely the reseller's decision to buy Juragan Dimsum products to market.
3) Determining the purchase quantity, namely the reseller's decision regarding the quantity of Juragan Dimsum products purchased based on business needs.
4) Repeat purchasing, which is the reseller's decision to buy Juragan Dimsum products again based on previous positive experiences.

2.3 Brand Trust (Z)

In the relationship between consumers and a brand, trust is one of the key factors determining marketing success. Both consumers and business partners tend to choose and maintain relationships with brands perceived as capable of delivering quality, meeting expectations, and demonstrating a commitment to delivering the promised value.

According to Khan et al. (2021), *brand trust* is an individual's belief in a brand's ability to deliver products that meet expectations and are reliable. Trust in a brand arises when customers are confident that a company can consistently provide high-quality products, deliver excellent service, and meet customer needs.

Brand trust is not only shaped by the experience of using a product but also by the various interactions a company has with its customers. Effective communication, transparency, consistent product quality, and a company's ability to fulfill its promises are factors that can strengthen customer trust in a brand.

According to Kotler and Keller (2022), trust is a crucial element in building long-term relationships between companies and customers. When customers trust a brand, the perceived risk of making a purchase decreases, making them more confident in their purchasing decisions.

In the context of the reseller business, *brand trust* plays a more complex role because resellers are not only buyers of products but also the parties who represent the brand to end consumers. Resellers need confidence that the company can provide quality products, maintain product availability, deliver good service, and support their sales activities.

At Pabrik Juragan Dimsum Medan, resellers' trust in the brand is a critical factor because the success of product marketing heavily depends on resellers' confidence in reselling the products to consumers. The higher the resellers' trust in the brand, the greater the likelihood that they will maintain their business relationship and continue making purchases.

Based on this description, in this study, brand trust is defined as the level of resellers' trust in Juragan Dimsum Factory in Medan to provide quality products, meet resellers' needs, deliver good service, and maintain the business relationship.

2.4 Brand Trust Indicators

According to Khan et al. (2021), brand trust can be seen from customers' confidence in a brand's ability to deliver products that meet expectations and are reliable. Based on this view, the indicators of brand trust in this study are:

1) Trust in the quality of Juragan Dimsum products, namely resellers' belief that Juragan Dimsum products are of good quality and capable of meeting customer needs.

2) Belief that Juragan Dimsum products meet resellers' expectations, namely resellers' confidence that the products offered align with their business needs and expectations.
3) Trust that the company provides good service, which is the resellers' belief that Juragan Dimsum is capable of providing service that supports their business activities.
4) Feeling secure in partnering with Juragan Dimsum, which refers to the reseller's level of confidence that the partnership with the company can proceed smoothly and sustainably.

2.5 Digital Marketing (X1)

Advances in digital technology have brought about significant changes to companies' marketing activities. Today, companies not only use conventional media to market their products but also leverage various digital platforms to convey information, communicate, and build relationships with customers.

According to Chaffey and Ellis-Chadwick (2022), *digital marketing* is a marketing activity that utilizes digital technology to convey product information, establish communication, and build relationships with customers. Digital marketing enables companies to conduct marketing activities more effectively because it can reach a wide range of customers through various digital media.

Digital marketing serves not only as a promotional tool but also as a communication channel between companies and customers. Through digital media, customers can access product information more quickly, provide feedback, and interact directly with companies.

According to Chaffey and Ellis-Chadwick (2022), the use of digital marketing can help companies strengthen their relationships with customers by providing relevant information, interactive communication, and a better customer experience.

In today's business world, digital marketing has become a critical strategy as consumer behavior increasingly relies on digital technology. Consumers tend to search for product information through digital media before making a purchase decision.

In the context of Pabrik Juragan Dimsum Medan, digital marketing serves as a strategy to help resellers access product information, learn about promotional programs, and communicate directly with the company via digital media.

Based on this description, in this study, digital marketing is defined as resellers' perceptions of Pabrik Juragan Dimsum Medan's digital marketing activities in providing product information, introducing products, and communicating through digital media.

2.6 Digital Marketing Indicators

According to Chaffey and Ellis-Chadwick (2022), digital marketing can be viewed through a company's ability to provide information, build communication, and deliver marketing experiences via digital technology. Based on this perspective, the digital marketing indicators in this study include:

1) Ease of obtaining product information through digital media, namely the ease with which resellers can access information about Juragan Dimsum products via digital platforms.
2) The clarity of product information provided through digital media, specifically the company's ability to present digital information that explains products in a way that is easily understood by resellers.
3) The appeal of digital promotional content, specifically the ability of Juragan Dimsum's digital marketing content to capture resellers' attention.
4) Ease of communication with the company via digital media, specifically how easily resellers can communicate with and receive responses from the company through digital media.

2.7 Conceptual Framework

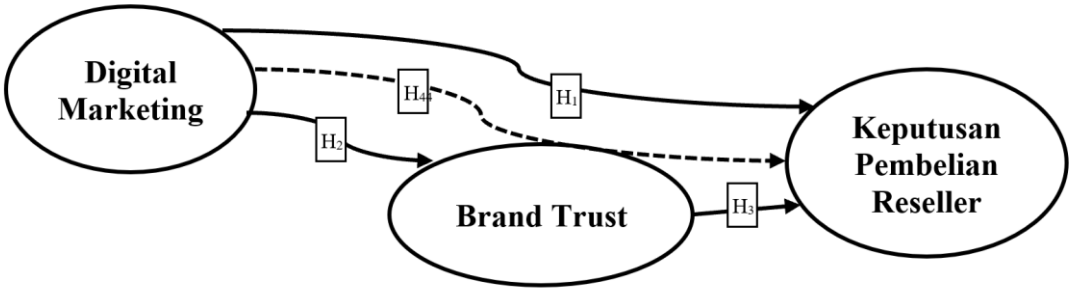


Figure 1. Conceptual Framework

2.8 Research Hypotheses

1. Digital marketing has a positive and significant effect on purchasing decisions at the Juragan Dimsum Factory in Medan.
2. Digital marketing has a positive and significant effect on brand trust at the Juragan Dimsum Factory in Medan.
3. Brand trust has a positive and significant effect on the purchase decision at the Juragan Dimsum Factory in Medan.
4. Digital marketing has a positive and significant effect on purchasing decisions through brand trust at the Juragan Dimsum Factory in Medan.

Research Methodology

3.1 Type of Research

This study employs a quantitative approach using an associative-causal research design. The quantitative approach was chosen because this study aims to empirically test the relationships between variables through objective measurements and statistical analysis. According to Sugiyono (2022), quantitative research is a research method used to study a specific population or sample by employing research instruments and numerical data analysis to test established hypotheses.

This study aims to analyze the role of brand trust in mediating the influence of digital marketing on resellers' purchasing decisions at the Juragan Dimsum factory in Medan.

3.2 Research Location and Time

This study was conducted at Juragan Dimsum in Medan, which is one of the culinary SMEs in the city of Medan. The research subject was selected because Juragan Dimsum is a culinary business facing increasingly intense competition in the food industry, thus requiring a marketing strategy capable of enhancing brand awareness, consumer trust, and purchasing decisions.

Juragan Dimsum's headquarters is located at the Juragan Dimsum Factory, at Jalan Bunga Rampai II No. 19, Simalingkar B, Medan Tuntungan District, Medan City, North Sumatra.

This study is planned to be conducted .1 over approximately 3 months, from September 2026 to November 2026. The research stages include proposal development, questionnaire distribution, data collection, data processing, data analysis, and the preparation of the research report.

3.3 Research Population and Sample

The population in this study consists of all resellers of the Juragan Dimsum Factory in Medan who have purchased products for resale. According to Sugiyono (2022), the population is the domain of generalization comprising objects or subjects with specific characteristics defined by the researcher for study, from which conclusions are subsequently drawn.

Based on information from Pabrik Juragan Dimsum Medan, the number of resellers in the company's marketing network totals approximately 200. Resellers are sales partners who purchase a minimum of 20 boxes of products and subsequently resell them to consumers.

The selection of resellers as the research population was based on the consideration that resellers have direct experience interacting with the Juragan Dimsum brand—whether in terms of digital marketing, brand awareness, trust in the product, or repeat-purchase decisions. Therefore, resellers are considered capable of providing information relevant to the research objectives.

A sample is a subset of the research population that shares the same characteristics as the population. In this study, the Juragan Dimsum reseller population in Medan was determined to consist of 200 resellers; thus, the sample size was determined using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach.

3.4 Data Analysis Method

Data analysis in this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software.

The PLS-SEM method was chosen because this study involves a model with a mediating variable—brand trust—and aims to test the causal relationships among variables simultaneously.

The analysis stages include:

1) Research Instrument Validation
   a) Validity Testing
      Validity testing was conducted as follows:
      Outer loading > 0.70
      Average Variance Extracted (AVE) > 0.50
      Cross-loading
   b) Reliability Test
      Reliability testing was conducted using:
      Cronbach's Alpha > 0.70
      Composite Reliability > 0.70
2) Measurement Model Evaluation (*Outer Model*)
   The outer model evaluation was conducted to assess the validity and reliability of the research construct.
3) Structural Model Evaluation (*Inner Model*)
   a) The inner model is tested using:
      R-Square (R^2)
      F-Square (F^2)
   b) Hypothesis Testing
      Hypothesis testing was performed using the bootstrapping method in SmartPLS.
      Testing criteria:
      t-statistic > 1.96
      p-value < 0.05
   c) Mediation Test

A mediation analysis was conducted to determine the role of brand trust in the relationship between digital marketing and purchase decisions. The analysis was performed using the indirect effect measure in SmartPLS.

Results

4.1 Respondent Characteristics

Table 4.1. Distribution of Respondent Characteristics

Characteristics	Category	Frequency (People)	Percentage (%)
Gender	Male	73	46
	Female	87	54

Characteristics	Category	Frequency (People)	Percentage (%)
Age	Under 25 years old	13	8
	25–35 years	43	27
	36–45 years	54	34
	Over 45 years old	50	31
Highest Level of Education	Junior High School or below	34	21
	High School	46	29
	Diploma (D1/D2/D3)	23	14
	Bachelor's Degree (S1/D4)	45	28
	Graduate (Master's/Ph.D.)	12	8
Length of Time as a Reseller	Less than 6 months	12	8
	6–12 months	36	23
	More than 12–24 months	45	28
	More than 24 months	67	42
Purchase Frequency in the Last Month	Did not make a purchase	3	2
	1 time	5	3
	2–3 times	48	30
	4–6 times	62	39
	More than 6 times	42	26
Average Monthly Purchase Amount	Did not make a purchase	3	2
	Less than Rp1,000,000	5	3
	Rp1,000,000–Rp3,000,000	34	21
	Rp3,000,000–Rp5,000,000	60	38
	More than Rp5,000,000	58	36
Primary Digital Media for Obtaining Product Information	WhatsApp	66	41
	Instagram	49	31
	TikTok	24	15
	Facebook	16	10
	Others	5	3
Total Respondents		160	100

Source: Data processed by the researcher, 2026

By gender, the majority of respondents were women, totaling 87 (54%), while men numbered 73 (46%). These results indicate that female resellers account for a larger proportion than male resellers. However, the difference in their percentages is relatively small. This suggests that the Juragan Dimsum reseller business involves men and women in a fairly balanced composition.

By age group, the majority of respondents were in the 36–45 age range, totaling 54 people (34%). Next, there were 50 respondents (31%) over the age of 45, 43 respondents (27%) aged 25–35, and 13 respondents (8%) under the age of 25. These results indicate that the majority of resellers are over 35 years old. This suggests that Juragan Dimsum reseller activities are primarily carried out by adults who likely have experience in running a business and making purchasing decisions for resale purposes.

Based on the highest level of education, the majority of respondents held a high school (SMA/SMK/equivalent) diploma, totaling 46 people (29%), followed by those with a bachelor's degree (S1/D4), totaling 45 people (28%). Furthermore, 34 respondents (21%) had a junior high school (SMP) or equivalent education or lower, 23 (14%) held a diploma (D1/D2/D3), and 12 (8%) held a graduate degree (S2/S3). These results indicate that the respondents have a fairly diverse educational background. The predominance of high school (SMA/SMK) and bachelor's degree graduates indicates that the Juragan Dimsum reseller program is able to reach individuals with both secondary and higher education levels.

Based on the length of time as resellers, the majority of respondents—67 people (42%)—have been with the program for more than 24 months. Additionally, 45 respondents (28%) have been resellers for 12–24 months, 36 (23%) for 6–12 months, and 12 (8%) for less than 6 months. These results show that most respondents have been running their reseller businesses for more than a year. This indicates that the majority of respondents have considerable experience in maintaining business relationships with Juragan Dimsum, suggesting they likely have a better understanding of the company's products, brand, marketing, and customer service.

Based on purchase frequency over the past month, the majority of respondents made purchases 4–6 times, totaling 62 people (39%). Furthermore, 48 respondents (30%) made purchases 2–3 times, 42 respondents (26%) made purchases more than 6 times, 5 respondents (3%) made a single purchase, and 3 respondents (2%) made no purchases. These results indicate that the majority of resellers make regular purchases within a month. The high frequency of purchases reflects recurring transactions between resellers and the Juragan Dimsum Factory in Medan. This also indicates that the majority of respondents are still actively sourcing products to meet their resale needs.

Based on the average monthly purchase value, the majority of respondents—60 people (38%)—spent between Rp3,000,000 and Rp5,000,000. Furthermore, 58 respondents (36%) had a purchase value exceeding Rp5,000,000, 34 respondents (21%) had a purchase value between Rp1,000,000 and Rp3,000,000, 5 respondents (3%) had a purchase value of less than Rp1,000,000, and 3 respondents (2%) made no purchases. These results indicate that the majority of resellers have monthly transaction values above Rp3,000,000. This suggests that the majority of respondents make purchases of Juragan Dimsum products in relatively large transaction amounts.

Regarding the digital platforms used to obtain information about Juragan Dimsum products, the majority of respondents—66 people (41%)—used WhatsApp. Next, Instagram was used by 49 people (31%), TikTok by 24 people (15%), Facebook by 16 people (10%), and other platforms by 5 people (3%). These results indicate that WhatsApp is the digital platform most frequently used by respondents to obtain information about Juragan Dimsum products, followed by Instagram. This finding demonstrates that both platforms play a crucial role in the company's marketing communications with resellers. Therefore, the company needs to optimize the use of WhatsApp and Instagram to convey product information, run promotions, and build relationships with resellers.

Overall, the characteristics of the 160 respondents indicate that the majority of Juragan Dimsum resellers in Medan are women, aged 36–45, have a high school or vocational school education, and have been resellers for more than 24 months. In terms of purchasing activity, the majority of respondents make 4–6 transactions per month, with purchase values ranging from over Rp3,000,000 to Rp5,000,000. Meanwhile, WhatsApp is the primary digital platform most frequently used to obtain information about Juragan Dimsum products.

These characteristics indicate that the respondents are predominantly resellers with considerable business experience and relatively regular purchasing activity. The dominant use of WhatsApp and Instagram also highlights the importance of digital media in supporting the

company's marketing communications. This finding aligns with research on the role of brand trust in mediating the influence of digital marketing on resellers' purchasing decisions at the Juragan Dimsum factory in Medan.

4.2 Outer Model Analysis

a. **Validity Test**

Table 4.2. Outer Loadings

	Brand Trust	Digital Marketing	Reseller Purchase Decisions
X1.1		0.825	
X1.2		0.849	
X1.3		0.877	
X1.4		0.840	
Y.1			0.735
Y.2			0.871
Y.3			0.765
Y.4			0.865
Z.1	0.806		
Z.2	0.771		
Z.3	0.872		
Z.4	0.835		

Source: Smart PLS Output, 2026

Based on the values in Table 4.2 above, the results of the outer model test using factor loadings/outer loadings show that all indicators for each variable have loadings ≥ 0.70. This indicates that each indicator is measured validly and reliably. Therefore, it can be concluded that all items in the questionnaire meet the validity criteria, as shown in the following figure.

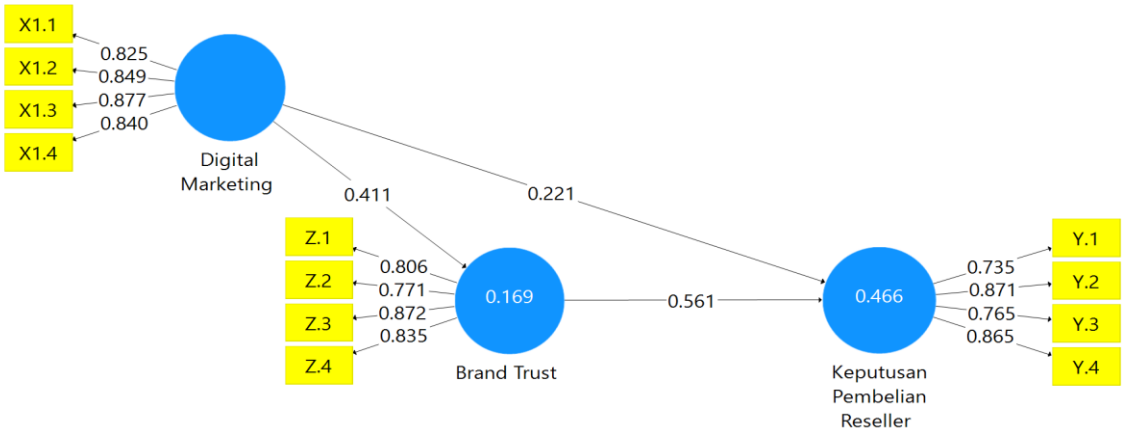


Figure 2. Outer Loadings

4.2 Reliability Test

Table 4.3. Construct Reliability and Validity Tests

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Trust	0.840	0.850	0.893	0.675
Digital Marketing	0.870	0.876	0.911	0.719
Reseller Purchase Decision	0.826	0.837	0.885	0.658

Source: Smart PLS Output, 2026

From Table 4.3 above, the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all constructs are above 0.70, while the AVE values are above 0.50. This indicates that all indicators possess high internal consistency and are reliable in measuring their respective constructs. Consequently, the research instrument is deemed reliable and suitable for use in structural equation modeling.

a.1 Structural Model Testing (Inner Model)

a. Coefficient of Determination (R^2)

When evaluating a model using PLS, the process begins by examining the R-squared value for each dependent latent variable. The table below presents the estimated R-squared values obtained using SmartPLS.

Table 4.4. R-Square Results

	R-Square	Adjusted R-Square
Brand Trust	0.169	0.163
Reseller Purchase Decision	0.466	0.459

Source: Smart PLS Output, 2026

Based on the results of the coefficient of determination (R-Square) test using SmartPLS, the R-Square value for the Brand Trust variable was 0.169, with an Adjusted R-Square value of 0.163. These results indicate that the Digital Marketing variable explains 16.9% of the variation in Brand Trust, while the remaining 83.1% is explained by other factors outside the research model. After adjusting for the number of predictors and sample size, the model's ability to explain Brand Trust was 16.3%. This value indicates that the model's explanatory power regarding Brand Trust is relatively weak.

Furthermore, the Reseller Purchase Decision variable yielded an R-Square value of 0.466 with an Adjusted R-Square value of 0.459. These results indicate that Digital Marketing and Brand Trust account for 46.6% of the variation in Reseller Purchase Decision, while the remaining 53.4% is explained by factors outside the research model. After adjusting for the number of predictors and sample size, the model's explanatory power was 45.9%. This value indicates that the model's ability to explain Reseller Purchase Decisions is moderate.

b. **Effect Size (f^2) of the Structural Model**

The Effect Size (f^2) of the Structural Model is used to determine the magnitude of the influence or contribution of exogenous variables on endogenous variables in the research model. The f^2 value indicates the strength of the effect of one construct on another.

Table 4.5. Results of the Structural Model Effect Size (f^2) Test

Relationships Between Constructs	f^2	Category
Digital Marketing → Brand Trust	0.203	Moderate
Digital Marketing → Reseller Purchase Decisions	0.076	Low
Brand Trust → Reseller Purchase Decision	0.490	High

Source: SmartPLS data analysis results, 2026

Based on the Effect Size (f^2) test results, there are several relationships between variables with varying degrees of influence.

Digital Marketing's effect on Brand Trust yielded an f^2 value of 0.203, falling into the moderate category. This result indicates that Digital Marketing makes a fairly significant contribution to explaining Brand Trust. In other words, the digital marketing activities conducted by Pabrik Juragan Dimsum Medan contribute to building resellers' trust in the brand.

The relationship between Digital Marketing and Reseller Purchase Decisions yielded an f^2 value of 0.076, which falls into the small category. This result indicates that Digital Marketing

makes a relatively small contribution to explaining Reseller Purchase Decisions. This means that while digital marketing does contribute to purchase decisions, other factors also play a role in determining resellers' decisions.

Brand Trust's effect on Reseller Purchase Decisions yielded an f^2 value of 0.490, falling into the "large" category. This result indicates that Brand Trust makes a strong contribution to explaining Reseller Purchase Decisions. This means that resellers' trust in the brand's quality, consistency, and reputation plays a crucial role in driving their decision to purchase Juragan Dimsum products.

Overall, Brand Trust has the greatest effect on reseller purchasing decisions, with an f^2 value of 0.490. Meanwhile, Digital Marketing has a moderate effect on Brand Trust (0.203), while its effect on reseller purchasing decisions is small (0.076).

These results indicate that trust in the brand is a key factor in explaining resellers' purchasing decisions. Therefore, the Juragan Dimsum factory in Medan must maintain product quality, service consistency, and reseller trust to ensure sustainable business relationships.

c. Direct Effects Between Variables

Direct effects between variables can be seen in the *path coefficient* values. The data analysis results show that the direct effect values are presented in the following table.

Table 4.6. *Path Coefficients* (Direct Effects)

	Original Sample	T-Statistics	P-Values	Conclusion
Digital Marketing -> Reseller Purchase Decisions	0.221	3.560	$p < 0.001$	Accepted
Digital Marketing -> Brand Trust	0.411	6.375	$p < 0.001$	Accepted
Brand Trust -> Reseller Purchase Decisions	0.561	9.462	$p < 0.001$	Accepted

Source: Smart PLS Output, 2026

1) The Effect of Digital Marketing on Resellers' Purchase Decisions
   The test results show that digital marketing has a positive and significant effect on resellers' purchasing decisions, with an original sample value of 0.221, a t-statistic of 3.560, and a p-value of less than 0.001. These results indicate that the more effective the digital marketing activities carried out by Pabrik Juragan Dimsum Medan, the more likely resellers are to make a purchase decision. The provision of product information, promotions via digital media, and responsive communication help resellers obtain information and evaluate products before making purchases for resale.
   These findings align with the research by Mesra et al. (2024), which analyzed the influence of a service marketing mix on consumer purchasing decisions through trust in the JNE Main Branch in Medan. That study showed that marketing strategies play a role in driving consumer purchasing decisions. The similarity of these results indicates that marketing activities are a key consideration in the purchasing decision-making process. In the context of Pabrik Juragan Dimsum Medan, digital marketing serves as a means for the company to introduce products, convey promotional information, and reach resellers, thereby driving purchasing decisions.
2) The Impact of Digital Marketing on Brand Trust
   The test results show that digital marketing has a positive and significant effect on brand trust, with an Original Sample value of 0.411, a T-statistic of 6.375, and a P-value of less than 0.001. These results indicate that the more effective the digital marketing activities carried out by the Juragan Dimsum Factory in Medan, the higher the resellers' trust in the Juragan Dimsum brand. Clear product information, consistent promotions, and responsive

communication through digital media can help increase resellers' confidence in the products and the company.

These findings align with the research by Erwansyah and Qamariah (2026), which showed that social media marketing has a significant effect on brand trust among halal SMEs. That study explains that marketing activities via social media play a role in building trust in a brand. The similarity of these results indicates that the use of digital media not only helps companies convey marketing information but also builds relationships and consumer confidence in the brand. In the context of Juragan Dimsum, the use of WhatsApp, Instagram, and TikTok can serve as communication channels that help the company strengthen resellers' trust in the brand and the products offered.

3) The Influence of Brand Trust on Resellers' Purchase Decisions

The test results show that Brand Trust has a positive and significant effect on Resellers' Purchase Decisions, with an Original Sample value of 0.561, a T-statistic of 9.462, and a P-value less than 0.001. These results indicate that the higher the resellers' trust in the Juragan Dimsum brand, the greater their tendency to purchase the products. Trust in product quality, taste consistency, brand reputation, and the company's ability to meet resellers' expectations are key considerations in determining purchases for resale.

These findings align with the research by Mesra et al. (2024), which examined consumer purchasing decisions through trust in the JNE Main Branch in Medan. That study demonstrated that trust plays a significant role in the purchasing decision-making process. The similarity of these results suggests that trust can strengthen consumers' confidence in making purchasing choices. In the context of the Juragan Dimsum Factory in Medan, resellers who trust the quality and consistency of the products tend to be more confident in purchasing Juragan Dimsum products and incorporating them into their business operations.

d. Indirect Effects Between Variables

Indirect effects between variables can be seen in the *specific indirect effects* values. The data analysis results show that the indirect effect values are presented in Table 4.7 below.

Table 4.7. *Specific Indirect Effects*

	Original Sample	T Statistics	P Values	Conclusion
Digital Marketing -> Brand Trust -> Reseller Purchase Decisions	0.230	5.367	$p < 0.001$	Accepted

Source: Smart PLS Output, 2026

The test results show that Digital Marketing has a positive and significant effect on Resellers' Purchase Decisions through Brand Trust, with an Original Sample value of 0.230, a T-statistic of 5.367, and a P-value less than 0.001. These results indicate that Brand Trust mediates the effect of Digital Marketing on Resellers' Purchase Decisions. This means that improved digital marketing can increase resellers' trust in the Juragan Dimsum brand, thereby driving purchasing decisions.

This finding aligns with the research by Erwansyah and Qamariah (2026), which highlights the importance of social media marketing and brand trust in enhancing the performance of SME brands. These results are also consistent with the study by Mesra et al. (2024), which positions trust as a mediating mechanism between marketing strategies and purchasing decisions.

Thus, brand trust acts as a complementary partial mediator, as both the direct and indirect effects of digital marketing on resellers' purchasing decisions are positive and significant. This indicates that the Juragan Dimsum factory in Medan needs to optimize its digital marketing

efforts while simultaneously maintaining resellers' trust through consistent product quality and service.

CONCLUSION

Based on the research results and discussion outlined above, the following conclusions can be drawn:

1) Digital marketing has a positive and significant effect on resellers' purchasing decisions. The test results show a coefficient of 0.221, a T-statistic of 3.560, and a P-value of less than 0.001. These results indicate that the better a company's digital marketing efforts, the higher the likelihood that resellers will make a purchase. The delivery of product information, promotional content, and communication via digital media helps resellers obtain information before deciding to purchase a product.
2) Digital marketing has a positive and significant effect on brand trust. The test results show a coefficient of 0.411, a T-statistic of 6.375, and a P-value of less than 0.001. These results indicate that informative, engaging, and communicative digital marketing activities can increase resellers' trust in the Juragan Dimsum brand. The use of digital media helps the company build communication and strengthen resellers' confidence in the products offered.
3) Brand Trust has a positive and significant effect on Resellers' Purchase Decisions. The test results show a coefficient of 0.561, a T-statistic of 9.462, and a P-value of less than 0.001. These results indicate that resellers' trust in product quality, service, and the company's ability to meet expectations plays a crucial role in driving purchase decisions. Brand Trust is also the variable with the strongest direct influence on resellers' purchasing decisions in the research model.

4) Brand Trust was found to mediate the effect of Digital Marketing on Reseller Purchase Decisions. The results of the indirect effect test showed a coefficient of 0.124, a T-statistic of 3.494, and a P-value of 0.001. These results indicate that digital marketing not only directly influences purchasing decisions but also enhances resellers' trust in the brand, which in turn drives purchasing decisions. Since both the direct and indirect effects are positive and significant, Brand Trust acts as a complementary partial mediator.

Recommendations

Based on the research results, the following recommendations can be provided to Pabrik Juragan Dimsum Medan and future researchers.

1) For the Juragan Dimsum Factory in Medan
   The company needs to improve the quality of its digital marketing by focusing on the clarity of product information, the consistency of promotional content, and the speed of communication with resellers. Based on the respondents' characteristics, WhatsApp is the most widely used digital platform for obtaining product information, at 41%, followed by Instagram at 31%. Therefore, the company needs to optimize these two platforms as its primary marketing communication channels. The company can regularly provide information on prices, product catalogs, promotional programs, stock availability, and purchase terms so that resellers receive clear information.
2) Building Brand Trust
   Companies need to maintain product quality and consistency, provide responsive service, and fulfill agreements with resellers. This is important because Brand Trust has the greatest direct influence on Resellers' Purchase Decisions, with a coefficient of 0.561. Companies also need to address reseller complaints promptly and provide transparent information regarding products and transactions. These efforts are expected to strengthen trust and encourage repeat purchases.
3) Strengthening Relationships with Resellers

Companies need to maintain cooperative relationships with resellers through ongoing communication, providing information about new products, loyalty programs, and marketing support. Companies can also provide digital promotional materials that resellers can use to market products to end consumers. This step can help resellers conduct sales activities while strengthening their business relationships with the company.

4) For Future Researchers
Future researchers can expand this study by incorporating additional variables that may influence resellers' purchasing decisions, such as product quality, price, customer satisfaction, service quality, and brand loyalty. This is relevant because the research model yields an R-Square value of 0.169 for Brand Trust and 0.466 for Reseller Purchasing Decisions. This indicates that there remains variation in both variables that the current model cannot fully explain. Future research could also examine different types of food businesses or expand the study area to obtain more diverse and comparable results

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