THE ROLE OF CUSTOMER TRUST IN MEDIATING VISUAL CONTENT QUALITY AND SERVICE QUALITY ON PURCHASING DECISIONS AT WEDDING DOCUMENTATION SERVICES

Asep Munajat[1]*, Asep Muhamad Ramdan[2], Tetty Sufianty Zafar[3]

[1]*Department of Business Administration, Muhammadiyah University Of Sukabumi, Indonesia*
[2]*Department of Business Administration, Muhammadiyah University Of Sukabumi, Indonesia*
[3]*Department of Business Administration, Muhammadiyah University Of Sukabumi, Indonesia*

**amunajat25@ummi.ac.id*

Abstract

Wedding documentation is mandatory and much sought after by couples who want to capture every moment of their marriage, but consumer behavior in the use of products or services always changes with the times. This study aims to determine how much customer trust mediates visual content quality and service quality in users of wedding video documentation services. The grand theory of this research is marketing management theory and this research is quantitative with a correlational approach method. Research data was obtained by distributing online using probability sampling techniques to 225 respondents. The data analysis technique in this study is the Structural Equational Modelling (SEM) technique using IBM SPSS AMOS 23 software. The results showed that the role of customer trust has a positive and significant effect and is effectively used in the relationship between visual content marketing and service quality to improve purchase decisions in wedding documentation video services for Cineos Wedding Film customer. The findings of this study indicate that consumer trust acts as a significant mediator in the relationship between visual content quality and service quality on service purchase decisions. In other words, consumer decisions to use wedding documentation services are strongly influenced by the level of trust formed through the presentation of quality cinematic video content, professional and responsive services. The implications of this research are important for service providers, such as Cineos Wedding Film to consistently maintain, improve visual and service quality to build customer trust that can encourage sustainable service usage decisions.

Keywords: visual content quality, service quality, customer treust, purchase decision, marketing management

INTRODUCTION

Current technological advances have been able to change consumer behavior in searching, consuming, and using products or services. This fact is different from in the past

when someone held a wedding event rarely used the services of wedding vendors such as documentation services, decorators, makeup, and other vendors. However, at this time,wedding documentation is mandatory and much sought after by couples who want to capture every beautiful moment so that it can be immortalized properly and look beautiful from time to time. Consumer trust is one of the driving factors that influence service usage decisions which can be shown through personal or social media (Pasaribu et al., 2024; Ramadhan & Nasir, 2023; Syawaliyah et al., 2024).

Changes in consumer behavior are driven by current digital developments, where one of the factors that influence purchasing decisions is a trust that can be shown through personal or through social media (Pasaribu et al., 2024; Ramadhan & Nasir, 2023). Several factors that influence other consumer decisions such as service quality and visual content in social media, where service quality is very important for business people in the service sector. Apart from consumer trust, service quality is also one of the considerations for people in choosing a service provider (Kotler et al., 2022; Parasari et al., 2024).

Consumer convenience is the key to the success of these services, as well as the visual content in social media which will be one of the reasons consumers use services at the brand. There is a sense of satisfaction for consumers when content about themselves is uploaded on the brand's social media so that it creates a high sense of trust from consumers towards this brand (Dwintri Nata & Sudarwanto, 2022; Hussain et al., 2024; Rashmi Mishra & Deepika Varshney, 2024; Yahya & Yuniarto, 2024). A lot of wedding documentation vendors have sprung up lately along with increasing competition, both in terms of price, service, and visual video quality. This has caused a lot of old vendors who have been in the industry to start shifting their existence. One vendor that is quite stable in its existence is Cineos Wedding Film, where this brand has been struggling in this creative industry sector for quite some time.

After the use of services, there are still problems with consumer satisfaction with the use of videographer services. Based on this data, it can be seen that 36.67% of Cineos Wedding Film consumers are not satisfied with the services provided, both in terms of price, final video, and service quality. This can have an impact on the decision process to use services in the Cineos Wedding Film brand in the future, where previous consumers chose to use services in this brand because the image built by the brand was very good on social media.

Based on the above data taken on November 30, 2024, in the vulnerable months of January - November 2024, 191 couples with an average of 17 couples per month used Cineos Wedding Film services as a wedding documentation vendor. This is one of the problems that occurs at Cineos Wedding Film, where the results of the author's exploration of distributing pre-research questionnaires to 33 consumers who have used Cineos Wedding Film services, there are problems in the service usage decision process, indicating that there are still many consumers who are not satisfied with the services provided by Cineos Wedding Film, but consumer interest in using wedding documentation services at Cineos Wedding Film is quite high and is driven by a sense of trust that is still strong due to its branding on social media which is quite good and consistent.

Therefore, it can be seen that the consistency in the Cineos Wedding Film Brand has made it one of the leading wedding documentation video brands in Cianjur which is able to survive in the midst of many new brands that have sprung up and whose existence is arguably not long-lasting due to various factors, such as loss of consumer confidence due to quality that does not match what is displayed on social media, be it the visual quality of the documentation results or the quality of service on the day of the documentation, the lack of upgrades regarding visuals or video content that is less varied or even reduced consumers due to poor relations between wedding vendors (Harahap, 2021; Novita, 2023; Priyani, 2022). This is a big question regarding the influence of Visual Content Quality and service Quality on service usage decisions.

In previous studies regarding this research, various assumptions were found to be quite diverse, such as according to (Prasad & Ram, 2024) in the study "Social Media Marketing and Purchase Intentions of Fashionable Goods: The Mediating Effect of Customer Trust", there is a positive influence between visual content and consumer trust, while according to (Kuswalabirama & Widodo, 2024) in his research entitled "The Effect of Instagram Content Creation on Purchasing Decisions Through Advertising as a Mediating Variable in the Kang Aviv Institute E-Course" states that content has no effect on purchasing decisions.

Good service quality can have a very positive impact on consumers so that it creates a high sense of trust, this is mentioned in a study entitled "The Role of Perceived Value in Mediating the Effect of Service Quality on Customer Trust" (Kuswalabirama & Widodo, 2024) Meanwhile, in a study (Kuswalabirama & Widodo, 2024) entitled "The Effect of Brand

Trust and Service Quality on Purchasing Decisions for Ultimate Mulia Products at PT Pegadaian Purworejo Branch" service quality has no effect on purchasing decisions. Trust is the key to purchasing decisions, this is discussed in research by (Fahrurrazi & Susila, 2024) with the title "Analysis of the Influence of Brand Image and Customer Review on Purchase Decision Mediated by Customer Trust in the Shopee Marketplace".

According to (Agustiene et al., 2023) research entitled "Instagram's Visual Content Marketing (Vcm) Analysis of Purchase Decision Through Customer Engagement at Hiking Company", visual content has a significant effect on service usage decisions and in a study entitled "The Influence of Inbound Marketing and Marketing Content on Company Image and Purchasing Decisions at CV Rexindo Multikarya in Samarinda", visual content has a positive effect on purchasing decisions (Norhayati et al., 2024). Research conducted by (Prayogo & Ariadi, 2024) entitled "Influence of Service Quality on Purchase Decision with Customer Satisfaction and Hedonistic View as Mediating Variables", states that purchasing decisions are influenced by good service qualityTrust is the key to purchasing decisions, this is discussed in research by (Fahrurrazi & Susila, 2024) with the title "Analysis of the Influence of Brand Image and Customer Review on Purchase Decision Mediated by Customer Trust in the Shopee Marketplace".

Based on existing research, there are limited studies that discuss service quality and visual content quality that are bridged by consumer confidence in deciding to use services in the creative industry of wedding documentation. So far, the Cineos Wedding Film brand can maintain its existence, is it due to these factors. Therefore, with the empirical gaps and gaps in previous research, the objectives in this study are to discuss (1) analyze how the influence between visual content quality on customer trust, (2) analyze how the influence of service quality on customer trust, (3) analyze how the influence of customer trust on purchase decision, (4) assess the role of customer trust as a mediating variable in the relationship between visual content quality and purchase decision, and (5) assess the role of customer trust as a mediating variable in the relationship between service quality and purchase decision.

This research is expected to expand new insights and insights into marketing strategies in the technology industry, provide new references for future studies that want to examine visual content quality, service quality, purchase decisions, and customer trust and is expected to make a significant contribution to digital marketing literature, and provide practical guidance for Cineos Wedding Film in designing social media that is not only visually

appealing and service in the field, but also effective in encouraging purchasing decisions that are useful for Cineos Wedding Film.

Literature Review

In this research, Marketing Management is used as the Grand theory. Marketing management is the art of selecting and retaining customers through a process that includes planning, implementing, and controlling marketing activities. The main objective is to build a network in the market, either directly or indirectly, with an emphasis on meeting and satisfying consumer needs. In this context, marketers are committed to providing the goods or services required by consumers to ful fill their needs and wants (Charvianid et al., 2021; Kotler et al., 2022).

While the Middle Theory in this study is Consumer Behavior. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and wants by utilizing available resources. With this understanding, companies can identify emerging trends in the current market and make necessary adjustments in their marketing strategies. These adjustments are influenced by various factors, including cultural, social, and personal aspects (Alma, 2018; Kotler & Keller, 2016).

Purchasing decisions are the stages of consumer evaluation in determining what they will buy with several factors under consideration such as attitudes and the intensity of motivation obtained towards consumers, the better the consumer's attitude and the more intense the motivation for what consumers want, the greater the tendency of consumers to decide to purchase or use goods or services, as for the indicators that can trigger consumers in this purchase decision including: product choice, brand choice, store choice, purchase quantity, purchase timing, payment method (Kotler et al., 2022; Kotler & Keller, 2016).

Purchasing decisions are a series of purchasing processes, where after consumers collect all available information and facts about a good or service that consumers want, be it in the form of testimonials from previous buyers or information from direct sellers, including brands, suppliers, quantities, timing of implementation and payment methods (Alamanda et al., 2024; Alma, 2018).

Based on the needs in the study, the researcher concluded that there are several dimensions that the researcher will use in conducting this research, including: product choice, brand choice, store choice, purchase timing, payment method.

Consumer trust is a stage that prioritizes competence, credibility and policy in fulfilling what consumers need, this must be done by companies in building consumer trust as a condition for long-term relationships in the form of direct or indirect interactions based on cognitive and affective dimensions (Honora et al., 2023). This is in line with research conducted by (Wikant & Semuel, 2018) where consumer trust can be driven by two factors, namely trusting belief and trusting intention, so that it can foster consumer confidence in deciding to use services or products. Based on research needs, there are several dimensions that will be used in this study, including: trusting belief and trusting intention.

Quality visual content is a marketing strategy using media such as images or videos that tell a situation that is able to attract consumers with design, layout, and color which is an indicator of the success of the content (Akhsin, 2022). Visual content represents an event very concretely and is easier for the brain to digest, with various forms of content dimensions such as illustrations, comics, and videos (Kujur & Singh, 2020).

According to (Gamble, 2016) visual content is a way of delivering to consumers for brand awareness using several elements such as infographics, videos, photos, and the flow of messages in the content and in research by (Mulyadi et al., 2023) there are 3 dimensions in video content including: emotional, entertain and informative.

Based on the research needs, researchers concluded several dimensions from previous research that will be used in this study, including: color, layout, and message.

Service quality is a combination of all the features and characteristics of a product or service, which aims to meet consumer needs either implicitly real or based on five indicators, including: Reliability, responsiveness, assurance, empathy, and tangibles (Kotler et al., 2022). According to (Afiyanti et al., 2023) states that service quality is how good the services provided to consumers are so that they can meet consumer expectations with indicators that influence them such as: Equipment, supplies, cleanliness, appearance, comfort, safety, timeliness, and friendliness.

Based on the needs in this study, the researcher concluded that there are several dimensions that will be used in this study, including: Reliability, Tangibles, Responsiveness, Assurance, and Empathy.

METHODOLOGY

In this study, there are three variables to be studied including, dependent, mediating, and independent variables. The independent variables to be studied are visual content quality (X1) and service quality (X2) the dependent variable of this study is purchase decision (Y) and the mediating variable is customer trust (M). Visual content quality has three dimensions, namely video, layout, and emotional while service quality has five dimensions, namely reliability, tangibles, responsiveness, assurance, and empathy, there are two dimensions of consumer trust, namely trusting belief and trusting intention and purchase decision has five dimensions, namely product choice, brand choice, store choice, purchase timing, and payment method.

a. Method

The method used by researchers is through a correlational approach because this type of research approach looks for relationships between variables to determine their closeness (Eka et al., 2019). This study uses followers of the Instagram social media Cineos Wedding Film (@cineosweddingfilm) as the population. Currently, the followers of @cineosweddingfilm's Instagram social media number 6,468 followers. The technique used by researchers is probability sampling technique, samples are taken on the basis of calculations of 100-200 or can use the formula 5-10 times the number of indicators (Siswoyo, 2017). Estimated parameters in this study were 45 indicators, so the number of samples taken was at least 225-450 samples, so the researchers took 225 samples according to the minimum number of samples.

- **Data Collection Techniques**

    Primary data used in this study is through personal respondents to users of Cineos Wedding Film services. This method provides responses to questionnaire statements that will be distributed directly to respondents through social media with a semantic measurement scale of 1 - 7 response categories ranging from "strongly disagree" to "strongly agree". Personal questionnaires are used to obtain data about the dimensions of the constructs being developed in this study, which have previously obtained secondary data through previous studies in the form of books, journals, and other sources.

- **Data Analysis**

To test the hypothesis to be proposed in this study, the analysis technique to be used is SEM (Structural Equation Modeling) which is operated through the AMOS version 23 program. In this study using confirmatory factor analysis techniques (Confirmatory Factor Anslysis) this analysis is used to confirm the most dominant factors in a group of variables (Siswoyo, 2017). yst In this study, there are several variables that will be examined including visual content quality, service quality, cusomer trust, and purchase intentions.

RESULTS AND DISCUSSION

a. Confirmatory Factor Analysis (CFA) Test of Exogenous Constructs

Confirmatory Factor Analysis (CFA) tests on exogenous constructs or commonly referred to as independent variables are carried out to test the convergent validity and discriminant validity of each dimension forming latent variables. In other words, CFA aims to ensure that the indicators used in the study truly reflect the intended construct or concept. There are two exogenous variables in this study including Visual Content Quality and Service Quality.

Visual content quality refers to the quality of visual elements in a content, which is assessed through several dimensions including video, layout, and emotional, with a total of nine indicators.
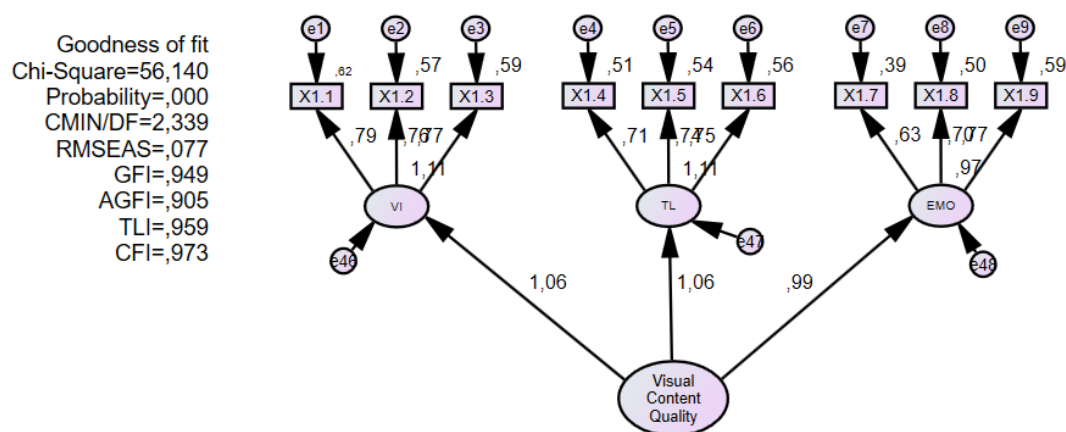
Figure 1. Exogenous Construct Visual Conten Quaity
Source: AMOS23 Output Results, 2025

The following is a table of Composite Reliability (CR) and Average Variance Extracted (AVE) values used to measure construct validity, especially convergent validity.

The CR value> 0.7 indicates that the indicators in the construct have good consistency. Meanwhile, the AVE value> 0.5 indicates that the indicators can explain the construct. The higher the CR and AVE values, the better the quality of the construct.

Table 1. AVE and CR of Exogenous Construct Visual Content Quality

Indicator	Loading	Loadin^2	Error
X1.1	0,785	0,616	0,365
X1.2	0,758	0,575	0,548
X1.3	0,766	0,587	0,412
X1.4	0,714	0,510	0,493
X1.5	0,737	0,543	0,436
X1.6	0,747	0,558	0,538
X1.7	0,626	0,392	0,731
X1.8	0,705	0,497	0,503
X1.9	0,765	0,585	0,439
Sum od std.Loading	6,603		
Sum od std.Loading^2		4,863	
Sum Eror			4,465
VARIANCE EXTRACT(AVE)	0,521		
CONTRUCT RELIABILITY(CR)	0,907		

Source: AMOS23 Output Results, 2025

Based on the table above, it can be concluded that the AVE value of each variable is greater than 0.5 so that the validity is met and the CR value of each variable is declared reliable and meets the requirements because it is greater than 0.7.

Table 2. GOF of Visual Content Quality Exogenous Constructs

Index	Cut of Value	Results	Model Evaluation
Chi-Square	The larger the less fit	56,140	Good Fit
Probability	≥ 0,05	0,000	Marginal Fit
CMIN/DF	≤ 2,00	2,339	Marginal Fit
RMSEA	≤ 0,08	0,077	Good Fit
GFI	≥ 0,90	0,949	Good Fit
AGFI	≥ 0,90	0,905	Good Fit
TLI	≥ 0,95	0,959	Good Fit
CFI	≥ 0,95	0,973	Good Fit

Source: AMOS23 Output Results, 2025

The table above shows that the model used can be accepted as a good model. The Chi-Square, RMSEA, GFI, AGFI, and TLI measurement indices are at the expected values, although the Probability and CMIN/DF values are marginally accepted. Thus, the SEM model is qualified.

Service quality refers to the quality of a service, especially services, which are assessed through several dimensions including reliability, tangibles, responsiveness, assurance and empathy, with a total of fifteen indicators.
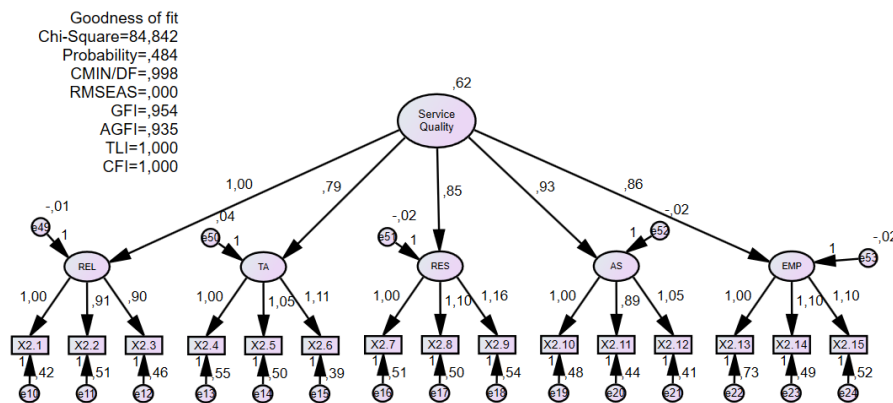
Figure 2. Service Quality Exogenous Constructs
Source: AMOS23 Output Results, 2025

The following is a table of Composite Reliability (CR) and Average Variance Extracted (AVE) values used to measure construct validity, especially convergent validity. The CR value> 0.7 indicates that the indicators in the construct have good consistency. Meanwhile, the AVE value > 0.5 indicates that the indicators can explain the construct. The higher the CR and AVE values, the better the quality of the construct.

Table 3. AVE and CR of Service Quality Exogenous Constructs

Indicator	Loading	Loadin^2	Error
X2.1	0,875	0,766	0,3
X2.2	0,836	0,699	0,336
X2.3	0,86	0,740	0,312
X2.4	0,853	0,728	0,389
X2.5	0,795	0,632	0,385
X2.6	0,844	0,712	0,328
X2.7	0,862	0,743	0,329
X2.8	0,848	0,719	0,353
X2.9	0,866	0,750	0,312
X2.10	0,823		0,387
X2.11	0,84		0,373
X2.12	0,551		0,795
X2.13	0,831		0,361
X2.14	0,85		0,309
X2.15	0,84		0,395
Sum od std.Loading	**12,374**		
Sum od std.Loading^2		**6,488**	
Sum Eror			**5,664**
VARIANCE EXTRACT(AVE)	**0,534**		
CONTRUCT RELIABILITY(CR)	**0,964**		

Source: AMOS23 Output Results, 2025

Based on the table above, it can be concluded that the AVE value of each variable is greater than 0.5 so that the validity is met and the CR value of each variable is declared reliable and meets the requirements because it is greater than 0.7.

**Table 4.** GOF Exogenous Service Quality Constructs

Index	Cut of Value	Results	Model Evaluation
Chi-Square	The larger the less fit	84,842	Good Fit
Probability	≥ 0,05	0,484	Good Fit
CMIN/DF	≤ 2,00	0,998	Good Fit
RMSEA	≤ 0,08	0,000	Good Fit
GFI	≥ 0,90	0,954	Good Fit
AGFI	≥ 0,90	0,935	Good Fit
TLI	≥ 0,95	1,000	Good Fit
CFI	≥ 0,95	1,000	Good Fit

Source: AMOS23 Output Results, 2025

The table above shows that the model used can be accepted as a good model. Chi-Square, Probability, CMIN/DF, RMSEA, GFI, AGFI, and TLI measurement indices are at the expected value. Thus the SEM model is declared qualified.

b. **Confirmatory Factor Analysis (CFA) Test of Endogenous Constructs**

Confirmatory Factor Analysis (CFA) tests on endogenous constructs or commonly referred to as dependent variables are carried out to test the convergent validity and discriminant validity of the variables measured. In other words, CFA aims to ensure that the indicators used in the study truly reflect the intended construct or concept. The endogenous variables are customer trust with the dimensions of trusting belief and trusting intention with six indicators and Purchase Decision with the dimensions of product choice, brand choice, store choice, purchase timing, and payment method with fifteen assessment indicators.
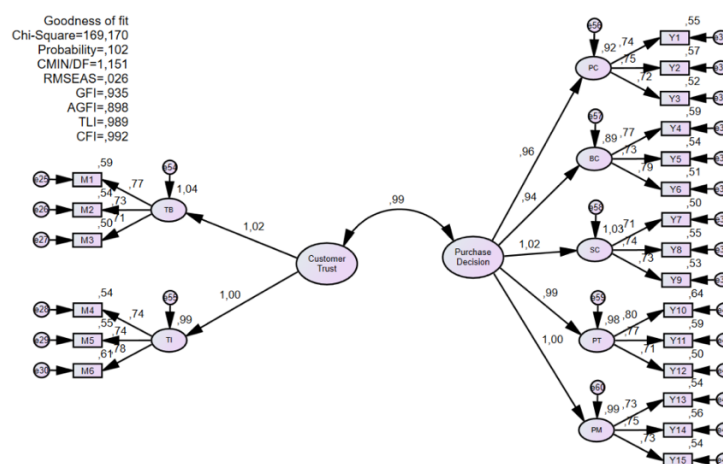
Figure 3. Endogenous Customer Trust and Purchase Decision Construct
Source: AMOS23 Output Results, 2025

The following is a table of Composite Reliability (CR) and Average Variance Extracted (AVE) values used to measure construct validity, especially convergent validity. The CR value> 0.7 indicates that the indicators in the construct have good consistency. Meanwhile, the AVE value> 0.5 indicates that the indicators can explain the construct. The higher the CR and AVE values, the better the quality of the construct.

Table 5. GOF of Endogenous Constructs

Indicator	Loading	Loadin^2	Error
M1	0,765	0,585	0,024
M2	0,729	0,531	0,012
M3	0,718	0,516	0,479
M4	0,731	0,534	0,557
M5	0,748	0,560	0,505
M6	0,77	0,593	0,542
Y1	0,74	0,548	0,453
Y2	0,752	0,566	0,461
Y3	0,719	0,517	0,519
Y4	0,754	0,569	0,431
Y5	0,711	0,506	0,408
Y6	0,758	0,575	0,512
Y7	0,732	0,536	0,585
Y8	0,756	0,572	0,533
Y9	0,743	0,552	0,415
Y10	0,789	0,623	0,566
Y11	0,771	0,594	0,423
Y12	0,711	0,506	0,415
Y13	0,739	0,546	0,389
Y14	0,743	0,552	0,494
Y15	0,726	0,527	0,468
Sum od std.Loading	15,605		
Sum od std.Loading^2		11,605	0,501
Sum Eror			9,191
Variance Extract(AVE)	0,558		
Contruct Reliability(CR)	0,964		

Source: AMOS23 Output Results, 2025

Based on the table above, it can be concluded that the AVE value of each variable is greater than 0.5 so that the validity is met and the CR value of each variable is declared reliable and meets the requirements because it is greater than 0.7.

Table 6. GOF of Endogenous Constructs Customer Trust and Purchase Decision

Index	Cut of Value	Results	Model Evaluation
Chi-Square	The larger the less fit	208,585	Good Fit
Probability	≥ 0,05	0,078	Good Fit
CMIN/DF	≤ 2,00	1,151	Good Fit
RMSEA	≤ 0,08	0,028	Good Fit
GFI	≥ 0,90	0,921	Good Fit
AGFI	≥ 0,90	0,899	Marginal Fit
TLI	≥ 0,95	0,989	Good Fit

Index	Cut of Value	Results	Model Evaluation
CFI	≥ 0,95	0,991	Good Fit

Source: AMOS23 Output Results, 2025

The table above shows that the model used can be accepted as a good model. The Chi-Square, Probability, CMIN/DF, RMSEA, GFI, and TLI measurement indices are at the expected values, although the AGFI value is marginally accepted. Thus, the SEM model is qualified.

c. Assumption Test

The data normality test observes the skewness value of the data used, if the CR value on the skewness data is in the range between ±2.58. The results of data testing are shown in the table below.

Table 7. Data Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y15	2	7	-0,274	-1,68	-0,363	-1,112
Y14	2	7	-0,411	-2,518	-0,42	-1,285
Y13	2	7	-0,375	-2,294	-0,018	-0,056
Y12	3	7	-0,116	-0,708	-0,637	-1,951
Y11	3	7	-0,098	-0,603	-0,481	-1,472
Y10	3	7	-0,185	-1,131	-0,605	-1,852
Y9	2	7	-0,135	-0,828	-0,345	-1,056
Y8	2	7	-0,22	-1,35	-0,575	-1,762
Y7	3	7	-0,114	-0,696	-0,688	-2,106
Y6	2	7	-0,471	-2,882	-0,276	-0,846
Y5	3	7	-0,389	-2,382	-0,448	-1,371
Y4	3	7	-0,421	-2,578	-0,508	-1,555
Y3	3	7	0,014	0,083	-0,515	-1,577
Y2	3	7	-0,384	-2,352	-0,283	-0,868
Y1	2	7	-0,178	-1,091	-0,42	-1,286
M6	3	7	-0,471	-2,883	-0,435	-1,332
M5	2	7	-0,371	-2,275	-0,08	-0,244
M4	3	7	-0,396	-2,424	-0,423	-1,297
M3	3	7	-0,455	-2,787	-0,239	-0,731
M2	2	7	-0,334	-2,047	-0,218	-0,668
M1	2	7	-0,233	-1,428	-0,588	-1,801
X2.15	3	7	-0,139	-0,851	-0,625	-1,913
X2.14	2	7	-0,257	-1,574	-0,164	-0,503
X2.13	3	7	-0,328	-2,006	-0,729	-2,233
X2.12	2	7	-0,269	-1,649	-0,256	-0,784
X2.11	3	7	-0,12	-0,736	-0,485	-1,485
X2.10	2	7	-0,179	-1,098	-0,373	-1,144
X2.9	3	7	-0,167	-1,022	-0,762	-2,334
X2.8	3	7	-0,243	-1,485	-0,305	-0,933
X2.7	2	7	-0,234	-1,431	-0,204	-0,624
X2.6	3	7	-0,25	-1,53	-0,423	-1,297
X2.5	3	7	-0,184	-1,129	-0,537	-1,643
X2.4	3	7	0,056	0,344	-0,803	-2,458

| Variable	min	max	skew	c.r.	kurtosis	c.r.
X2.3	2	7	-0,139	-0,849	-0,274	-0,838
X2.2	3	7	-0,136	-0,835	-0,531	-1,625
X2.1	3	7	-0,109	-0,665	-0,778	-2,381
X1.9	3	7	-0,343	-2,101	-0,659	-2,018
X1.8	2	7	-0,548	-3,358	0,226	0,692
X1.7	2	7	-0,432	-2,645	-0,393	-1,203
X1.6	2	7	-0,152	-0,932	-0,584	-1,789
X1.5	2	7	-0,37	-2,263	0,025	0,076
X1.4	3	7	-0,449	-2,75	-0,27	-0,827
X1.3	3	7	-0,317	-1,941	-0,464	-1,421
X1.2	2	7	-0,435	-2,666	-0,225	-0,689
X1.1	2	7	-0,092	-0,565	-0,133	-0,408
Multivariate					**12,733**	**1,468**

Source: AMOS23 Output Results, 2025

From the results of data processing displayed in Table 4.9. It can be seen that there is no C.R. value for skewness that is outside the range of ± 2.58. Thus, the research data used has met the data normality requirements, or it can be said that the research data is normally distributed.

d. Outlier test

From the results of data processing, it can be seen that the maximum Mahalanobis distance is 69.482 which is still below the maximum multivariate outlier limit of 80.077 in the chi-square table of 45 indicators with a significance level of 0.001.

e. Hypothesis Testing

Structural Equation Model (SEM) analysis in full model is carried out after analyzing the level of undimensionality of the indicators forming latent variables tested by confirmatory factor analysis. The following are the results of processing the full SEM model by conducting suitability tests and statistical tests.
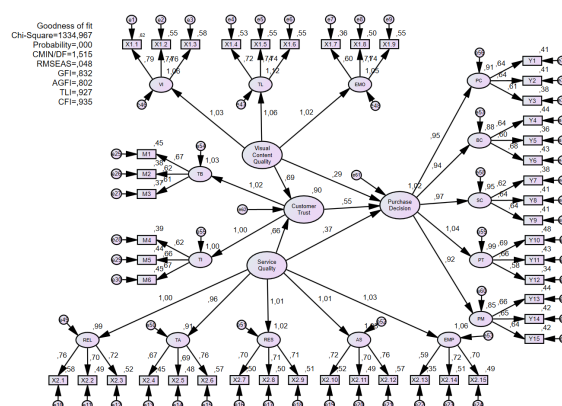
Figure 4. Structural Equation Model (SEM) Testing Results
Source: AMOS23 Output Results, 2025

Table 8. GOF Full SEM Model

Index	Cut of Value	Results	Model Evaluation
Chi-Squer	The larger the less fit	1334,967	Good Fit
Probability	≥ 0,05	0,000	Marginal Fit
CMIN/DF	≤ 2,00	1,515	Good Fit
RMSEA	≤ 0,08	0,048	Good Fit
GFI	≥ 0,90	0,832	Marginal Fit
AGFI	≥ 0,90	0,802	Marginal Fit
TLI	≥ 0,95	0,927	Good Fit
CFI	≥ 0,95	0,935	Good Fit

Source: AMOS23 Output Results, 2025

The table above shows that the model used can be accepted as a good model. The Chi-Square, CMIN/DF, RMSEA, and TLI measurement indices are at the expected values, although the Probability, AGFI and GFI values are marginally accepted. Thus, the SEM model is qualified.

STRUCTURAL MODEL ANALYSIS RESULTS

This analysis of direct and indirect effects aims to determine the strength of the influence of one variable on another. The interpretation of these results will be important in selecting a corporate strategy. In accordance with the theoretical study and the results of previous hypothesis testing, the following are some of the direct and indirect effects of this study.

Table 9. Direct Effect, Indirect Effect dan Total Effect

	Std.Direct Effect	Std.Indirect Effect	Std.Total
Service Quality→ Customer_Trust	0,655	0,000	0,655
Service Quality → Purchase_Decision	0,368	0,381	0,731
Visual Content Quality → Customer_Trust	0,687	0,000	0,678
Visual Content Quality → Purchase_Decision	0,290	0,363	0,671
Purchase_Decision→Customer Trust	0,555	0,000	0,555

Source: AMOS23 Output Results, 2025

a.   **Direct Effect**

-    **The Influence of Visual Content Quality (X1) on Customer Trust (M**

Visual content quality has a direct impact on customer trust (0.687) and purchase decisions (0.290), with this impact being mediated by video, layout, and emotional factors. Therefore, the visual quality of content can directly influence consumer trust and lead to decisions to use or purchase a particular service.

The research results indicate that visual content quality has a significant influence on consumer trust. This aligns with previous research by (Prasad & Ram, 2024) in the study 'Social Media Marketing and Purchase Intentions of Fashionable Goods: The Mediating Effect of Customer Trust,' which states that consumer trust is a crucial element in attracting consumers, and one way to attract consumers is through high-quality visual content. Visual Content Quality reflects how well the visual content displayed by a company can convey professionalism, consistency, and high aesthetic value. When consumers see sharp, cinematic, and emotionally engaging documentation, this fosters trust in the brand presenting the content.

Based on the findings of this study, to enhance consumer trust in Cineos Wedding Films, the video dimension is crucial. This dimension provides an overview of the quality and relevance of the visual content captured, the layout or neatness of the footage, such as transitions and video colours, as well as the emotional dimension, which influences emotional appeal and the alignment of the content with consumer expectations. Additionally, based on the research results, visual content quality has the highest value in the layout dimension, where content with harmonious colours, engaging transitions, and good filming techniques influences customer trust.

In the context of Cineos Wedding Film, wedding documentation posts on social media like Instagram that are packaged cinematically can strengthen the perception of the company's professionalism. For example, wedding videos that highlight emotional expressions, touching storylines, and high-quality editing make consumers confident that Cineos Wedding Film is the right choice to capture their special moments.

- **The Effect of Service Quality (X2) on Customer Trust (Y)**

  Service quality has a direct positive effect on customer trust of 0.655 and purchase decision of 0.368, which is greatly influenced by responsiveness, assurance, and empathy. This means that good service quality will greatly affect consumer trust as well as purchase decisions.

  The results of this study demonstrate that service quality plays a crucial role in shaping customer trust. This aligns with previous research in 'The Role of Perceived Value in Mediating the Effect of Service Quality on Customer Trust' (Nugraha & Mandala, 2020), which states that good service quality can have a very positive impact

on consumers, thereby fostering high levels of trust. Responsive, consistent, and professional service makes consumers feel valued and cared for.

Based on the findings of this study, it is evident that to enhance consumer trust in Cineos Wedding Film, the following dimensions are required: reliability in responding to customers, tangibles such as employee appearance, equipment, and facilities; the dimension of responsiveness, which encompasses the company's ability to address all customer needs; the dimension of assurance, which involves the company's commitment to safeguarding customer rights; and the dimension of empathy, which reflects the company's ability to understand customer desires, listen to complaints, and provide solutions to those complaints. Additionally, based on this study, the empathy dimension has the highest value, as when a company can understand customer needs well, respond appropriately to complaints, provide effective solutions, and give special attention to customers, this is what the company must do to enhance customer trust.

In practice, Cineos Wedding Film demonstrates high-quality service through quick responses to customer inquiries, flexible consultations, and readiness during wedding documentation. When clients feel that the process from booking to execution runs smoothly and meets expectations, trust in the company naturally grows.

b. **Indirect Effect**

- **The influence of Customer Trust (X1) in mediating visual content quality (X1) on purchase decision (Y)**

Visual Content Quality has an indirect influence on Purchase Decision of 0.363, meaning that the visual quality of content can influence consumers' decision to use a service, even if indirectly. This study proves the role of Customer Trust as a mediator that strengthens the relationship between Visual Content Quality and Purchase Decision. The findings of this study indicate that attractive visual content can create a positive impression, but it is the trust formed from that perception that drives the decision to use the service.

The results of hypothesis testing indicate that customer trust fully mediates the relationship between visual content quality and purchase decision, namely when the direct effect value of 0.363 is not greater than the indirect effect value of 0.290. Therefore, the dimensions of purchase decision, such as product choice, brand

choice, store choice, purchase timing, and payment method, are significantly influenced by customer trust, and customer trust is also significantly influenced by visual content quality. This indicates that visual content quality influences purchase decision with customer trust as the mediating variable.

Therefore, Cineos Wedding Film, through its cinematic video uploads, successfully captures the attention of audiences on social media. However, the decision to use Cineos Wedding Film's services only occurs when consumers feel that the content reflects the reality of the services they will receive, and trust serves as the link between visual appeal and the decision to use the service. Thus, the decision to use Cineos Wedding Film's services is greatly influenced when trust is built by viewing content that is appealing and relevant to what they desire.

- **The influence of Customer Trust (M) in mediating Service Quality (X2) on purchase decision (Y)**

Quality has an indirect influence on Purchase Decision of 0.381. This means that the decision to use a service will be greatly influenced by consumer trust, even if indirectly. This finding indicates that there is an influence of service quality on customer trust, and customer trust influences purchase decisions. Good service will increase trust, which in turn will increase the likelihood of a transaction occurring. Without trust, service quality alone is not enough to encourage purchases and will have a positive impact on purchase decisions or decisions to use a service.

The results of the hypothesis testing show that customer trust fully mediates the relationship between service quality and purchase decision, with a direct influence value of 0.368 and an indirect influence value of 0.381. This means that the dimensions of purchase decisions, such as product choice, brand choice, store choice, purchase timing, and payment method, are greatly influenced by customer trust, and customer trust is also greatly influenced by service quality, indicating that service quality influences purchase decisions with customer trust as the mediating variable.

In the context of Cineos Wedding Film, the decision to use the service is greatly influenced by consumer trust built through initial interactions such as customer service communication, clarity of pricing offers, product or service package selection, and other factors such as transparency of the work process and payment methods,

which create a sense of security for consumers. Therefore, service quality will be the starting point for consumers to experience good service and make the decision to use the services of Cineos Wedding Film. The trust built from this service encourages consumers to continue the cooperation, even though they initially only intended to seek information.

CONCLUSION AND RECOMMENDATIONS

The results of this study indicate that the quality of visual content has a significant influence on consumer trust. Attractive, informative, and professional content can build positive perceptions and enhance a brand's credibility in the eyes of consumers. In addition, service quality also plays an important role and has a strong influence in shaping that trust. Responsive, friendly, and reliable service makes consumers feel valued and secure in conducting transactions. This consumer trust then becomes a key factor in determining purchasing decisions. In other words, the higher the level of trust, the greater the likelihood of consumers making a purchase. Furthermore, consumer trust acts as a mediator that bridges the influence of content quality and service quality on purchasing decisions, indicating that both factors indirectly encourage consumers to buy through increased trust.

The conclusion of this study shows that Consumer Trust fully mediates the influence of Visual Content Quality and Service Quality on Purchase Decisions, meaning that trust serves as the primary bridge in transforming visual and service perceptions into actual actions in the form of purchase decisions. The SEM analysis model in this study shows that the relationships between the variables tested are valid and significant, and can be practically applied in the context of social media-based service marketing.

Recommendations for companies to increase sales and optimise marketing and promotional tools on Instagram include maintaining the quality of existing visual content in accordance with social media ethics, creating more emotionally engaging content, and improving image capture. Companies also need to enhance trust by focusing on the cognitive engagement of potential consumers by attracting their attention through the creation of visual content and improving service quality.

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