



ANALYSIS OF CONTENT MARKETING, EWOM, AND BRAND IMAGE IN DRIVING CUSTOMER TRUST AND PURCHASE DECISION IN DIGITAL HEALTH CONSULTATION SERVICE

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Abstract

This study aims to analyse the influence of Content Marketing, Electronic Word of Mouth (EWOM), and Brand Image on Customer Trust and Purchase Decision among Halodoc digital health consultation service consumers. The research method employed was quantitative causal research. The research sample employed a non-probability, purposive sampling technique, consisting of 253 respondents residing in DKI Jakarta. Data were collected via a digital questionnaire and processed using SPSS and AMOS. The analytical method used was Structural Equation Modelling (SEM). The results indicated that content marketing, EWOM, and brand image had a positive and significant effect on customer trust. Furthermore, content marketing, EWOM, and brand Image also have a positive and significant effect on purchase decisions. The findings also showed that customer trust has a positive and significant effect on Purchase Decision. This study provides theoretical implications that support previous digital marketing research within the context of digital health services. The practical implication for digital health consultation service providers is the need to strengthen the foundation of consumer trust by delivering more transparent information regarding service quality, the credibility of medical professionals, and authentic user-generated testimonials.

Keywords: Content marketing, EWOM, brand image, customer trust, and purchase decision.

INTRODUCTION

The rapid advancement of digital technology in Indonesia has fundamentally transformed consumer behaviour, including how people access and utilise healthcare services. This transformation is closely tied to the rapid nationwide growth in internet adoption. This transformation is closely tied to the rapid nationwide growth in internet adoption. According to the We Are Social report (January 2024), Indonesia recorded 185.3 million internet users out of a total population of 278.8 million, indicating that approximately 66.5% of the population has integrated internet usage into their daily lives. Indonesians spend an average of 7 hours and 48 minutes per day online, and 39,1% of internet users use digital platforms to seek health-related information and healthcare products (We Are Social, 2024). These figures indicate that digital health services have become an increasingly important component of healthcare consumption in Indonesia.

One of the most prominent forms of digital healthcare is telemedicine, which refers to the delivery of healthcare services by medical professionals through information and communication technologies (Rahmasari et al., 2023). Telemedicine enables users to consult with doctors, purchase medications, and access health information remotely, without visiting healthcare facilities. A survey conducted by the Katadata Insight Centre (2022) revealed that 67.2% of Indonesians have used telemedicine services, while 32.8% have never used them. Telemedicine users are predominantly located on Java Island

(71.3%), with the most frequently utilised telemedicine services including online doctor consultations (54.5%), medicine purchases (52.9%), and searching for health information or articles (52.2%).

Among various telemedicine platforms operating in Indonesia, Halodoc stands out as the leading digital health service provider. According to Katadata Insight Centre (2022), Halodoc accounts for 46,5% of telemedicine users, making it the platform with the largest user share in the country. Furthermore, the number of Indonesians using online doctor consultation services has increased to 6.42 million users (We Are Social, 2024). By offering online consultations with certified doctors, medicine purchases, and access to health-related information, Halodoc represents a relevant and representative research context for examining consumer behaviour in digital health consultation services.

Despite the rapid growth and widespread adoption of telemedicine, customer trust remains a critical challenge in the digital health sector. Katadata Insight Centre (2022) reported that 32.8% of Indonesians have never used digital health consultation services, and 30.5% expressed doubts about the accuracy of online medical diagnoses. This issue is further reflected in user traffic between February and April 2022, with 36.8 million visits in February, a decrease to 33 million in March, and a further drop to 26.4 million in April. Additionally, non-users cited several reasons for avoiding digital consultations, including a preference for face-to-face interactions with doctors (72%), proximity to healthcare facilities (40.5%), and scepticism toward online consultations (30.5%).

To complement the data, a preliminary online survey conducted by the researcher with 40 respondents provides additional insights into user perceptions. The findings indicate that 32.5% of respondents had never used digital health consultation services, with the most common reason being a lack of trust in the outcomes of online consultations (83.3%). Meanwhile, among respondents who had used digital health consultation services (67.5%), 92.3% identified Halodoc as their primary platform, reinforcing Halodoc's market dominance while simultaneously highlighting persistent trust-related concerns.

These findings reveal an inconsistency between the rapid expansion of telemedicine services and the persistence of customer trust issues, indicating a clear research gap. Although digital health consultation services such as Halodoc continue to grow in Indonesia, empirical studies that specifically examine the factors influencing users' decisions to utilise these services, particularly in DKI Jakarta, remain limited. Existing research primarily focuses on general telemedicine adoption or on the technical aspects of digital platforms, paying insufficient attention to the role of marketing-related factors and customer trust in shaping purchase decisions. Therefore, this study seeks to address this gap by analysing the determinants of customer trust and purchase decisions within the context of digital health consultation services in Indonesia.

LITERATURE REVIEW

This study is based on the Stimulus-Organism-Response (SOR) Theory, proposed by Hovland et al. (1953), which explains that consumer behaviour results from the interaction between external

stimuli, internal psychological states, and behavioural responses. Recent studies highlight that the SOR framework is flexible and extensible, allowing researchers to model one-way causal relationships among its components without necessarily adopting a strict mediation structure (Kumar et al., 2021; Huang, 2023). In this research context, the stimulus (S) consists of Halodoc's digital marketing factors, including content marketing, electronic word of mouth (EWOM), and brand image, which influence the organism (O) in the form of customer trust, as users' internal evaluation of digital health consultation services. These evaluations subsequently shape the response (R), as reflected in users' decisions to utilise digital health consultation services via Halodoc's application.

Content Marketing

Previous studies have conceptualised content marketing as a strategic approach that emphasises the creation and distribution of valuable and relevant content to engage target audiences. Gasawnah and Al-Adamat (2020) describe content marketing as a marketing strategy that focuses on producing and disseminating valuable content to attract audience attention and foster long-term relationships. Similarly, Kajtazi and Zeqiri (2020) define content marketing as an advertising strategy that involves creating and sharing meaningful content to attract target audiences, help them solve problems, and encourage them to take specific actions. Lou and Xie (2021) further explain that content marketing serves as a strategy for delivering valuable and relevant content to build stronger audience relationships and enhance brand loyalty and profitability. Based on these perspectives, content marketing in this study is a digital marketing strategy that involves creating and distributing relevant, valuable, and persuasive content to attract target audiences, facilitate audience engagement, and influence users' decision-making processes. In this research, content marketing is examined using the dimensions proposed by Dharomesz (2024), adapted from Karr (2016), which include reader cognition, sharing motivation, persuasion, decision-making, and other relevant factors. These dimensions capture how audiences cognitively process content, their motivation to share it, its persuasive quality, and its role in shaping decision-making behaviour.

Electronic Word of Mouth (EWOM)

Previous studies define electronic word of mouth (EWOM) as informal communication among consumers that is disseminated through online platforms and accessible to a broad audience. Le et al. (2024) define EWOM as informal consumer-to-consumer communication that occurs online. Similarly, Hu and Kim (2018), as cited in Khan et al. (2022), explain EWOM as the online dissemination of individuals' experiences and opinions regarding specific products, services, or brands. Khan et al. (2022) further define EWOM as the transmission of positive feedback about products or services through social media platforms. Based on these definitions, electronic word of mouth in this study refers to informal online communication through which consumers share personal experiences, opinions, and

feedback regarding products or services via internet-based platforms, particularly social media. In this research, EWOM is measured using dimensions adapted from Lestari (2022) and based on the model developed by Goyette et al. (2010). The dimensions include intensity, which reflects the frequency of EWOM communication; valence of opinion, which indicates the positivity or negativity of shared opinions; and content, which represents the quality and usefulness of information conveyed through EWOM.

Brand Image

Previous studies define brand image as the set of perceptions and associations held by consumers toward a brand, product, or service, through experiences, information, and interactions. Liang et al. (2024) explain that brand image is shaped not only by the product itself but also by various external factors such as advertising, promotions, media exposure, and consumers' usage experiences. The statement, similar to that of Le et al. (2023), emphasises that brand image functions as a differentiating element that distinguishes one brand from another, as reflected in the associations stored in consumers' minds. Nasri et al. (2023) further define brand image as the public's perception of a company, encompassing beliefs, impressions, and conclusions about the organisation and its offerings. Based on the above explanations, a brand image in this study refers to consumers' overall perceptions of a brand, formed through personal experiences, information, and interactions, that distinguish it from competitors. Brand image is measured using the dimensions proposed by Utama and Ambarwati (2022), which include functional benefits, symbolic benefits, experiential benefits, social benefits, and appearance enhancements. These dimensions reflect both the utilitarian and psychological values that consumers perceive when evaluating a brand.

Customer Trust

Customer trust refers to customers' expectations that a brand will fulfil its promises and meet the commitments it has communicated (Aldilla, 2021). Zamili and Tanjung (2023) define trust as an individual's willingness to rely on a brand to perform its functions effectively. Meanwhile, Chen et al. (2021) describe customer trust as a socially formed and validated belief held by individuals toward other individuals or organisations. This trust develops when consumers perceive that the trusted party demonstrates reliability, sincerity, competence, and concern for customers' interests. Customer trust plays a crucial role in shaping consumer behaviour, particularly in digital service contexts that involve greater uncertainty and perceived risk. Trust helps reduce consumers' perceived risk, enhances their sense of security, and strengthens confidence in the quality of services provided. In digital health consultation services, customer trust is especially critical, as users rely heavily on the platform's credibility, the competence of medical professionals, and the security of their personal and medical data. Based on these definitions, customer trust is consumers' belief and expectation that a brand will fulfil its promises, demonstrate integrity, and deliver consistent benefits, formed through personal experience

and social validation. In this study, customer trust is measured using the dimensions adapted from Le et al. (2024): benevolence, competence, and integrity.

Purchase Decision

A purchase decision refers to an individual's problem-solving process for selecting product alternatives considered the most appropriate for fulfilling specific needs (Lestari & Saifuddin, 2020). Fitriana and Chadiq (2022) explain that a purchase decision reflects consumers' purchase intention, where intention is a personal factor closely related to individual attitudes. Consumers who are interested in a particular object tend to have a strong motivation to undertake a series of actions to obtain the desired product or service. Meanwhile, Schiffman and Kanuk (2004) define a purchase decision as the selection of one option from two or more available alternatives during the purchasing process. Based on these definitions, this study concludes that a purchase decision is a consumer's process of evaluating and selecting the best alternative from several available options, driven by personal needs and purchase intentions, ultimately leading to the actual purchase of the most suitable product or service. In this study, purchase decision is measured using indicators developed by Nalindah et al. (2022), namely product choice, brand choice, dealer choice, purchase amount, purchase timing, and purchase method.

Framework

Based on the literature review above, the framework of this research is as follows:

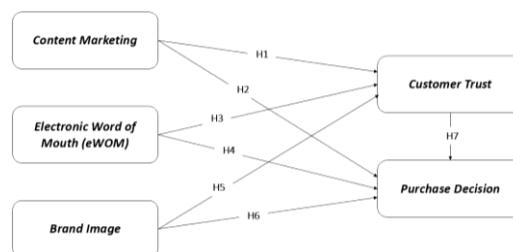


Figure 1. Research Framework

Source: Processed by researcher (2025)

H₁: Content marketing has a positive and significant effect on customer trust.

H₂: Content marketing has a positive and significant effect on purchase decisions.

H₃: EWOM has a positive and significant effect on customer trust.

H₄: EWOM has a positive and significant effect on purchase decisions.

H₅: Brand image has a positive and significant effect on customer trust.

H₆: Brand image has a positive and significant effect on purchase decision.

H₇: Content marketing has a positive and significant effect on purchase decisions.

METHOD

This study was conducted from May 2025 until completion, with DKI Jakarta selected as the research location. A quantitative descriptive method was employed to analyse and describe numerical data. The sampling technique employed was non-probability sampling, utilising a purposive sampling approach. The sample size was determined based on the number of indicators multiplied by five to ten, as suggested by Hair et al. (2021). Accordingly, multiplying 36 indicators by 7 yielded 252 respondents, with one additional respondent added during data collection via a Google Form questionnaire. Data analysis was performed using SPSS and Structural Equation Modelling (SEM) with IBM SPSS AMOS. The analysis procedures included validity and reliability tests, Confirmatory Factor Analysis (CFA), and hypothesis tests.

RESULTS AND DISCUSSION

Characteristics of respondents

This study categorises respondent profiles into seven demographic characteristics: gender, age, domicile, highest level of education, employment status, marital status, and monthly income—the characteristics of the respondents in Table 1.

Table 1. Characteristics of respondents

Characteristic	Characteristic Item	Frequency	Percentage
Gender	Male	135	53,4%
	Female	118	46,6%
Age	17-22 years old	78	30,8%
	23-28 years old	130	51,4%
	29-34 years old	26	10,3%
	35-42 years old	13	5,1%
	>42 years old	6	2,4%
	Domicile	North Jakarta	28
Central Jakarta		45	17,8%
East Jakarta		54	21,3%
West Jakarta		46	18,2%
South Jakarta		80	31,6%
Recent Education	< High/Vocational School	107	42,3%
	Diploma (D1/D2/D3)	46	18,2%
	Bachelor's Degree (S1)	84	33,2%
	Master's/Doctoral Degree (S2 & S3)	16	6,3%
Employment Status	Unemployed/Not employed yet	72	28,5%
	Employed	125	49,4%
	Self employed	51	20,2%
	Retired	5	2%
Marital Status	Single	144	56,9%
	Married	90	35,6%
	Divorced/Separated	14	5,5%
	Widowed	5	2%
Income Per Month	<Rp500.000	21	8,3%
	Rp500.000 - Rp2.500.000	60	23,7%

Characteristic	Characteristic Item	Frequency	Percentage
	Rp2.500.000 - Rp5.000.000	91	36%
	>Rp5.000.000	81	32%

Source: Processed by researcher (2025)

The respondents consisted of 135 males (53.4%) and 118 females (46.6%), indicating a male-dominated sample. This finding is consistent with data from the Katadata Insight Centre (2022), which reports that males are more likely to access telemedicine services than females. In terms of age, the majority of respondents were between 23 and 28 years old, accounting for 130 individuals (51.4%). The study focused on telemedicine users in DKI Jakarta, in line with data from Statistics Indonesia (BPS, 2024), which identifies DKI Jakarta as the region with the highest health-related expenditure in Indonesia. Most respondents resided in South Jakarta, with 80 individuals (31.6%). Regarding educational background, respondents were predominantly senior high school or vocational school graduates (SMA/SMK equivalent), totalling 107 individuals (42.3%). Regarding employment status, the most significant proportion of respondents was employed (49.4%, 125 individuals). Based on marital status, the majority of respondents were single, accounting for 144 individuals (56.9%). Finally, regarding monthly income, the largest group earned between IDR 2,500,000 and IDR 5,000,000, comprising 91 respondents (36%).

Validity and Reliability Test

The validity test in this study was conducted by assessing factor loadings with a minimum threshold of 0.6 and Average Variance Extracted (AVE) values with a minimum threshold of 0.5 for each indicator. Meanwhile, a reliability test was conducted to evaluate Construct Reliability (CR) and Cronbach's Alpha, both of which were required to meet a minimum value of 0.7 (Hair et al., 2022). The results of validity and reliability tests are presented in the following table.

Table 2. Validity and Reliability Test

Construct	Item	Factor Loading	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Content Marketing	X1.2	0,839	0,575	0,904	0,904
	X1.3	0,732			
	X1.5	0,759			
	X1.6	0,705			
	X1.8	0,786			
	X1.9	0,725			
	X1.10	0,753			
EWOM	X2.1	0,867	0,584	0,893	0,907
	X2.2	0,775			
	X2.3	0,744			
	X2.4	0,706			
	X2.6	0,769			
	X2.7	0,740			

Construct	Item	Factor Loading	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
	X2.8	0,740			
Brand Image	X3.1	0,818	0,547	0,811	0,856
	X3.3	0,705			
	X3.4	0,724			
	X3.5	0,690			
	X3.6	0,753			
Customer Trust	Y1.1	0,859	0,576	0,848	0,870
	Y1.2	0,738			
	Y1.3	0,731			
	Y1.4	0,746			
	Y1.5	0,711			
Purchase Decision	Y2.1	0,793	0,562	0,861	0,883
	Y2.2	0,773			
	Y2.3	0,745			
	Y2.4	0,742			
	Y2.5	0,668			
	Y2.6	0,771			

Source: Processed by Researcher (2025)

Based on Table 2, several indicators did not meet the validity criteria for factor loadings, as their values were below the model's threshold. These indicators include 1.1 (0.24), X1.4 (0.07), X1.7 (0.18), X2.5 (0.17), X3.2 (0.23), and Y1.6 (0.05). Meanwhile, the AVE values for all constructs exceeded the minimum required level, indicating adequate convergent validity. Overall, the validity results suggest that the retained indicators appropriately represent the constructs examined in this study on Halodoc's digital health consultation service.

The reliability test results further show that all constructs, content marketing (X1), electronic word of mouth (X2), brand image (X3), customer trust (Y1), and purchase decision (Y2), achieved Cronbach's Alpha and Composite Reliability values above 0,70. These findings confirm that the measurement instruments demonstrate good internal consistency, indicating that the construct would yield stable results if tested with the same indicators in future studies.

CFA Full Model Test

The complete measurement model using Confirmatory Factor Analysis (CFA) to evaluate the overall fit of the measurement model. This study examined the goodness-of-fit indices to determine model adequacy, following the criteria recommended by Hair et al. (2021). A model to have a good fit when it meets the recommended threshold values, namely a probability value greater than 0.05, CMIN/DF below 2.00, GFI above 0.90, RMSEA below 0.08, TLI above 0.95, CFI above 0.95, and AGFI above 0.90. Image 2 presents the output of the complete CFA model using 30 measurement items from this study.

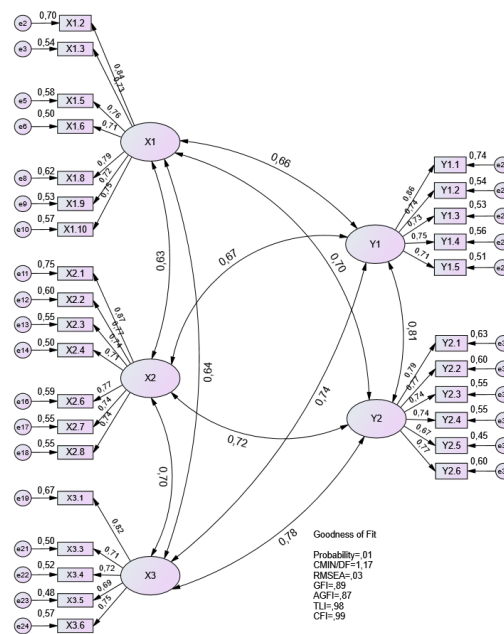


Figure 2. CFA Full Model Test

Source: Proceed by Author (2025)

Table 3. CFA Full Model Test

Index	Cut-off Value	Hasil	Model Evaluate
p-value	> 0.05	0,01	Lack of fit
GFI	≥ 0.90	0,89	Lack of fit
CMIN/DF	≤ 2.00	1,17	Fitted
RMSEA	≤ 0.08	0,03	Fitted
AGFI	≥ 0.90	0,87	Lack of fit
TLI	≥ 0.95	0,98	Fitted
CFI	≥ 0.95	0,99	Fitted

Source: Proceed by Author (2025)

Based on the results shown in Table 3, several goodness-of-fit indices did not yet meet the recommended criteria. It has a chi-square p-value of 0.01, which remains below the 0.05 threshold, as well as GFI (0.89) and AGFI (0.87) values that fall slightly below the recommended minimum of 0.90. Therefore, to improve the overall model fit before proceeding to subsequent analyses.

CFA Fitted Model Test

The fitted model analysis continues the complete CFA model, conducted to improve overall model fit with the empirical data. The fitted model aims to present a more stable and accurate representation of the relationships among latent variables. Model refinement was performed by gradually eliminating indicators with the highest error covariances, which contributed less to the overall model fit. After several modification steps, the indicators removed from the model were X2.2

(EWOM2), X3.1 (BI1), Y1.4 (CT4), and Y2.2 (PD2). Consequently, the fitted model retained only the statistically adequate indicators. Image 3 illustrates the fitted CFA model used in this study.

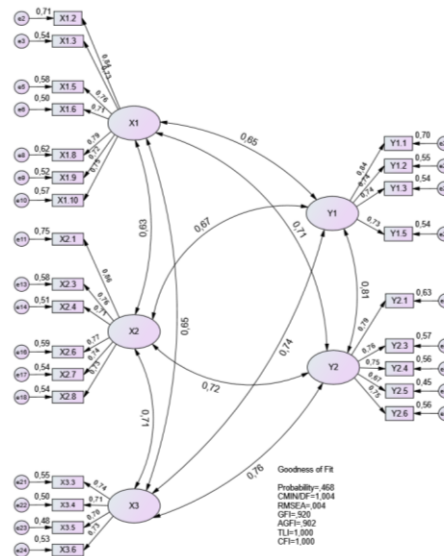


Figure 3. CFA Fitted Model Test
 Source: Proceed by Author (2025)

Table 4. CFA Fitted Model Test

Indeks	Cut-off Value	Hasil	Evaluasi Model
p-value	> 0.05	0,468	<i>Fitted</i>
GFI	≥ 0.90	0,920	<i>Fitted</i>
CMIN/DF	≤ 2.00	1,004	<i>Fitted</i>
RMSEA	≤ 0.08	0,004	<i>Fitted</i>
AGFI	≥ 0.90	0,920	<i>Fitted</i>
TLI	≥ 0.95	1,000	<i>Fitted</i>
CFI	≥ 0.95	1,000	<i>Fitted</i>

Source: Proceed by Author (2025)

The final result of the model modification indicates that the adjusted model achieved an acceptable label of fit. The goodness-of-fit indices, which meet the recommended criteria, include a p-value of 0.468, GFI of 0.920, CMIN/DF of 1.004, RMSEA of 0.004, AGFI of 0.920, and TLI and CFI values of 1.000. Based on these results, the fit and appropriateness are suitable for subsequent analyses.

Hypothesis Test

Hypothesis testing was conducted to examine the relationships among variables in the proposed research model using the Structural Equation Modelling (SEM) approach in AMOS. The evaluation of the Critical Ratio (CR) and probability (p) values in the regression weights table. A relationship is statistically significant when the CR value exceeds 1,96, and the p-value is less than 0,05. The results of the seven hypothesis tests are presented in Table 5 below.

Table 5. Hypothesis Test

Hypothesis	Independent Variable		Dependent Variable	CR. (t-value)	P	Explanation
H1	<i>Content Marketing</i>	→	<i>Customer Trust</i>	2,969	0,003	Accept
H2	<i>Content Marketing</i>	→	<i>Purchase Decision</i>	2,852	0,004	Accept
H3	EWOM	→	<i>Customer Trust</i>	2,491	0,013	Accept
H4	EWOM	→	<i>Purchase Decision</i>	2,229	0,026	Accept
H5	<i>Brand Image</i>	→	<i>Customer Trust</i>	4,357	***	Accept
H6	<i>Brand Image</i>	→	<i>Purchase Decision</i>	2,070	0,038	Accept
H7	<i>Customer Trust</i>	→	<i>Purchase Decision</i>	4,630	***	Accept

Source: Proceed by Author (2025)

The findings indicate that all seven hypotheses were accepted. All structural paths among the latent variables demonstrated CR values greater than 1,96 and p-values below 0,05. These results suggest that content marketing, electronic word of mouth, and brand image have positive and significant effects on both customer trust and purchase decisions. Additionally, customer trust was found to have a positive and significant impact on purchase decisions among users of Halodoc’s digital health consultation service.

DISCUSSION

1. Effect of Content Marketing on Customer Trust

The hypothesis testing results indicate that content marketing has a positive and significant effect on customer trust, with a CR value of 2,969 and a p-value of 0.003 ($p < 0.05$). This finding is consistent with previous studies by Wibowo and Tama (2023), Belay (2022), and Lius (2022), which demonstrate that high-quality, informative content strengthens customer trust in a brand.

In the context of this study, the significant effect occurs because the content delivered by Halodoc is easy to understand and provides clear, relevant health information. From the Stimulus-Organism Response (SOR) perspective, content marketing serves as a stimulus that triggers users' internal evaluation processes. Educational content, including disease infographics, short videos from medical professionals, health tips, medication recommendations, and promotional information, provides informative and beneficial stimuli. These stimuli foster perceptions of competence and reliability, which are key to customer trust in the organism stage.

2. Effect of Content Marketing on Purchase Decision

The results further reveal that content marketing has a positive and significant effect on purchase decisions, with a CR value of 2,852 and a p-value of 0.004 ($p < 0.05$). The finding aligns with prior research by Kajtazi and Zeqiri (2021), Dewi et al. (2023), and Pujiastuti et al. (2023),

which highlight the role of informative and persuasive content in guiding consumers from information search to purchasing decisions

In this study, Halodoc's content enables users to identify health solutions that match their specific needs. Within the S-O-R framework, content marketing acts as a stimulus that influences users' internal cognitive and evaluative processes. Health articles and programs such as *Halodoc Talks* provide credible and accessible information, shaping positive perceptions and confidence in the platform. This internal evaluation ultimately leads to a decision to purchase digital health consultation services.

3. Effect of EWOM on Customer Trust

The third hypothesis confirms that EWOM has a positive and significant effect on customer trust, indicated by a CR value of 2.491 and a p-value of 0.013. This result supports earlier findings by Ramadhina and Mangruwa (2023), Angel and Natadirja (2021), and Agustina and Mahendri (2023), which emphasise that positive online reviews and credible information enhance trust formation.

In this study, users can easily access discussions, user-generated content, ratings, and reviews related to Halodoc across social media platforms. Within the SOR framework, EWOM serves as a stimulus that shapes initial perceptions regarding service quality, doctor competence, consultation clarity, and ease of use. These informational stimuli are processed at the organism level, forming trust that serves as the basis for subsequent behavioural responses.

4. Effect of EWOM on Purchase Decision

The fourth hypothesis demonstrates that EWOM has a positive and significant effect on purchase decision, with a CR value of 2.229 and a p-value of 0.026. This finding is consistent with studies by Khwaja et al. (2020), Alghizzawi et al. (2024), and Kim et al. (2023), which indicate that credible online reviews and recommendations accelerate consumers' decision-making processes.

In the context of Halodoc, user experiences shared on social media and other digital platforms facilitate users' evaluation of service quality. According to the SOR theory, EWOM functions as a stimulus that influences users' perceptions and trust at the organism stage. This trust subsequently drives the response, reflected in users' decisions to purchase digital health consultation services.

5. Effect of Brand Image on Customer Trust

The fifth hypothesis reveals that brand image has a positive and significant effect on customer trust, with a CR value of 4.357 and a p-value of 0.000. This result aligns with previous research by Napitupulu (2023), Handayani and Zaini (2024), and Fahrurrazi and Susila (2024), which suggests that a positive brand image reflects credibility and strengthens consumer confidence.

In this study, Halodoc's brand image, particularly its platform usability, plays a crucial role in shaping trust. From the SOR perspective, brand image acts as a stimulus that forms users' initial impressions and expectations. A precise transaction flow, an intuitive interface, and a consistent feature layout generate positive perceptions, which, in turn, foster trust in the platform.

6. Effect of Brand Image on Purchase Decision

The sixth hypothesis confirms that brand image has a positive and significant effect on purchase decisions, as indicated by a CR value of 2.070 and a p-value of 0.038. This finding, as reported by Nurliyanti et al. (2022), Rachmawati and Andjarwati (2020), and Rahmawati et al. (2022), suggests that a strong brand image serves as a positive signal that facilitates consumer decision-making.

In the SOR framework, Halodoc's brand image serves as a stimulus that fosters favourable perceptions of ease and comfort when using the platform. These perceptions are quickly processed internally, prompting users to choose Halodoc over alternative digital health services, ultimately leading to a purchase decision.

7. Effect of Customer Trust on Purchase Decision

The final hypothesis indicates that customer trust has a strong, positive, and significant effect on purchase decision, with a CR value of 4.630 and a p-value of 0.000. This finding aligns with studies by Hidayaturohmah and Maskur (2023), Santoso et al. (2020), and Udayana et al. (2024), which emphasise trust as a crucial determinant of consumer purchasing behaviour.

In this study, users' trust in Halodoc stems from their perceptions of the doctor's competence, the accuracy of health information, the transparency of consultation processes, and the speed and accessibility of services. Within the SOR framework, customer trust represents the organism that processes stimuli derived from content marketing, EWOM, and brand image. This internalised trust reduces uncertainty and ultimately leads to purchasing digital health consultation services on the Halodoc platform.

CONCLUSION

This study aims to analyse the effects of content marketing, Electronic Word of Mouth (EWOM), and brand image on customer trust and their impact on purchase decisions among users of Halodoc's digital health consultation services. The findings indicate that content marketing has a positive and significant impact on customer trust, demonstrating that Halodoc's content not only serves as an information source but also enhances users' confidence and encourages purchase decisions.

Furthermore, EWOM has been shown to positively and significantly affect customer trust, underscoring the important role of online reviews, comments, and recommendations in shaping users' perceptions of Halodoc. EWOM also positively and significantly influences purchase decisions, where shared user experiences across social media, forums, and digital platforms serve as social proof that motivates potential users to utilise Halodoc's services.

The results also show that brand image has a positive and significant effect on customer trust, reflecting that Halodoc's image as a professional, modern, and user-oriented digital health platform

enhances users' trust. In addition, brand image has a positive, significant impact on purchase decisions, confirming that a strong, credible, and accessible brand image directly contributes to users' decision to choose Halodoc. Lastly, customer trust has a positive and significant effect on purchase decisions. Users who perceive Halodoc as a secure, reliable, and capable platform for providing appropriate health solutions are more likely to choose its digital health consultation services.

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