



The Effect of Digital Marketing, Consumer Experience, and Lifestyle on Purchasing Decisions at Wedding Organizer MSMEs in Kediri Regency with Trust as a Mediator Variable

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ABSTRACT

This study aims to analyze the effect of digital marketing, consumer experience, and lifestyle on purchasing decisions at wedding organizer MSMEs in Kediri Regency, with trust as a mediator variable. Using a quantitative approach and Structural Equation Modeling (SEM) analysis technique based on Partial Least Square (PLS), this study examines the cause-and-effect relationship between these variables. The results showed that digital marketing significantly positively affects trust and purchasing decisions. Consumer experience is also proven to affect trust and purchasing decisions, while lifestyle only directly affects purchasing decisions without involving trust as a mediator. In addition, trust is a significant mediator in the relationship between digital marketing and consumer experience with purchasing decisions. The model explains 71% of the variability in purchase decisions, with trust explaining 62% of changes in consumer trust levels. The findings make an essential contribution to the development of marketing theory and consumer behavior, and provide practical input for wedding organizer MSMEs in designing effective digital marketing and customer experience management strategies in the digital era

INTRODUCTION

In recent decades, information and communication technology development has revolutionized almost all aspects of life, including in the business and marketing sectors. Globalization and digitalization encourage companies and businesses, not only large-scale ones but also MSMEs, to change traditional marketing strategies into approaches that are more adaptive to changes in consumer behavior. Digital marketing emerged as a form of innovation that is now the mainstay of many businesses to reach consumers more effectively, efficiently, and interactively.

Digital marketing not only functions as a promotional tool but also as a medium to build relationships between brands and consumers. Kotler and Keller (2016) state that digital marketing is a marketer's effort to use digital media and the internet to build relationships with consumers and influence their decisions. Through strategies such as social media content, search engine optimization (SEO), email marketing, and the use of influencers, digital marketing allows businesses to reach consumers personally and in real time. This is especially relevant for MSME players in the current era, where limited resources can be overcome through a more cost-effective yet impactful digital approach.

One MSME sector that has experienced rapid growth in recent years is wedding organizers (WOs). In Kediri District, this phenomenon is evident from the increasing number of MSMEs engaged in wedding services. WO MSMEs offer various types of services ranging from wedding consultation, decoration, documentation, to overall event management. This is in line with the changing behavior of the community, especially the younger generation, who want a wedding procession that is practical, aesthetically pleasing, and in line with their lifestyle. However, with the growing number of WO options, consumers are becoming more selective in making purchasing decisions. They not only consider price, but also service quality, brand image, previous customer testimonials, and the online reputation of the service provider.

In this context, consumer experience is an important factor that can influence purchasing decisions. Schmitt (1999) explains that consumer experience is a subjective and emotional response arising from consumers' interactions with brands, either directly or indirectly. Pleasant experiences-both through digital interactions such as conversations on social media and real experiences when using WO services-can create positive perceptions, increase satisfaction, and encourage customer loyalty. Conversely, negative experiences can lower trust levels and cause consumers to turn to other service providers.

In addition to digital marketing and consumer experience, another important factor is lifestyle. Blackwell et al. (2001) define lifestyle as a person's pattern of life as reflected in their activities, interests, and opinions, which in turn influence their preferences and consumption behavior. Modern lifestyles that tend to value efficiency, aesthetics, and personal values cause consumers to prefer WO services that are flexible, creative, and able to customize wedding concepts according to the client's personality. This shows that consumer lifestyle is an aspect that needs to be understood by service providers to develop more relevant and competitive services.

In the purchase decision-making process, these three factors- digital marketing, consumer experience, and lifestyle- interact and can be strengthened by trust. Mayer, Davis, and Schoorman (1995) refer to trust as the willingness of one party to accept risk because they believe that the other party will act as expected. In the world of services, especially WO services that involve important and personal moments in consumers' lives, trust plays a vital role. Consumers need to feel confident that service providers will provide services as agreed, maintain professionalism, and be able to respond to complaints properly. Trust is formed through the accumulation of positive experiences, online reputation, customer reviews, and the quality of communication offered by service providers. Thus, trust has the potential to become a mediating variable that bridges the influence of the three main variables on purchasing decisions.

The purchase decision itself is the final stage of the consumer decision-making process after going through the process of recognizing needs, searching for information, evaluating alternatives, and assessing risks. According to Kotler and Keller (2016), purchasing decisions are not solely based on rational considerations but are also strongly influenced by emotions, perceptions, and past experiences. Therefore, understanding the dynamics of the factors that influence purchasing decisions is important, especially for MSME players who want to maintain their business continuity amid increasingly complex competition.

Based on this description, it is important to conduct research to analyze how digital marketing, consumer experience, and lifestyle affect consumer purchasing decisions at wedding organizer MSMEs in Kediri Regency, with trust as a mediator variable. This research is expected to not only contribute to the development of theories in the fields of marketing and consumer behavior but also provide strategic input for MSME players in improving the effectiveness of their marketing communications in this competitive digital era.

LITERATURE REVIEW

A. Digital Marketing

Digital marketing is a marketing strategy that uses digital media such as the internet, social media, email, and mobile applications to reach consumers more effectively and efficiently. According to Kotler and Keller (2016), digital marketing is a form of marketing that uses digital channels to promote or market products and services to consumers and businesses. The use of digital marketing allows MSMEs, including wedding organizers, to build two-way communication with customers, increase brand awareness, and accelerate the buying process through interesting and relevant content. Research by Chaffey and Ellis-Chadwick (2019) also confirms that digital marketing can influence consumer purchasing behavior by expanding access to information and increasing trust through online testimonials and customer reviews.

1. **Hypothesis 1 (H1):** Digital marketing has a positive effect on purchasing decisions.
2. **Hypothesis 2 (H2):** Digital marketing has a positive effect on trust.

B. Consumer Experience

Consumer experience refers to the impression consumers get during interactions with products, services, or brands. According to Schmitt (1999), customer experience is the customer's internal and subjective response to any direct or indirect contact with a company. In the context of services such as wedding organizers, consumer experience is very important because of the personal and emotional nature of the service. A positive experience will increase satisfaction, create a positive perception of the brand, and strengthen consumer loyalty (Pine & Gilmore, 1999). In addition, a pleasant experience can build stronger trust in the service provider.

1. **Hypothesis 3 (H3):** Consumer experience has a positive effect on purchasing decisions.
2. **Hypothesis 4 (H4):** Consumer experience has a positive effect on trust.

C. Lifestyle

Lifestyle reflects how individuals live, manage their time, and spend their money. Blackwell et al. (2001) state that lifestyle is defined as a pattern in which people live and spend time and money. Lifestyle influences consumer preferences in choosing products or services that match their values and self-identity. In the context of wedding organizers, consumers with a modern or hedonistic lifestyle tend to seek practical, aesthetic services that align with trends. The match between lifestyle and services offered will increase interest and purchase decisions.

1. **Hypothesis 5 (H5):** Lifestyle has a positive effect on purchasing decisions.
2. **Hypothesis 6 (H6):** Lifestyle has a positive effect on trust.

D. Trust

Trust is consumer confidence that service providers will fulfill promises and provide services as expected. Mayer, Davis, and Schoorman (1995) define trust as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action necessary to the trustor. Trust is very important in service industries such as wedding organizers because the service process involves high emotional and personal aspects. Trust can strengthen the influence of various marketing factors on purchasing decisions. Consumers with high trust in a brand will be more likely to make purchases despite risk or uncertainty.

1. **Hypothesis 7 (H7):** Trust has a positive effect on purchasing decisions.

E. The Mediating Role of Trust

Several previous studies have shown that trust can act as a mediating variable that connects external stimuli (such as digital marketing, consumer experience, and lifestyle) with purchasing decisions. Trust becomes a bridge that strengthens or weakens the influence of independent variables on consumers' final decisions (Gefen et al., 2003).

1. **Hypothesis 8 (H8):** Trust mediates the effect of digital marketing on purchasing decisions.
2. **Hypothesis 9 (H9):** Trust mediates the effect of consumer experience on purchasing decisions.

3. **Hypothesis 10 (H10):** Trust mediates the influence of lifestyle on purchasing decisions.

The following is a conceptual framework for research on the effect of digital marketing, consumer experience, and lifestyle on purchasing decisions at wedding organizer msmes in kediri regency with trust as a mediator variable.

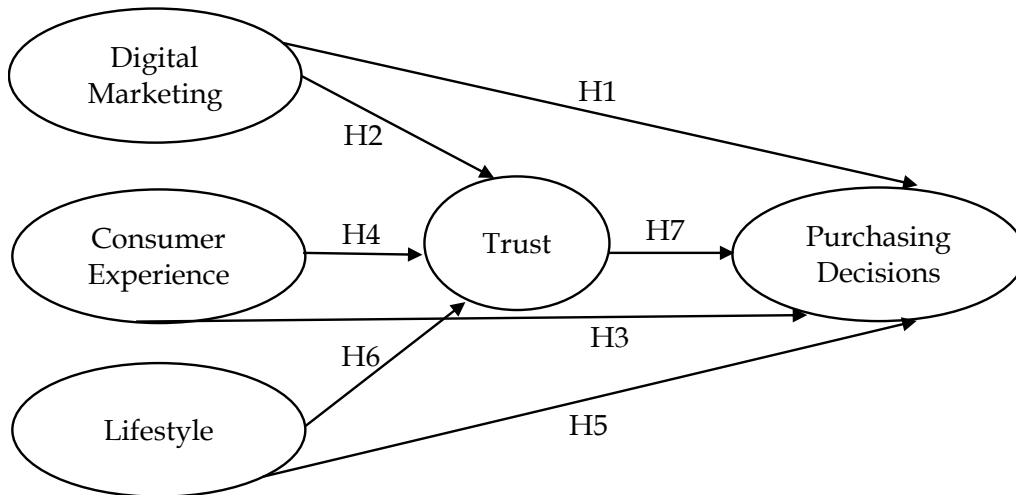


Figure 1. Conceptual Framework

METHODOLOGY

A. Research Type and Approach

This type of research is quantitative with a causal-comparative approach, which is an approach that aims to test the cause-and-effect relationship between variables. This research is designed to determine the effect of digital marketing, consumer experience, and lifestyle on purchasing decisions at MSME wedding organizers in Kediri Regency, with trust as a mediating variable. The quantitative approach was chosen because it is able to measure and analyze the relationship between variables objectively using numerical data and statistical testing.

B. Location and Time of Research

This research was conducted in Kediri Regency, East Java, which is an area with quite active growth of wedding organizer service MSMEs. The selection of this location is based on the relevance of the object of research to the topic raised, namely, purchasing decisions for local wedding organizer consumers. The research was conducted from May to July 2025, including the stages of instrument preparation, data collection, data analysis, and preparation of research reports.

C. Population and Sample

The population in this study was all consumers who had used the services of MSME wedding organizers in Kediri Regency. Because the population size is not known with certainty, the sampling technique used is purposive sampling, which is a sampling technique based on certain criteria in accordance with the research objectives. The criteria used include: (1) domiciled in Kediri District, (2) have used wedding organizer services from local MSMEs in the last two years, and (3) at least 20 years old. The number of samples in this study was determined

to be 150 respondents, taking into account the number of indicators in the research instrument and following the advice of Hair et al. (2010) that the minimum sample size is five to ten times the number of indicators.

D. Data Collection Technique

Data collection techniques in this study were carried out in two ways: questionnaires and literature studies. The questionnaire was arranged as closed questions using a five-point Likert scale, from "strongly disagree" to "strongly agree". This instrument was used to measure all research variables, independent, mediating, and dependent variables. The questionnaire was distributed to respondents online through digital media and directly (offline). In addition, secondary data was also collected through literature studies from various literature sources such as books, scientific journals, previous research articles, and other documents that support the preparation of the theory and conceptual framework in the study.

E. Data Analysis Technique

The data analysis technique in this study was carried out through several stages. First, the validity and reliability of the research instrument were tested to ensure that each statement item could measure the intended variable accurately and consistently. The validity test was carried out using the corrected item-total correlation value, while the reliability was tested with Cronbach's Alpha, with a minimum value limit of 0.7. Furthermore, descriptive analysis was conducted to describe the respondents' profiles and their tendencies. The main analysis was performed using the Structural Equation Modeling method with the Partial Least Squares (PLS) approach, which was processed using SmartPLS software. SEM-PLS analysis includes testing the outer model (construct validity and indicator reliability), inner model (relationship between latent variables), and the significance of direct and indirect influence paths, including trust mediation analysis with the bootstrapping method.

RESULTS AND DISCUSSION

A. Respondent Description

This study involved 150 respondents who were consumers of wedding organizer MSMEs in Kediri Regency. Respondents were selected based on purposive sampling criteria: individuals who have used wedding organizer services in the last two years. Based on the data obtained, most respondents are in the age range of 25-34 years, which shows that the productive age group is the main market for wedding organizers. In terms of gender, the majority of respondents are female, which indicates that women have a great influence in the decision-making process related to organizing a wedding. The last education of most respondents is strata one (S1), and most have a monthly income above the UMR, which indicates that the wedding organizer market segment tends to come from the middle to upper economic group.

B. Research Instrument Testing Results

Validity and reliability tests were carried out to ensure that the instruments used in this study were suitable for further analysis. Based on the data processing results through SmartPLS, all statement items on each variable have an outer loading value above 0.7, indicating that convergent validity is met.

In addition, the Average Variance Extracted (AVE) value of all constructs is above 0.5, and the Cronbach's Alpha and Composite Reliability values of each construct also show numbers above 0.7. Thus, all indicators in the model can be said to be valid and reliable.

Tabel 1. The following is the Outer Model Test Results Table

Construct	Indicator	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Digital Marketing	Online Ads	0.85	0.72	0.89	0.83
	Social Media	0.78			
	Visual Content	0.8			
Consumer Experience	Emotional	0.83	0.75	0.88	0.81
	Sensory	0.75			
	Relational	0.76			
Lifestyle	Activity	0.79	0.7	0.85	0.8
	Interest	0.77			
	Opinion	0.8			
Trust	Reliability	0.84	0.8	0.91	0.85
	Integrity	0.86			
	Competence	0.88			
Purchase Decision	Needs	0.83	0.76	0.89	0.84
	Alternative Evaluation	0.81			
	Final Decision	0.79			

C. Path Significance Test (Path Coefficient)

Based on the results of testing the inner model (path coefficients), all relationships between variables in this study show a positive and significant influence. Digital marketing has a significant influence on trust with a coefficient value of 0.32, t-statistic 3.75, and p-value 0.000. This shows that the more effective the digital marketing strategy carried out by MSME wedding organizers in Kediri Regency, such as promotion through social media and attractive digital content, the higher the level of consumer confidence in the services offered. In addition, consumer experience has a significant effect on trust with a coefficient value of 0.35, t-statistic 4.01, and p-value 0.000. This indicates that the more positive the experience felt by consumers, both emotionally, sensory, and relationally, the greater their trust in the wedding organizer service provider.

Furthermore, lifestyle significantly influences purchasing decisions with a coefficient value of 0.29, a t-statistic of 2.99, and a p-value of 0.002. This means that consumer purchasing decisions are also strongly influenced by their lifestyle, especially in choosing wedding organizer services that match their preferences, activities, and life values. Digital marketing is also proven to directly affect purchasing decisions with a coefficient of 0.28, t-statistic of 3.20, and p-

value of 0.001. This indicates that, in addition to building trust, digital marketing activities can encourage consumers to make purchasing decisions directly.

Consumer experience directly influences purchasing decisions with a coefficient of 0.22, t-statistic of 2.58, and p-value of 0.010. This shows that consumers with previous positive experiences with wedding organizer services will be more likely to reuse or recommend the service. Finally, trust plays an essential role in influencing purchasing decisions, indicated by a coefficient of 0.31, a t-statistic of 3.55, and a p-value of 0.000. This finding strengthens the role of trust as a mediating variable and as one of the main determinants in the purchasing decision-making process. Thus, all independent variables in this study - digital marketing, consumer experience, and lifestyle - are proven to significantly contribute to the formation of trust and consumer purchasing decisions in wedding organizer MSMEs in Kediri Regency.

Table 2. The following is a Table of Inner Model Test Results (Path Coefficients)

Relationship Variables	Path Coefficient (β)	t-Statistic	p-Value	Test Result
Digital Marketing → Trust	0.32	3.75	0	Significant
Consumer Experience → Trust	0.35	4.01	0	Significant
Lifestyle → Purchase Decision	0.29	2.99	0.002	Significant
Digital Marketing → Purchase Decision	0.28	3.2	0.001	Significant
Consumer Experience → Purchase Decision	0.22	2.58	0.01	Significant
Trust → Purchase Decision	0.31	3.55	0	Significant

D. Mediation Test Results (Indirect Effect)

Based on the results of mediation testing, it is found that the trust variable significantly mediates the relationship between digital marketing and purchasing decisions. This is indicated by an indirect effect value of 0.10 with a t-statistic of 2.72 and a p-value of 0.004, which means that a good digital marketing strategy can increase consumer trust in wedding organizers, and this trust then encourages consumers to make purchasing decisions. In other words, the effect of digital marketing on purchasing decisions not only occurs directly but is also strengthened through the formation of trust.

Furthermore, consumer experience also shows a significant mediating effect through trust. With an indirect effect value of 0.11, a t-statistic of 2.94, and a p-value of 0.003, these results indicate that consumers' positive experiences when interacting with wedding organizers contribute to building trust. The trust that is formed ultimately encourages consumers to purchase services. This shows that trust is important in connecting consumer experience with purchasing decisions.

Unlike the case with lifestyle, the test results show that trust does not mediate the relationship between lifestyle and purchasing decisions. This is indicated by the indirect effect value of 0.00, t-statistic 0.15, and p-value 0.875,

which is statistically insignificant. This means that although lifestyle directly affects purchasing decisions, this influence does not go through the trust channel. This could be because decisions influenced by lifestyle are more instantaneous or based on personal preferences without requiring strong trust in the service provider.

Thus, it can be concluded that trust is an essential mediating variable in bridging the influence of digital marketing and consumer experience on purchasing decisions. However, it does not play a role in mediating the influence of lifestyle. This finding confirms the importance of building trust in digital marketing strategies and customer experience management in the wedding organizer MSME sector.

Tabel 3. The following is a Table of Mediation Test Results (Indirect Effect)

Mediating Variable	Direct Effect	Indirect Effect (Mediation)	t-Statistic	p-Value	Test Result
Digital Marketing → Trust → Purchase Decision	0.32	0.1	2.72	0.004	Significant
Consumer Experience → Trust → Purchase Decision	0.35	0.11	2.94	0.003	Significant
Lifestyle → Trust → Purchase Decision	0	0	0.15	0.875	Not Significant

E. Goodness of Fit (GoF) Model

Based on the results of testing the Goodness of Fit (GoF) model, an R^2 (R-Square) value of 0.71 was obtained for the purchase decision variable, which indicates that 71% of the variability in purchasing decisions can be explained by digital marketing variables, consumer experience, lifestyle, and trust. This high value indicates that the model has a perfect explanation of consumer purchasing decision behavior. Meanwhile, the R^2 value for the trust variable is 0.62, which means that digital marketing and consumer experience can explain 62% of changes in consumer trust levels. This is also a strong category, indicating that these two variables in this model significantly shape trust.

In addition, the Q^2 (predictive relevance) value for the purchase decision variable is 0.54 and for trust is 0.57. Both are classified in the high category, indicating that the model has good predictive relevance. This means that the model is not only able to explain the relationship between variables, but also has strong reliability in predicting the outcome of the dependent variable. Overall, the combination of these R^2 and Q^2 values reinforces that the research model used in this study is highly viable in terms of its theoretical explanatory and predictive power on purchasing decisions at wedding organizer MSMEs in Kediri District. These findings provide a strong basis for recommending digital marketing

strategies, improving consumer experience, and managing trust as essential factors influencing consumer purchasing behavior.

Tabel 4. The following is the Goodness of Fit (GoF) Model Table

Indicator	Value
R ² (Purchase Decision)	0.71
R ² (Trust)	0.62
Q ² (Purchase Decision)	0.54
Q ² (Trust)	0.57

F. The Effect of Digital Marketing on Trust

The test results show that digital marketing has a positive and significant effect on trust, with a coefficient value of 0.32, a t-statistic of 3.75, and a p-value of 0.000. This shows that the more optimal the digital marketing strategy implemented by MSME wedding organizers-such as the use of social media, online promotions, and attractive visual content higher the level of consumer trust in service providers. This finding aligns with the theory from Kotler and Keller (2016), which states that digital marketing can build positive perceptions and brand credibility if communicated consistently and relevantly to the target market. For MSMEs, digital marketing is not only a promotional tool but also a bridge to form emotional relationships and customer trust.

G. The Effect of Consumer Experience on Trust

The relationship between consumer experience and trust also shows a significant effect with a coefficient of 0.35, a t-statistic of 4.01, and a p-value of 0.000. This means that the more positive the experience experienced by consumers when using wedding organizer services, both in terms of service, interaction, and final results, the higher their level of trust. According to Schmitt (1999), consumer experience includes emotional, sensory, and relational dimensions that can strengthen the psychological attachment between customers and brands. Therefore, wedding organizers who can provide a pleasant and memorable experience will find it easier to gain customer loyalty and trust.

H. The Effect of Lifestyle on Purchase Decision

Lifestyle has a significant direct effect on purchasing decisions with a coefficient value of 0.29, t-statistic 2.99, and p-value 0.002. This shows that consumers tend to choose wedding organizer services that reflect their values, interests, and lifestyles, such as preferences for modern, traditional, or unique wedding concepts. Lifestyle theory, according to Blackwell et al. (2001), explains that purchasing decisions are strongly influenced by individual activity patterns, interests and opinions. Therefore, wedding organizers need to understand market segments based on lifestyle to create services that match market desires.

I. The Effect of Digital Marketing on Purchase Decision

Digital marketing also has a direct influence on purchasing decisions with a coefficient of 0.28, t-statistic of 3.20, and p-value of 0.001. This means that effective digital marketing not only builds trust but also encourages consumers to make purchasing decisions. This is reinforced by integrated marketing communication theory, which states that messages delivered through various

digital platforms in a consistent and attractive manner can influence purchase intent and accelerate the decision process (Belch & Belch, 2015). In the context of wedding organizer MSMEs, the use of social media such as Instagram, TikTok, and websites is the main channel in attracting attention and convincing potential customers.

J. The Effect of Consumer Experience on Purchase Decision

Consumer experience has a significant effect on purchasing decisions, with a coefficient of 0.22, a t-statistic of 2.58, and a p-value of 0.010. This shows that consumers who have a satisfying experience from previous interactions tend to make repeat purchases or recommend the service to others. Experiential marketing theory states that a positive experience will strengthen emotional memory and increase consumer loyalty. For MSMEs, service quality, staff friendliness, and satisfying end results are key in creating experiences that support purchasing decisions.

K. The Effect of Trust on Purchase Decision

Trust is proven to have a significant influence on purchasing decisions, with a coefficient value of 0.31, a t-statistic of 3.55, and a p-value of 0.000. This confirms that trust is crucial in convincing consumers to choose and use wedding organizer services. In the literature, trust is considered the basis of long-term relationships between consumers and service providers (Morgan & Hunt, 1994). Trust reduces the perceived risk of services and encourages faster and more confident purchasing decisions, especially in services such as wedding organizers that are emotional and personal.

L. Trust as Mediation between Digital Marketing and Purchase Decision

The results showed that trust significantly mediates the effect of digital marketing on purchasing decisions, with an indirect effect value of 0.10 (t-statistic 2.72; p-value 0.004). This reinforces that digital marketing that is carried out optimally can foster consumer trust, which in turn impacts purchasing decisions. The theory that supports these findings comes from Chaffey & Ellis-Chadwick (2019) in their book *Digital Marketing*, which explains that effective digital marketing strategies, such as interactive content, visual branding, and social proof (e.g., consumer reviews), can create perceived credibility or perceptions of credibility that shape trust. In addition, Gefen et al. (2003) in the *Journal of MIS* stated that in the online context, trust is the main mechanism that bridges digital marketing communication with purchasing behavior due to the limitations of physical interaction. Therefore, MSMEs that utilize digital marketing not only build awareness but also trust, which is crucial for purchasing decisions.

M. Trust as Mediation between Consumer Experience and Purchase Decision

The mediation test results show that trust also significantly mediates the relationship between consumer experience and purchasing decisions, with an indirect effect of 0.11 (t-statistic 2.94; p-value 0.003). This shows that the better the experience consumers have in interacting with wedding organizers emotionally, sensory, and relationally higher their level of trust, which leads to purchasing decisions. This finding is supported by Schmitt (1999) in the concept of *Experiential Marketing*, which states that customer experience creates emotional value that strengthens satisfaction and encourages trust. Meanwhile,

Ladhari (2009) in the Journal of Retailing and Consumer Services explains that the quality of service experience is positively correlated with trust, especially in long-term relationship-based services such as wedding organizers. This trust becomes an important determining factor in converting experience into an actual purchase.

N. Trust as Mediation between Lifestyle and Purchase Decision

Different from the previous two paths, the results show that trust does not mediate the relationship between lifestyle and purchase decision, with an indirect effect of 0.00 (t-statistic 0.15; p-value 0.875). This indicates that lifestyle influences purchasing decisions directly, without involving trust as an intermediate variable. This phenomenon is in line with the theory from Kotler & Keller (2016), which explains that lifestyle is a representation of a person's lifestyle in activities, opinions, and expressions of interest, which has a direct impact on consumption preferences without the need to go through a trust-based evaluative process. In addition, Plummer (1974), who developed the lifestyle segmentation approach, stated that consumers with certain lifestyles tend to make decisions based on their self-identity and social image, so they are more impulsive and focused on value congruence, not on rational evaluation of trust. Therefore, trust does not play a significant role in this relationship.

CONCLUSION AND RECOMMENDATION

Based on the results of this study, it can be concluded that digital marketing has a positive and significant influence on trust and purchasing decisions. This shows that the more effective and targeted the digital marketing strategies used, such as the use of social media, website optimization, and collaboration with influencers higher the level of consumer trust and their tendency to make purchases. In addition, consumer experience also proved to play an important role. Positive experiences in previous interactions encourage trust and increase the chances of repeat purchases. Lifestyle also directly influences purchasing decisions, meaning that consumers' preferences and daily habits significantly influence how they choose wedding organizer services. Trust proved to be a mediating variable that strengthens the relationship between digital marketing and consumer experience on purchasing decisions, so it can be concluded that building trust is key in turning marketing strategies and consumer experiences into real purchasing decisions.

Based on these findings, several recommendations can be proposed. For MSME wedding organizer businesses, it is recommended to continue to improve digital marketing strategies by presenting interesting and relevant content according to the target market. Improving service quality also needs to be a priority to create a positive experience that can encourage consumer loyalty and trust. In addition, providing services that are flexible and can be tailored to consumers' lifestyles will help reach a wider market. For future researchers, it is recommended to expand the scope of research by adding other variables such as price, service quality, or brand image that also have the potential to influence purchasing decisions. Meanwhile, for the government and related policy makers, it is necessary to support MSMEs through digital marketing training, capacity building programs, and the creation of platforms that connect wedding organizer

businesses with potential customers, to increase their visibility and competitiveness in the digital era.

FUTHER STUDY

Future research can delve deeper into the role of storytelling in digital marketing to understand how strong narratives can enhance emotional connections with consumers and strengthen their trust. In addition, extending the research by considering other variables such as price sensitivity and perceived service quality will provide a more comprehensive picture of the factors that influence purchase decisions. A longitudinal approach can also be used to examine changes in consumer behavior over time, seeing how consumer experience and trust evolve and influence long-term purchase decisions.

Further research could also examine the influence of online reviews and electronic word-of-mouth (e-WOM) on purchase decisions and investigate the influence of local cultural factors on consumers' decisions to choose a wedding organizer. By comparing these findings with other industry sectors, such as tourism or hotels, further studies can provide greater insight into consumer behavior in the service industry. This will help wedding organizer MSMEs to design more effective marketing strategies, build consumer trust, and increase purchasing decisions.

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