

Evaluation of Digital Advertising Innovation and Sustainable Economic Policies on Consumer Trust: A Case Study of Students Using Avoskin in Medan

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ABSTRACT

The rise of digitalization and growing sustainability awareness have reshaped consumer behavior, especially in the beauty industry. Avoskin integrates digital advertising innovation and sustainable economic policies to strengthen its market presence and consumer trust. This study aims to analyze the influence of digital advertising innovation and sustainable economic policies on consumer trust among college students in Medan. A quantitative method with purposive sampling was used, involving 100 Avoskin users. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression, supported by validity, reliability, and classical assumption tests. The results show that digital advertising innovation has a positive and significant effect on consumer trust. Sustainable economic policies also significantly enhance trust and have a stronger impact than digital advertising. Together, both variables significantly influence consumer trust, explaining 52.6% of its variance. The study concludes that digital advertising innovation and sustainable economic policies play essential roles in shaping consumer trust, and their combined implementation further strengthens consumers' confidence in Avoskin. These findings emphasize the need for beauty brands to integrate creative digital marketing with transparent sustainability practices to increase credibility, attract young consumers, and support long-term trust building.

Keywords: Consumer Trust, Digital Advertising, Sustainable Economic Policies, Avoskin, Medan

INTRODUCTION

The development of digital technology, particularly the internet, has significantly transformed human life. The internet has become essential to daily life, including economic and business activities, beyond its original role as a communication and information tool. This shift has driven digitalization into digital transformation, reshaping corporate operations and customer engagement. (Rachinger et al., 2019), while compelling businesses to adapt to a more dynamic and interconnected ecosystem. The internet now functions as a primary channel for promotion and sales, altering consumer behavior (Abdul Kohar Septyadi et al., 2022) and fundamentally changing marketing practices (Brahmana & Sinaga, 2025). This makes responsive digital strategies essential for maintaining competitiveness in the modern era, as emphasized by Chaffey and Ellis-Chadwick (2019 in Siregar, 2024).

In the digital landscape, consumer trust has shifted from direct interactions to reliance on platform reputation, transaction security, and transparent communication. Gefen (2000) highlights that e-commerce success depends on consumer trust, while Mukherjee & Nath (2007) emphasize privacy, security, and shared value as core factors in building trust and commitment. Similarly, Ali et al. (2025) argue that the absence of face-to-face interaction requires digital brands to establish credibility through transparent and ethical marketing practices. Consequently, the shift toward digital marketing demands strategic adjustments to effectively build and sustain consumer trust.

One rapidly growing strategy is innovation in digital advertising. Kasali (2013 in Damayanti, 2018) defines advertising as a persuasive message highlighting a product's advantages, and through digital innovation, such messages can be delivered in a more personalized and interactive way. With over 5 billion global social media users (We Are Social, 2024) and 221 million internet users in Indonesia (APJII, 2024). In addition, digital advertising spending in Indonesia continues to increase and is projected to account for around 75% of total national advertising expenditure by 2025 (*GroupM: 75 Persen Total Belanja Iklan Indonesia dikuasai Digital Di 2025*, 2024). This trend indicates that companies are increasingly dependent on digital promotion strategies to build consumer trust and efficiently reach highly targeted audiences.

Generation Z has become a dominant force in current market dynamics, serving as the primary and future consumer group. As digital natives, they seamlessly integrate technology into daily life, merging virtual and real-world experiences (Francis & Hoefel, 2018; Zimand-Sheiner & Lissitsa, 2024). Their behavior not only makes them an ideal target for digital marketing but also compels businesses to adapt their strategies. Moreover, Generation Z shows strong sustainability awareness, with 75% preferring environmentally friendly brands over popular ones that lack such commitment (Gusmianti, 2024). This commitment fosters trust that exceeds transactional loyalty, forming emotional bonds between consumers and brands (Cui et al., 2024). This aligns with Sustainable Development Goal (SDG) No. 12, which emphasizes responsible consumption and production, increasingly implemented in the beauty industry through eco-friendly formulations, recyclable packaging, and ethical supply chains.

Avoskin is a local brand that integrates digital advertising with a strong sustainability commitment. Its strategies expand market reach and strengthen consumer relationships through interactive communication, using Shopee Live for real-time promotions, influencer collaborations to enhance credibility, and social media as the primary channel for product-related content, engagement content, and testimonial content. In addition, Avoskin reinforces its differentiation through eco-friendly formulations, recyclable packaging, and waste management initiatives, while campaigns such as Love Avoskin Love Earth and #MulaiDariMejaRias encourage consumer participation in environmental actions, including packaging returns with Waste4Change and partnerships with the BOS Foundation. These initiatives illustrate Avoskin's consistent integration of sustainability into its business strategy, enhancing consumer trust. However, despite these ongoing sustainability efforts, there is no specific evidence indicating whether these policies are fully understood or have effectively influenced consumer trust, particularly in Medan.

Consumer trust in Avoskin emerges from the interplay of product quality, digital communication, and user experience. According to Fakriyah & Abdurrahman (2024) brand trust acts as a positive mediator linking social media marketing to Avoskin purchase intention, indicating that consumers not only encounter advertisements but also believe in their claims. Similarly, Abadi & Fitri (2023) report that electronic word of mouth shapes brand image, which further reinforces trust. This credibility is reflected in East Java, where 61.2% of respondents (82/134) use Avoskin and sales increased from IDR 5.9 billion in 2021 to IDR 28 billion in 2022 (Sa'adah & Mardhotillah, 2023). The consistency of brand trust is reinforced through Avoskin's 4.9/5 ratings on Tokopedia and Shopee (accessed September 2, 2025) based on tens of thousands of reviews, confirming strong consumer trust across regions, reinforcing the urgency of examining how this trust emerges in specific markets such as Medan.

In 2024, the dominance of productive-age residents among Medan's 2.54 million population established the city as a promising skincare market (Darmawa, 2025). The city further demonstrated its role in the beauty industry by hosting *Female Daily X Beauty*

2022 alongside Jakarta and Surabaya, attracting 140,000 visitors (*Medan X Beauty* 2023, 2023). Additionally, Manullang & Siregar (2025), found that Medan consumers respond positively to Avoskin's eco-friendly products, influencing purchasing decisions. Thus, Medan is a relevant context for examining how Avoskin's digital advertising innovation and sustainable economic policies foster consumer trust.

The relationship between digital advertising innovation, sustainability policies, and consumer trust has been explored in previous studies. M. I. Y. Nugroho (2021) found that online advertising positively and significantly influences brand trust, while Khan & Fatma (2023) demonstrated that sustainability perceptions directly affect customer loyalty and trust, with consumer engagement serving as a mediator. However, these studies examined the variables separately and did not assess their combined influence within the context of a local brand. Therefore, this study investigates the simultaneous effect of digital advertising innovation and sustainable economic policies on consumer trust using Avoskin in Medan as a case study, aiming to guide local brands in aligning digital marketing with sustainability while advancing Indonesian marketing literature.

LITERATURE REVIEW

Consumer Trust

Consumer trust is crucial to business success as it affects purchasing decisions, loyalty, and recommendations (Indriani et al., 2024). Mayer (1995) defines it as the willingness to be vulnerable with the expectation of fair treatment, while Harris (in Sobandi & Somantri, 2020) highlights honesty and after-sales guarantees as contributing factors. Trust also grows from consumers' understanding of product benefits (Astuti & Amanda 2020) belief in a company's ability to meet expectations (Todingbua 2022) and is influenced by reputation, service consistency, satisfaction, and product quality. Overall, it is closely linked to satisfaction, service quality, and public image (Sumadi et al., 2021).

Based on the various definitions presented, consumer trust is consumer's belief in a brand, product, or company, formed through honesty, consistent quality, and the company's ability to meet expectations, which drives purchase decisions, loyalty, and recommendations.

According to Mayer, Davis, and Schoorman (1995), trust is formed through three key indicators known as trustworthiness factors:

1. Ability, refers to the skills, competencies, and expertise of the trusted party in effectively performing their role within a specific domain.
2. Benevolence, refers to the genuine intention of the trusted party to act in the best interest of the trustor, reflecting care and personal concern.
3. Integrity, refers to the consistency of values, honesty, and alignment between words and actions with accepted moral or ethical standards.

Digital Advertising Innovation

Advertising is a marketing communication tool that informs and persuades audiences to take action (Jefkins, 1997 in Nazara & Ginting, 2024). Eryc (2022) describes it as promoting products to stimulate interest and reinforce brand awareness. With technological advancements, advertising has shifted from conventional to digital media. Arens and Weigold (2017 in Awaludin et al., 2020) state that digital advertising utilizes the internet for its low cost, wide reach, and interactive features. McStay (2016) adds that computer-network-based advertising enables connectivity, interaction, and consumer feedback. In practice, digital advertising represents brand communication

through social media, search engines, applications, and websites, aligning with increasingly technology-driven consumer behavior (Darmawati & Febriyanti, 2025).

Digital advertising is internet-based marketing through social media, websites, and search engines that delivers promotional messages, builds brand awareness, fosters consumer relationships, and reaches technology-driven audiences with targeted, interactive formats.

According to McStay (2016), digital advertising can be understood through three main dimensions that illustrate its characteristics and innovative potential in modern marketing:

1. Innovation in media and advertising experiences refers to the development of new ways to display advertisements and create distinct experiences, such as interactive ads, sponsored content on social media, and augmented reality.
2. Increased use of information for audience targeting refers to one of the key strengths of digital advertising lies in personalization through behavioral data, preferences, location, and search history, making ads more relevant and impactful.
3. Higher connectivity across devices enabling ads to appear cross-platform, from websites and mobile devices to tablets and wearables, while simultaneously collecting more accurate and real-time behavioral information.

Sustainable Economic Policies

Sustainable economic policies aim to balance economic growth, social equity, and environmental preservation in the long term (Spangenberg, 2005). They require responsible resource use to ensure intergenerational continuity (S. F. Nugroho & Pangaribowo, 2024) and must also align with global agendas such as the SDGs, which prioritize inclusive growth, poverty alleviation, and environmental conservation (Maisarah & Reihan, 2021). Effective policies also consider the economic value of ecosystem services to prevent development from exceeding environmental carrying capacity (LM Syuhada Ridzky et al., 2023), promoting development that is attentive to social and environmental dimensions, as emphasized since the Rio Conference in 1992 to the SDGs 2030 (Dewi et al., 2024).

Sustainable economic policies aim to balance economic growth, social equity, and environmental preservation by ensuring responsible resource use, equitable development, and ecosystem protection across economic, social, and environmental dimensions.

Dewi et al. (2024) explain three core dimensions:

1. Economic Dimension focuses on economic growth and efficiency through sustainable resource use and equitable distribution of development outcomes.
2. Social Dimension emphasizes improving quality of life, ensuring equal access to basic services, and strengthening social cohesion and participation.
3. Environmental Dimension aims to maintain ecosystem balance, manage natural resources wisely, and minimize the negative impacts of development.

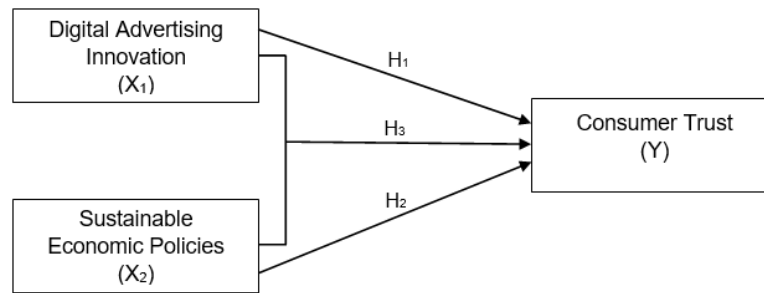


Figure 1. Theoretical framework

Based on the conceptual framework, the hypotheses for this study are formulated as follows:

H₁: Digital advertising has a significant effect on consumer trust in Avoskin products in Medan.

H₂: Sustainable economic policy has a significant effect on consumer trust in Avoskin products in Medan.

H₃: Digital advertising and sustainable economic policy simultaneously have a significant effect on consumer trust in Avoskin products in Medan.

RESEARCH METHOD

This study used a quantitative method with a survey design to examine the influence of digital advertising innovation and sustainable economic policies on consumer trust in Avoskin. Sinaga (2022) defines population as the subjects within a specific area and time frame that are observed or studied. In this study, the population consists of college students residing in Medan who have previously or are currently using Avoskin products. Students were chosen due to their high awareness of sustainability, making them relevant to assess trust toward products with sustainability values, such as Avoskin.

As the population size was unknown, the sample was determined using Hair's guideline of five to ten times the number of indicators, resulting in 90-180 respondents for 18 indicators. Purposive sampling was employed, selecting students in Medan who had used or were currently using Avoskin, ensuring respondents matched the study's objectives.

Primary data were collected using a 1–5 Likert-scale questionnaire distributed via Google Forms. Secondary data were obtained from books, scholarly articles, online publications. Multiple linear regression was used to analyze the partial and simultaneous effects of the independent variables. Prior to analysis, validity and reliability tests were conducted, followed by classical assumption tests including normality, multicollinearity, and heteroscedasticity. The F-test evaluated the simultaneous effect, the t-test assessed individual effects, and the R² measured how well the independent variables explained variations in the dependent variable.

RESULTS

The population in this study consists of students in Medan who use Avoskin products. However, the exact number is unknown. Based on Hair's guideline of five to ten times the number of indicators, with 18 indicators, the appropriate sample ranged from 90 to 180 respondents. Out of 131 returned questionnaires, 27 non-users of Avoskin and 4

non-students were excluded, leaving 100 valid responses. Of these, 93% were female and 7% were male students in Medan using Avoskin products.

Table 1. Descriptive Statistics (N=100)

	Min.	Max.	Mean	SD
Digital Advertising Innovation	20	30	25.40	2.519
Sustainable Economic Policies	20	30	25.68	2.624
Consumer Trust	20	30	25.51	2.452

Based on the descriptive statistical results above, the data distribution can be summarized as follows:

1. Digital Advertising Innovation (X_1): The minimum value is 20, the maximum value is 30, the mean is 25.40, and the standard deviation is 2.519.
2. Sustainable Economic Policies (X_2): The minimum value is 20, the maximum value is 30, the mean is 25.68, and the standard deviation is 2.624.
3. Consumer Trust (Y): The minimum value is 20, the maximum value is 30, the mean is 25.51, and the standard deviation is 2.452.

Validity and Reliability Test

The results of the validity test show that all items in the variables Digital Advertising Innovation (X_1), Sustainable Economic Policies (X_2), and Consumer Trust (Y) have r-values higher than the r-table value of 0.361. Therefore, all questionnaire items are considered valid.

Furthermore, the reliability test indicates that all three variables have Cronbach's Alpha values greater than 0.60, with scores of 0.817 for X_1 , 0.827 for X_2 , and 0.764 for Y. Thus, all variables are classified as reliable, and the research instrument is suitable for further analysis.

Classical Assumption Test

1. Normality Test

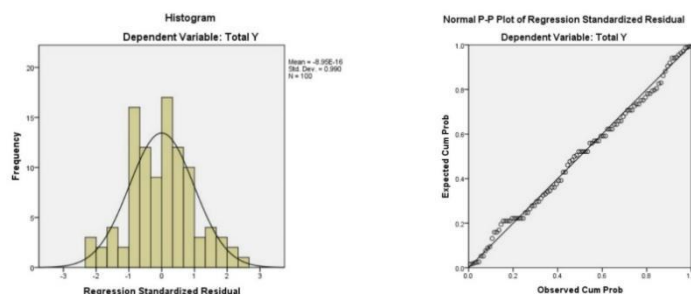


Figure 2. Histogram and Normal P-P Plot

According to Ghazali (2018:161), most residual points follow the normality plot the diagonal line in the normality plot, indicating that the residuals are approximately normally distributed. This shows that the normality assumption is met, and the statistical tests in the regression model can be validly applied.

Table 2. Kolmogorov-Smirnov Normality Test

Construct	N	M	SD	Test Statistics	Sig
	100	0.0000000	1.68814219	0.058	0.200 ^{c,d}

Based on the calculation results, the Kolmogorov-Smirnov Normality Test shows an Asymp. Sig. value of 0.200, which is greater than 0.05. Therefore, the data can be considered normally distributed.

2. Multicollinearity Test

Table 3. Multicollinearity Test

	Collinearity Statistics	
Model	Tolerance	VIF
Digital Advertising Innovation (X_1)	0.654	1.529
Sustainable Economic Policies (X_2)	0.654	1.529

Based on the table, the results show there is no indication of multicollinearity among the independent variables. Digital Advertising Innovation and Sustainable Economic Policies, with tolerance > 0.10 and Variance Inflation Factor (VIF) < 10.

Multiple Linear Regression Test

Table 4. Multiple Regression Test

Model		B	SE B	B
1	(Constant)	6.896	1.920	
	Digital Advertising Innovation	0.302	0.084	0.310
	Sustainable Economic Policies	0.465	0.081	0.498

The multiple regression results show a constant of 6.896, meaning that if Digital Advertising Innovation (X_1) and Sustainable Economic Policy (X_2) are zero, Consumer Trust is 6.896. The regression coefficient for Digital Advertising Innovation is 0.302, indicating that each one-point increase in Digital Advertising Innovation is associated with a 0.302-point increase in Consumer Trust, assuming other independent variables remain. The regression coefficient for Sustainable Economic Policy is 0.465, indicating that each one-point increase in Sustainable Economic Policy is associated with a 0.465-point increase in Consumer Trust, assuming other independent variables remain. Thus, Sustainable Economic Policy has a greater influence on Consumer Trust compared to Digital Advertising Innovation.

Hypothesis Testing

1. Partial Hypothesis Test (t-Test)

The t-test, or individual significance test, examines the effect of each independent variable on the dependent variable (Sudaryana & Agusiady, 2022).

Table 5. t-Test (Partial)

Model		t	Sig.
1	(Constant)	3.592	0.001
	Digital Advertising Innovation	3.588	0.001
	Sustainable Economic Policies	5.760	0.000

Based on Table 5 of the partial testing results, several points can be noted, including:

1. For the Digital Advertising Innovation variable (X_1), the calculated t-value (3.588) > the t-table value (1.985) with a significance level of $0.001 < 0.05$. Therefore, it can be concluded that Digital Advertising Innovation has a significant positive partial effect on Consumer Trust in Avoskin products.
2. For the Sustainable Economic Policy variable (X_2), the calculated t-value (5.760) > the t-table value (1.985) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that Sustainable Economic Policy has a significant positive partial effect on Consumer Trust in Avoskin products.

2. Simultaneous Hypothesis Test (F-Test)

The F-test examines the simultaneous effect of all independent variables on the dependent variable (Sudaryana & Agusiady, 2022).

Table 6. F-test

Model		F	Sig.
1	Regression	53.782	0.000 ^b
	Residual		
	Total		

Based on Table 6, the significance value is $0.000 < 0.05$, and the calculated F-value is $53.782 > F$ -table value 3.09. This indicates that H_0 is rejected and H_a is accepted, meaning that Digital Advertising Innovation (X_1) and Sustainable Economic Policies (X_2) have a significant simultaneous effect on Consumer Trust (Y).

3. Coefficient of Determination Test

The coefficient of determination (R^2) measures the independent variables' ability to explain the variation in the dependent variable (Sudaryana & Agusiady, 2022). The results show that R^2 value was obtained at 0.526, indicates that 52.6% of the variation in Consumer Trust (Y) is explained by Digital Advertising Innovation (X_1) and Sustainable Economic Policies (X_2). Meanwhile, the remaining 47.4% is influenced by other factors outside the scope of this study, such as product quality, consumer experience, brand image, or other external factors that were not examined in this research.

DISCUSSION

Digital Advertising Innovation (X_1) on Consumer Trust (Y)

The results confirm that digital advertising innovation positively affects consumer trust, indicating that greater innovation leads to higher consumer confidence. These findings are consistent with Desembrianita et al. (2024) who reported that digital marketing significantly influences consumer trust in green products. Similarly, Kusnandar (2024) found that digital marketing plays a crucial role in building consumer trust, particularly for cosmetic products on e-commerce platforms. Therefore, digital advertising innovation can be viewed as a strategic factor in enhancing consumer trust.

Sustainable Economic Policies (X_2) on Consumer Trust (Y)

The findings show that sustainable economic policies positively affect consumer trust. Consumers view a company's commitment to environmentally friendly, transparent, and ethical practices as a key foundation of trust. This aligns with Tobing & Setyawan (2024), who demonstrated that sustainable business practices through Corporate Social Responsibility in Indonesia significantly enhance consumer trust. This reinforces that sustainability is a tangible instrument for strengthening confidence, not merely an image strategy.

The Influence of Digital Advertising Innovation (X_1) and Sustainable Economic Policies (X_2) on Consumer Trust (Y)

Simultaneously, both digital advertising innovation and sustainable economic policies positively affect consumer trust. This combination reinforces public trust, supporting Amerieska et al. (2021), who affirmed that digital innovation and sustainable strategies can increase social trust. Therefore, it can be understood that the integration of digital-based innovation and sustainability practices plays a vital role in building consumer trust.

CONCLUSION

The study confirms that both digital advertising innovation (H_1) and sustainable economic policies (H_2) have a positive and significant effect on consumer trust. Furthermore, the two variables are shown to simultaneously and significantly influence consumer trust (H_3). The findings indicate that online advertising significantly enhances consumer trust, showing that well-designed, informative, and targeted digital promotions effectively build confidence in a company's products. Sustainable economic policies also have a strong positive impact, reflecting consumers' appreciation for transparency, environmental responsibility, and long-term commitments. Together, both variables strengthen the model and jointly explain variations in consumer trust. Therefore, the company is advised to improve the quality and authenticity of its online advertising, intensify communication about sustainability efforts, and integrate sustainability messages into digital marketing. Strengthening these two aspects simultaneously is expected to increase consumer trust more effectively and support long-term performance.

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