

Building Purchase Decisions in Wedding Organizer Services: The Influence of Digital Marketing Communication, Consumer Experience, and Service Quality Through Trust

Keisha Andani Devitasari¹, Andrian Haro², Meta Bara Berutu³

^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas Negeri Jakarta, Indonesia

Email: dkeishaandani@gmail.com, andrian.haro@unj.ac.id

Abstract

Keywords:

Digital Marketing Communication, Consumer Experience, Service Quality, Trust, Purchase Decision.

Purchase decisions in wedding organizer services are influenced by various factors related to marketing strategies and service quality. This study was conducted to examine the influence of Digital Marketing Communication, Consumer Experience, and Service Quality on Purchase Decision, with Trust as an intervening variable among users of wedding organizer services. The study employed a quantitative approach using a survey method through the distribution of questionnaires to 429 respondents in Jakarta who had previously used or searched for information related to wedding organizer services. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4 software. The results of the study indicate that Digital Marketing Communication, Consumer Experience, and Service Quality have a positive influence on Trust and Purchase Decision. In addition, Trust was found to mediate the relationship between the independent variables and purchase decisions. The findings suggest that improving the quality of digital marketing communication, consumer experience, and service quality can strengthen consumer trust and encourage higher purchase decisions in the wedding organizer industry. This study is expected to serve as a reference for business practitioners in developing more effective marketing and service strategies to enhance customer loyalty and trust.

INTRODUCTION

In recent years, the wedding services sector in Indonesia has experienced rapid transformation and has been recognized as a vital pillar of the creative economy industry. Urban lifestyle shifts, time constraints, and the increasing complexity of event requirements have driven couples to delegate the planning of their milestone event to professional service providers, namely wedding organizers (WOs). The nature of a consumer's purchase decision regarding wedding organizer services falls under the category of a high-involvement decision. This is due to the large financial budget allocation required and the high emotional value attached, as this momentum is generally expected to occur only once in a lifetime. Consequently, consumers tend to undergo an extended, rational, and highly cautious alternative evaluation process to minimize the risk of failure.

However, the wedding service industry is currently facing a formidable challenge in the form of a severe public trust crisis. This phenomenon has been triggered by a surge in large-scale fraudulent cases perpetrated by irresponsible wedding vendors, most notably the widely

publicized Ayu Puspita WO scandal in Jakarta, which affected hundreds of couples with total losses reaching billions of rupiah. These service failure instances have created a collective trauma among prospective brides and grooms, thereby disrupting the purchase decision-making process. Many consumers have prolonged their consideration period, heightened their skepticism, or even postponed transactions due to the loss of psychological safety. Within a volatile urban market such as the Administrative City of Jakarta where the market is intensely competitive and highly digital-oriented a vendor's capability to stimulate purchase decisions has become heavily dependent on how they restore consumer trust.

In the study of consumer behavior and marketing management, purchase decisions are driven by several strategic variables. The first factor is digital marketing communication. Guided by the Integrated Marketing Communication (IMC) framework, utilizing social media platforms (such as Instagram) is no longer merely about digital aesthetics; it serves as a vital instrument to build brand awareness, provide consumer education, and present a transparent portfolio. Nevertheless, a research gap emerges when sophisticated digital communication fails to reflect the actual operational reality in the field, which risks damaging a vendor's credibility. The second factor is consumer experience. The holistic impression perceived by customers from the initial point of contact, consultation interactions, to their emotional responses heavily determines their confidence to proceed with a purchase commitment. The third factor is service quality. Drawing upon the SERVQUAL framework, wedding organizer service excellence is measured through the dimensions of reliability, responsiveness, assurance, empathy, and tangibles, which must consistently meet or exceed consumer expectations.

Although the direct effects of digital marketing communication, consumer experience, and service quality on purchase decisions have been widely examined in prior literature, empirical models that integrate trust as a mediating variable into a single comprehensive model especially within an industry suffering from a trust crisis remain scarce. Most previous studies have positioned trust solely as a direct antecedent or limited its mediating role to Word of Mouth (WOM) activities. Yet, in a highly uncertain professional service industry, trust acts as an essential psychological bridge that transforms digital engagement and initial interactive experiences into actual purchase actions.

This study is among the first to examine trust as a mediating mechanism between digital marketing communication, consumer experience, service quality, and purchase decisions within the post-fraud wedding service industry context in Jakarta.

Therefore, this study aims to address this academic research gap by analyzing the influence of digital marketing communication, consumer experience, and service quality on

purchase decisions within the wedding organizer service industry in the Administrative City of Jakarta, while establishing trust as the mediating variable. The novelty of this research lies in its testing of a comprehensive structural model using a Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach to dissect the mechanisms behind restoring purchase decisions in the post-viral era of wedding vendor fraud scandals. The findings of this study are expected to offer theoretical contributions to the advancement of service marketing management literature, as well as serve as a strategic guideline for wedding organizer business practitioners to design integrity-based operational strategies.

METHODS

This study was conducted over a six-month period from September 2025 to February 2026, encompassing the stages of instrument preparation, questionnaire design, data collection, and statistical analysis. The data collection phase through field survey execution was specifically carried out between January and February 2026. The research was conducted online targeting consumers within the Administrative City of Jakarta. Jakarta was selected as the research location due to its highly competitive metropolitan market environment and digital-oriented consumer characteristics, making its population highly sensitive to digital promotions and vulnerable to public trust issues regarding professional creative services. The geographical scope covered five administrative districts, namely Central, North, West, South, and East Jakarta, which are considered representative of dynamic urban consumer behaviors with high digital literacy and high dependency on professional event planners.

The research employed a quantitative methodology with an explanatory research design (*explanatory research*). Quantitative explanatory research was chosen as it aims to examine and explain the causal or structural relationships among latent variables through systematic hypothesis testing. The study was structurally designed to analyze the influence of Digital Marketing Communication, Consumer Experience, and Service Quality on consumer Purchase Decisions for Wedding Organizer services, with Consumer Trust operating as the mediating variable. This comprehensive approach allows for an empirical understanding of how marketing communications and actual service performance interact to restore or drive consumer decision-making processes amid a trust crisis within the wedding services sector.

The population of this study consisted of wedding organizer service consumers residing in the Administrative City of Jakarta. A non-probability sampling framework utilizing a purposive sampling technique was applied to select respondents who strictly met the established inclusion criteria. The targeted respondents were individuals who had previously

used or contracted a wedding organizer service within the Jakarta area. In determining the required sample size, the study adopted the guidelines established by Hair et al. (2010), which recommend a minimum ratio of 5 observations per measurement indicator. Given that the structural model contains 57 indicators across all latent variables, the minimum baseline sample was calculated at 285 respondents (5×57 indicators). To ensure superior statistical power and mitigate potential invalid entries, a total of 429 qualified respondents were successfully gathered and analyzed.

Primary data were collected using a structured closed-ended digital questionnaire distributed via online survey platforms like Google Forms. The research instrument was developed by operationalizing the variables into clear items adapted from verified literature. Purchase Decision was measured based on needs, alternative evaluation, and final decision. Digital Marketing Communication items were operationalized via informational content, interactivity, visual appeal, engagement, and message clarity. Consumer Experience was captured through emotional, sensory, and relational interactions. Service Quality was assessed using tangibles, reliability, responsiveness, assurance, and empathy. Lastly, Trust was evaluated through competence, integrity, and reputation constructs. To eliminate central tendency bias and prevent neutral, ambiguous answers, the questionnaire utilized a 6-point Likert scale, ranging from 1 (Strongly Disagree) to 6 (Strongly Agree).

Data analysis was executed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) through the assistance of SmartPLS version 4 software. This analytical technique was chosen due to its capability to analyze complex structural models with multiple latent variables and indirect pathways simultaneously, without requiring strict multivariate normality assumptions for survey data. The analysis followed a two-stage evaluation process. First, the measurement model (outer model) was assessed to ensure construct validity and internal consistency reliability. Convergent validity was evaluated using indicator outer loadings (threshold ≥ 0.70) and Average Variance Extracted / AVE (≥ 0.50). Discriminant validity was examined via the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT) below 0.90. Construct reliability was verified using Cronbach's Alpha and Composite Reliability with minimum values ≥ 0.70

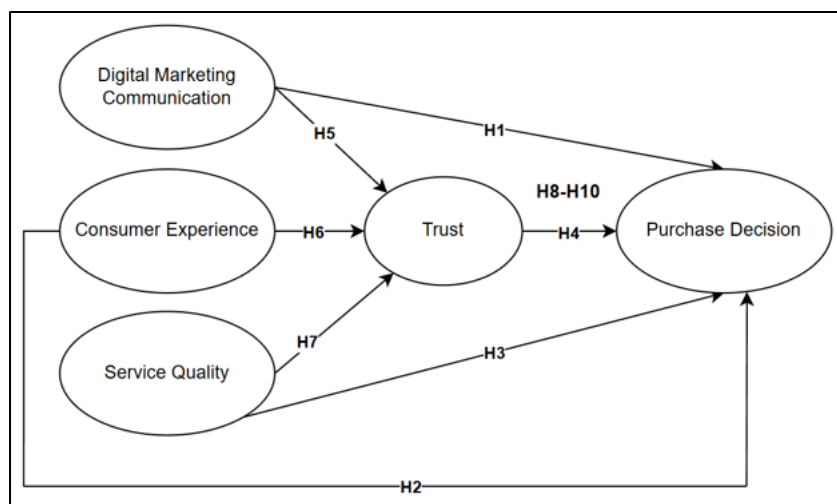
Second, the structural model (inner model) was evaluated to measure predictive accuracy and check for potential collinearity issues. Multicollinearity was diagnosed using the Variance Inflation Factor (VIF) with an ideal threshold below 5. The structural pathways were assessed using the coefficient of determination (R-square / R^2), effect sizes (f-square / f^2), and predictive relevance (Q-square / Q^2). Hypothesis testing for direct effects and indirect

mediating pathways was performed using a non-parametric bootstrapping procedure. Statistical significance was determined based on a critical value threshold where a two-tailed T-statistic ≥ 1.96 and a P-value < 0.05 indicate a 5% significance level. The specific mediating mechanism of Trust was structurally scrutinized following standard mediation evaluation procedures in PLS-SEM to identify full, partial, or non-mediating effects.

Research Model

The structural research model was developed to examine the empirical relationships among digital marketing communication, consumer experience, service quality, trust, and purchase decisions within the wedding organizer industry. Digital marketing communication, consumer experience, and service quality are positioned as the exogenous variables, while consumer purchase decision serves as the primary endogenous variable. To address the unique market friction caused by the recent industry-wide vendor fraud cases, consumer trust is strategically integrated into the structural path as a mediating variable that links the three marketing antecedents to the final transaction decision. The structural model is deeply grounded in Consumer Behavior Theory and Integrated Marketing Communication (IMC) frameworks, which posit that high-involvement service purchases are heavily dictated by psychological safety, consistent service attributes, and reliable digital informational exposure. In a service sector marked by high financial and emotional risks, transactions do not occur based on promotional aesthetics alone; rather, they require a solid foundation of trust to mitigate perceived behavioral risks. Accordingly, the proposed model framework hypothesizes that digital marketing communication, consumer experience, and service quality influence consumer purchase decisions both directly and indirectly through the active mediation of consumer trust. The complete conceptual and structural framework of this study is systematically illustrated in Figure 1.

Figure 1. Research Model



Based on the theoretical review and previous empirical research findings, this research proposes the following study hypotheses to be tested within the wedding organizer industry context:

H1: Digital Marketing Communication has a positive and significant effect on Purchase Decision.

H2: Consumer Experience has a positive and significant effect on Purchase Decision.

H3: Service Quality has a positive and significant effect on Purchase Decision.

H4: Trust has a positive and significant effect on Purchase Decision.

H5: Digital Marketing Communication has a positive and significant effect on Trust.

H6: Consumer Experience has a positive and significant effect on Trust.

H7: Service Quality has a positive and significant effect on Trust.

H8: Trust positively and significantly mediates the effect of Digital Marketing Communication on Purchase Decision.

H9: Trust positively and significantly mediates the effect of Consumer Experience on Purchase Decision.

H10: Trust positively and significantly mediates the effect of Service Quality on Purchase Decision.

RESULTS AND DISCUSSION

Table 1	Convergent	Indikator	Outer	AVE	Keterangan
Validity Test Results	Test Results		Loading		
(Outer Loading and AVE)					
Variabel					
Consumer Experience	CE1		0.789	0.646	Valid
	CE2		0.808		
	CE3		0.783		
	CE4		0.807		
	CE5		0.806		
	CE6		0.807		
	CE7		0.839		
	CE8		0.766		
	CE9		0.824		
Digital Marketing Communication	DMC1		0.708	0.558	Valid
	DMC2		0.761		
	DMC3		0.724		
	DMC4		0.787		
	DMC5		0.710		
	DMC6		0.764		
	DMC7		0.766		
	DMC8		0.763		
	DMC9		0.749		

Table 1	Convergent	Indikator	Outer	AVE	Keterangan
Validity	Test	Results	Loading		
(Outer Loading and AVE)					
Variabel					
		DMC10	0.718		
		DMC11	0.735		
		DMC12	0.756		
		DMC13	0.748		
		DMC14	0.761		
		DMC15	0.752		
Purchase Decision		PD1	0.850	0.686	Valid
		PD2	0.841		
		PD3	0.840		
		PD4	0.836		
		PD5	0.838		
		PD6	0.843		
		PD7	0.774		
		PD8	0.808		
		PD9	0.820		
Service Quality		SQ1	0.815	0.644	Valid
		SQ2	0.810		

Table 1	Convergent	Indikator	Outer	AVE	Keterangan
Validity	Test	Results	Loading		
(Outer Loading and AVE)					
Variabel					
		SQ3	0.785		
		SQ4	0.797		
		SQ5	0.798		
		SQ6	0.764		
		SQ7	0.792		
		SQ8	0.804		
		SQ9	0.828		
		SQ10	0.802		
		SQ11	0.822		
		SQ12	0.814		
		SQ13	0.793		
		SQ14	0.809		
		SQ15	0.804		
Trust		TRUST1	0.874	0.709	Valid
		TRUST2	0.838		
		TRUST3	0.840		
		TRUST4	0.843		
		TRUST5	0.823		

Table 1	Convergent	Indikator	Outer	AVE	Keterangan
Validity	Test	Results	Loading		
(Outer Loading and AVE)					
Variabel					
		TRUST6	0.836		
		TRUST7	0.835		
		TRUST8	0.855		
		TRUST9	0.834		

Source: Data processed by researchers (2026)

Empirical evidence presented in Table 1 validates the convergent validity of the study's constructs, with both indicator outer loadings and Average Variance Extracted (AVE) values successfully surpassing the established statistical benchmarks. All 57 measurement items across the five latent variables exhibited outer loadings well above the conservative threshold of 0.70. Trust demonstrated the highest individual item load (TRUST1 = 0.874) and digital marketing communication recorded the lowest loading on its first indicator (DMC1 = 0.708), yet it remained fully compliant with valid measurement standards.

At the construct level, the model achieved strong convergent validity as all AVE values exceeded the mandatory 0.50 baseline. Trust possessed the highest variance-explained capacity (AVE = 0.709), followed closely by purchase decision (AVE = 0.686), consumer experience (AVE = 0.646), and service quality (AVE = 0.644). Although digital marketing communication recorded the lowest variance extraction (AVE = 0.558), it safely remained above the threshold, thus declaring the research instrument highly valid, structurally sound, and worthy of proceeding to the next stage of structural analysis.

Tabel 2 Fornell-Lacker

	CE	DMC	PD	SQ	TRUST
CE	0.804				
DMC	0.225	0.747			
PD	0.534	0.529	0.828		

SQ	0.180	0.215	0.492	0.803	
TRUST	0.544	0.564	0.759	0.477	0.842

Source: Data processed by researchers (2026)

The statistical parameters displayed in Table 2 confirm the discriminant validity of the model's latent variables, with all constructs tracking successfully along the established Fornell-Larcker criteria. The output indicates that the square root of the Average Variance Extracted (AVE) for each variable positioned along the diagonal line is consistently higher than any correlation coefficient it shares with other constructs. The trust construct recorded the highest cross-load validation baseline with a diagonal value of 0.842, which remains substantially greater than its shared correlations with purchase decision (0.759), digital marketing communication (0.564), consumer experience (0.544), and service quality (0.477).

An identical pattern is also observed within the primary endogenous construct, purchase decision, which generated a diagonal root AVE value of 0.828, cleanly surpassing all corresponding structural correlation indices. Other operational vectors, including consumer experience (0.804) and service quality (0.803), similarly outpaced their horizontal and vertical correlation parameters. Consequently, these metrics demonstrate that each latent variable captures a completely unique conceptual phenomenon without any cross-construct overlapping, thereby establishing that the measurement instrument is free from conceptual redundancies and fully ready for structural model estimation.

Tabel 3 Heterotrait-Monotrait Ratio (HTMT)

	CE	DMC	PD	SQ	TRUST	Keterangan
CE						Valid
DMC	0.238					Valid
PD	0.568	0.558				Valid
SQ	0.190	0.224	0.515			Valid
TRUST	0.576	0.595	0.801	0.498		Valid

Source: Data processed by researchers (2026)

The statistical values documented in Table 3 verify that the research model possesses excellent discriminant validity based on the Heterotrait-Monotrait (HTMT) ratio assessment. Methodologically, the HTMT ratio offers a more rigorous and sensitive diagnostic to ensure that no conceptual overlapping occurs between any two latent variables. The analysis shows that all calculated HTMT ratios comfortably settle below the conservative maximum benchmark of 0.90.

The correlation path between trust and purchase decision generated the highest structural ratio at 0.801, which firmly complies with the required parameters.

Other key relational pathways, such as trust with digital marketing communication (0.595), trust with consumer experience (0.576), and purchase decision with service quality (0.515), also tracked far below the critical threshold. These results give strong statistical confirmation that every individual construct represents a distinct empirical dimension within the wedding organizer service model. Consequently, because the model is completely free from indicator integration errors, the data parameters are declared highly stable and fully optimized for the subsequent structural inner model and bootstrapping evaluations.

Table 4. Reliability testing based on Cronbach's Alpha and Composite reliability

	Cronbach 's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Keterangan
CE	0.931	0.933	0.943	Reliabel
DMC	0.943	0.945	0.950	Reliabel
PD	0.943	0.944	0.952	Reliabel
SQ	0.961	0.961	0.964	Reliabel
TRUST	0.949	0.949	0.956	Reliabel

Source: Data processed by researchers (2026)

The statistical parameters reported in Table 4 confirm the internal consistency and reliability of the study's constructs, with all Cronbach's Alpha and Composite Reliability (rho_c) values easily surpassing the standard 0.70 benchmark. Service quality demonstrated the most superior reliability metrics within the entire structural framework ($\alpha = 0.961$; $\text{rho}_c = 0.964$), while consumer experience recorded the lowest internal threshold yet remained exceptionally stable ($\alpha = 0.931$; $\text{rho}_c = 0.943$).

Other core operational variables, including trust ($\alpha = 0.949$; $\text{rho}_c = 0.956$), as well as digital marketing communication and purchase decision which generated identical alpha footprints ($\alpha = 0.943$) also exhibited strong structural integration with values tightly approaching the upper limits of reliability scales. These exceptional scores indicate that the measurement indicators possess high stability and are completely free from random measurement errors. Consequently, the research

instrument is declared highly dependable, structurally coherent, and fully qualified to proceed to the structural inner model and hypothesis evaluation.

Table 5. VIF Multicollinearity Test

	Purchase Decision	Trust
Consumer Experience	1.460	1.074
Digital Marketing Communication	1.500	1.089
Purchase Decision		
Service Quality	1.321	1.069
Trust	2.478	

Source: Data processed by researchers (2026)

The structural model's inner integrity was further evaluated using collinearity diagnostics to ensure the stability of the path estimations. As documented in Table 5, the Variance Inflation Factor (VIF) parameters for all structural pathways comfortably tracked below the strict conservative threshold of 5.0, with most values settling near the ideal baseline of 1.0. In predicting consumer trust, the VIF values were recorded at 1.089 for digital marketing communication, 1.074 for consumer experience, and 1.069 for service quality.

A similarly clean collinearity footprint was observed in the structural pathways predicting purchase decision, yielding VIF scores of 1.500 for digital marketing communication, 1.460 for consumer experience, and 1.321 for service quality. Meanwhile, the pathway linking the mediating construct of trust to purchase decision generated a VIF value of 2.478. Because there is not a single VIF value exceeding the critical threshold, the empirical model is declared entirely free from multicollinearity issues. This statistical configuration guarantees that each independent construct contributes unique, non-redundant information to the model, allowing for highly stable and dependable path coefficient estimations during the hypothesis testing phase.

Tabel 6 Hasil Uji R-square (R²)

	R-square	R-square adjusted
PD	0.648	0.644
TRUST	0.444	0.442

Source: Data processed by researchers (2026)

The structural model assessment reveals R^2 values of 0.444 for trust and 0.648 for purchase decision. These figures imply that the antecedent variables successfully explain 44.4% and 64.8% of the fluctuations in their respective target constructs. In accordance with Hair et al., both coefficients represent a moderate-to-strong level of explanatory power. This suggests that while the current predictors are robust, a portion of the variance specifically 35.2% for purchase decision is derived from unobserved variables outside the scope of this research.

Tabel 7 F-square (f^2)

	Purchase Decision	Trust
Consumer Experience	0.091	0.359
Digital Marketing Communication	0.068	0.377
Service Quality	0.089	0.236
Trust	0.219	

Source: Data processed by researchers (2026)

The structural model assessment reveals f^2 values of 0.377 for digital marketing communication and 0.359 for consumer experience in predicting trust, while service quality yields an f^2 of 0.236. Concurrently, in predicting purchase decision, the f^2 values are recorded at 0.219 for trust, 0.091 for consumer experience, 0.089 for service quality, and 0.068 for digital marketing communication. In accordance with Cohen's criteria, the coefficients for digital marketing communication and consumer experience represent a large effect size on trust, whereas service quality represents a medium effect. Meanwhile, trust exerts a medium effect size on purchase decision, while the remaining independent predictors show a small level of practical impact within the structural framework.

Tabel Q-square (Q^2)

	Q^2 Predict
Purchase Decision	0.589
Trust	0.560

Source: Data processed by researchers (2026)

The structural model assessment reveals Q^2 values of 0.560 for trust and 0.589 for purchase decision. These figures imply that the structural framework successfully demonstrates a robust predictive relevance for both endogenous constructs. In accordance with Hair et al., since both

coefficients are substantially greater than zero ($Q^2 > 0$), the model exhibits an adequate level of predictive power. This suggests that the current research model is highly capable of predicting consumer trust and purchase decisions within the wedding organizer service sector based on the observed data points.

Table 9. Hypothesis Testing: Path Coefficients & Significance of Effect

	Original Sample (O)	Sample Mean (M)	Standar Deviasi n (STDEV)	T- Statistic	P- Values	Keterangan
CE -> PD	0.217	0.217	0.036	6.019	0.000	Diterima
CE -> Trust	0.395	0.394	0.032	12.189	0.000	Diterima
DMC -> PD	0.189	0.189	0.042	4.535	0.000	Diterima
DMC -> TRUST	0.407	0.408	0.030	13.394	0.000	Diterima
SQ -> PD	0.204	0.204	0.040	5.045	0.000	Diterima
SQ -> TRUST	0.319	0.319	0.030	10.752	0.000	Diterima
TRUST -> PD	0.437	0.436	0.045	9.730	0.000	Diterima

Source: Data processed by researchers (2026)

The structural model assessment reveals that all seven direct hypotheses proposed in this study are accepted, with each pathway demonstrating positive and statistically significant relationships ($t > 1.96$; $p < 0.05$). The empirical data shows path coefficients of 0.189 ($T = 4.535$) for digital marketing communication $>$ purchase decision, 0.217 ($T = 6.019$) for consumer experience $>$ purchase decision, and 0.204 ($T = 5.045$) for service quality $>$ purchase decision, thereby supporting H1, H2, and H3. Additionally, trust exerts a dominant direct influence on purchase decision with a coefficient of 0.437 ($T = 9.730$), validating H4. Concurrently, the direct predictors

of the mediator yield values of 0.407 ($T = 13.394$) for digital marketing communication > trust, 0.395 ($T = 12.189$) for consumer experience > trust, and 0.319 ($T = 10.752$) for service quality > trust, confirming H5, H6, and H7. In accordance with Hair et al., these robust coefficients suggest that while the three baseline marketing dimensions are capable of directly stimulating consumer purchasing actions, they also serve as highly powerful structural drivers in establishing initial consumer trust within the wedding organizer sector.

Table 10. Indirect Effect/Mediation Test

	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T- Statistic	P- Values	Keterangan
SQ -> TRUST -> PD	0.139	0.139	0.019	7.352	0.000	Partial Mediation
CE -> TRUST -> PD	0.173	0.172	0.022	7.751	0.000	Partial Mediation
DMC -> TRUST -> PD	0.178	0.178	0.023	7.871	0.000	Partial Mediation

Source: Data processed by researchers (2026)

The structural model assessment reveals that all three indirect hypotheses proposed in this study are accepted, with each mediating pathway demonstrating positive and statistically significant relationships ($t > 1.96$; $p < 0.05$). The empirical data shows indirect coefficients of 0.178 ($T = 7.871$) for digital marketing communication > trust purchase decision, 0.173 ($T = 7.751$) for consumer experience > trust > purchase decision, and 0.139 ($T = 7.352$) for service quality > trust > purchase decision, thereby supporting H8, H9, and H10. In accordance with Hair et al., since both the direct and indirect pathways are simultaneously significant, trust is mathematically classified as a robust partial mediator within the structural framework. These results suggest that the capacity of digital promotions, consumer interactive touchpoints, and service delivery to drive final transactions is substantially amplified and sustained when successfully channeled through the psychological mechanism of trust formation.

DISCUSSION

Interpretation of Key Findings

The empirical findings from the structural path analysis reveal that digital marketing communication acts as a critical external trigger that directly and indirectly shapes consumer actions ($\beta = 0.189$, $T = 4.535$; indirect $\beta = 0.178$, $T = 7.871$). In the context of Jakarta's highly competitive metropolitan wedding market, digital platforms such as Instagram function as the primary informational baseline for prospective couples. While creative and visually appealing content directly sparks consumer interest, the presence of a severe public trust crisis alters the standard purchase journey. Under high-risk service conditions, sophisticated online promotions cannot drive final purchasing actions independently unless they successfully foster initial structural trust ($\beta = 0.407$, $T = 13.394$). This dual structural path aligns with the Integrated Marketing Communication (IMC) framework and expands the work of Zumarnis et al. (2023), confirming that digital content is highly effective in driving transaction choices, provided that transparency and informational clarity are prioritized to systematically dismantle consumer risk perceptions.

Simultaneously, consumer experience emerges as an indispensable core driver within the behavioral ecosystem, demonstrating strong positive performance across both structural pathways ($\beta = 0.217$, $T = 6.019$; indirect $\beta = 0.173$, $T = 7.751$). The data indicates that early customer touchpoints, particularly during initial consultation phases, create profound psychological impacts on prospective clients. When a wedding vendor delivers highly responsive, comfortable, and relationally sound consultation experiences, it effectively forms a secure mental foundation that translates into strong organizational trust ($\beta = 0.395$, $T = 12.189$). These results strongly reinforce the experiential marketing paradigms advanced by Harwida and Sudarmiati (2025), asserting that a cohesive experiential journey is highly vital; it does not merely generate immediate customer satisfaction but fundamentally serves as a strategic risk-reduction mechanism that enables anxious urban buyers to confidently finalize high-involvement service contracts.

Furthermore, service quality establishes its position as a primary tactical baseline governing long-term market resilience ($\beta = 0.204$, $T = 5.045$; indirect $\beta = 0.139$, $T = 7.352$). Within the wedding organizer sector, service excellence is evaluated through concrete professional reliability, staffing responsiveness, and absolute adherence to initial promises. The empirical metrics prove that rigid fulfillment of contractual service attributes directly accelerates purchase decisions while playing a massive structural role in repairing and upgrading the overall level of consumer trust ($\beta = 0.319$, $T = 10.752$). This path configuration perfectly validates the classic SERVQUAL framework applied by Ramadhani and Pramudtha (2023), proving that superior and professional service performance acts as a robust tangible proof that dissolves collective public trauma. Ultimately, because trust functions as a significant partial mediator across all dimensions, this study confirms that while standard marketing vectors can directly close transactions, their overall capacity to

capture market share is exponentially amplified when structurally routed through active psychological trust-building initiatives.

Comparison with Previous Studies

The structural evidence generated in this study reveals both strong alignments and critical evolutionary shifts when compared to previous empirical literature in the service marketing domain. The positive and significant direct impact of digital marketing communication on consumer purchase decisions ($\beta = 0.189$, $T = 4.535$) directly mirrors the findings documented by Zumarnis et al. (2023) and Apriliyani and Sarikusumaningtyas (2024), which assert that structured social media promotions substantially amplify brand exposure and drive market engagement. However, a distinct divergence occurs regarding the intensity of this relationship; while prior studies often frame digital aesthetics as a standalone transactional closer, this research demonstrates a lower direct effect size ($f^2 = 0.068$). This shift suggests that in an urban market context recovering from large-scale vendor defaults, consumers look past surface-level digital attractiveness, demanding deeper institutional validation before committing financially.

Furthermore, the robust influence of consumer experience and service quality on both trust and final purchasing actions provides strong validation for the experiential frameworks advanced by Harwida and Sudarmiati (2025) as well as Pramestyan and Tiarawati (2025). In line with Ramadhani and Pramudtha (2023), who identified quality attributes such as reliability and staff responsiveness as vital anchors for wedding organizer selection, this study confirms that professional operational execution directly drives high-involvement transactional choices. The critical contribution of this research lies in its integration of these variables into a single structural ecosystem. While earlier literature by Baroroh and Sutanto (2021) or Maranisya and Adzani (2024) primarily scrutinized service quality as an independent direct pathway, this study uncovers its profound indirect mechanism, proving that physical consistency and contract fulfillment act as the primary structural tools required to restore battered public confidence.

Most importantly, the mathematical confirmation of trust as a powerful partial mediator (indirect paths $T > 7.0$) introduces a valuable empirical perspective that addresses existing gaps in previous literature. Earlier studies, such as those conducted by Andriyana and Ardani (2021) or Rakhmawati et al. (2025), typically restricted the analytical scope of trust to basic electronic word-of-mouth (e-WOM) or pricing dynamics. This research expands the empirical horizon by demonstrating that trust serves as a universal psychological conduit across multiple marketing channels. This finding is highly consistent with the multi-channel trust models proposed by Noviana et al. (2025) and Welsa (2024) in alternative service industries. By explicitly confirming that the structural pathways

from digital promotions, customer touchpoints, and service delivery to final purchase decisions are substantially reinforced when routed through trust formation, this study provides a highly verified model for market recovery within the modern creative service sector.

CONCLUSION

This study confirms that digital marketing communication, consumer experience, and service quality significantly influence purchase decisions in the wedding organizer service industry, both directly and indirectly through trust as a mediating variable. The findings indicate that trust plays a central psychological role in encouraging consumers to finalize purchasing decisions within a high-risk and high-involvement wedding service market environment.

Digital marketing communication was proven to function not only as a promotional tool but also as a mechanism for reducing consumer uncertainty through transparent and informative content. Consumer experience contributes significantly to building emotional comfort and organizational trust, particularly through responsive and professional interactions. Meanwhile, service quality strengthens consumer confidence through reliability, responsiveness, assurance, empathy, and consistent operational performance.

The study also demonstrates that trust acts as a strong partial mediator that reinforces the effects of digital marketing communication, consumer experience, and service quality on purchase decisions. Therefore, wedding organizer businesses are advised to prioritize transparency-based digital marketing, improve consultation and interaction quality, and maintain consistent professional service standards in order to strengthen long-term consumer trust and market competitiveness.

Theoretically, this research contributes to the development of service marketing and consumer behavior literature through the integration of digital marketing communication, consumer experience, service quality, trust, and purchase decisions into a comprehensive SEM-PLS model. Future studies are recommended to expand the research scope beyond Jakarta and incorporate additional variables such as electronic word-of-mouth (e-WOM), perceived risk, brand image, or customer satisfaction to enrich the understanding of consumer behavior in the creative service industry.

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