

ABSTRACT

Training Organizations (LPKs) are organizations eligible to conduct training programs, managed by the government, legal entities, or individuals. There are hundreds of LPKs have obtained official licenses to dispatch workers to Japan. Most of them utilize digital marketing strategies, especially through social media, to attract prospective trainees recently.

This study focuses on LPKs in East Java and West Java to examine the influence of digital marketing on Purchase Intention, with consumer engagement as a mediating variable and Consumer Trust as a moderating variable. A quantitative approach within a positivist paradigm was employed. Data were collected from 384 respondents from both LPKs and analyzed using Structural Equation Modeling (SEM) via SmartPLS 4.0.

The findings indicate that digital marketing has a positive and significant effect on Purchase Intention. Consumer engagement mediates the relationship between digital marketing and Purchase Intention. However, Consumer Trust does not moderate the relationship between digital marketing and engagement. Demographic analysis revealed that only location positively affects Purchase Intention. Multigroup Analysis (MGA) confirms structural model consistency across both provinces. Robustness tests support the model's validity, showing linearity, partial freedom from endogeneity, and no extreme unobserved heterogeneity.

This study highlights the importance of implementing digital marketing strategies that enhance consumer engagement. Content localization is also necessary, considering the regional differences in consumer response.

Keywords: *Digital Marketing, Consumer Trust , Consumer Engagement, Purchase Intention, Training Organization (LPK)*