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Impact Analysis Storytelling Marketing and Brand Trust on Fashion Purchasing Decisions with Moderation Digital Literacy (Case Study of XYZ Vocational School Students Majoring in Marketing)

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ABSTRACT

Purpose – This study aims to analyze the influence of storytelling marketing and brand trust on online fashion product purchasing decisions and examine the role of digital literacy as a moderating variable. **Design/methodology/approach** – The study used a quantitative approach with 54 respondents from SMK XYZ. Data were collected through questionnaires and analyzed using multiple linear regression and Moderated Regression Analysis (MRA). **Findings** – The results indicate that storytelling marketing and brand trust have a positive and significant influence on purchasing decisions. However, digital literacy did not moderate the relationship between these two variables and purchasing decisions. **Research limitations/implications** – This study was limited by the number of respondents and the specific research location. The results imply that strengthening storytelling marketing and brand trust strategies is important for improving consumer purchasing decisions. **Originality/value** – his study offers a new perspective by examining the role of digital literacy as a moderating variable in the relationship between storytelling marketing, brand trust, and purchasing decisions in the context of online fashion among vocational high school students.

INTRODUCTION

The rapid development of information and communication technology over the past two decades has brought about significant changes in various aspects of life, including the world of business and marketing. The emergence of various social media platforms such as Instagram, Facebook, TikTok, and Twitter has created new spaces for businesses to promote their products and services more effectively, interactively, and efficiently. Social media now functions not only as a communication tool between users but has also evolved into a highly influential marketing tool in shaping brand perception, increasing brand awareness, and drive purchasing decisions (Lapian et al., 2025).

Apart from using social media for business processes, many business people also take advantage of it, platform e-commerce for sales promotion process. E-commerce used by business actors to expand market reach and also simplify the promotion and transaction processes because in e-commerce there are features that used for transaction processes. Of course, with technology, business people find it easier to conduct buying and selling because

they are no longer limited by space and time. Here are several examples. E-Commerce in Indonesia such as Shopee, Tokopedia, Lazada, Blibli and other online platforms.



Figure 1 Weekly Online Shopping Activity

Based on Figure 1, it can be seen that in 2021, many Indonesians utilized technology for buying and selling. 60.6% purchased products or services online, 36.0% purchased necessities through online stores, 13.0% purchased used goods online, 18.3% used price comparison websites, and 43.3% used PayLater.

The fashion industry is a highly dynamic and competitive sector, both in the national and global markets. Particularly in Indonesia, the diverse population, with varying fashion preferences, encourages fashion businesses to compete to attract consumers and encourage them to purchase their products. However, fashion businesses still face various challenges in increasing online sales. Although most businesses can sell products online, they still don't understand the importance of digital strategies to increase sales. This is due to a lack of knowledge and understanding of effective marketing strategies. Many fashion brands rely on video or image content, which is less competitive in the digital era.

The use of digital marketing strategies in the online fashion industry is not only about promotions. It's also about creating a unique and personalized shopping experience for each consumer. Customizing content and offers based on individual preferences is made easier with big data and analytics. This allows online fashion companies to not only attract new customers but also increase customer retention. The success of this strategy depends on how well companies understand their target market and implement the right technology to analyze customer data (Lathifah et al., 2024).

One of the marketing strategies that can be implemented by business actors to attract public interest in buying a product is by storytelling marketing. Stories and storytelling are two important aspects of competence in conducting business communication. Storytelling creating closer relationships and connections between business actors and consumers. Stories are one of the most effective ways to encourage individuals to make decisions, as they can unite ideas and emotions. presented to the listener or reader. Stories and storytelling can provide a more personal approach, both as a reminder and as a stimulus to generate energy and emotion. From the perspective of business and social innovation, which are closely related to individual relationships and interactions, Storytelling Marketing plays a vital role in helping to organize each experience into a unified memory. Like ideas and emotions, memories can drive individuals to make purchasing decisions. From a decision-making perspective, stories play a role as touchpoint. This will be able to increase the level of familiarity towards a business (NURBAITI, 2023). Of course storytelling marketing This is not just conveying product

knowledge but it also conveys other elements such as product value, identity, and customer testimonials. This will certainly influence a customer's emotions, brand trust or belief.

Based on research conducted by Cristina Tabita Erlin Sintya Dewi in her script entitled "The Influence of Packaging Design, Storytelling Marketing, And Brand Ambassador Regarding the Purchase Decision of Oat side Milk Products" states that Storytelling Marketing significantly and positively influences purchasing decisions. The higher storytelling marketing then the higher the ability to increase purchasing decisions and vice versa (Dewi, 2025). This is also reinforced by Ulya Nifah Zailani Harahap in her thesis entitled "The Influence of Storytelling Marketing And Live Streaming Regarding the Decision to Purchase SSSKIN Skincare at TikTok Shop in Sword City" which states that Storytelling Marketing has a positive influence on the decision to purchase SSSKIN skincare at TikTok Shop in the City Padang (Harahap, 2025).

Besides storytelling marketing, factors that can influence a person's purchasing decision are the sense of trust that consumers have in a product or what is usually called brand trust. Brand trust is a sense of security that a consumer has through his/her interaction with a brand which is based on the consumer's perception that the brand is trustworthy and responsible for the consumer's interests and well-being. Consumer trust in a brand (brand trust) is defined as the customer's desire to rely on a brand despite the risks involved because of expectations that the brand will produce positive results. In addition, consumer trust (brand trust) towards a brand will build consumer loyalty. A consumer is said to be loyal when the consumer can stick with one product, make repeat purchases, and also has the enthusiasm to promote it to everyone the consumer knows without the possibility of switching to another product (NURBAITI, 2023).

According to Fauziah Dewi Mahuda in her research entitled "The Influence of Brand Personality and Brand Trust on Purchasing Decisions (Case Study of Butik meccanism)" states that brand trust was found to have a positive influence on purchasing decisions. In other words, if the Meccanism brand has good and strong brand trust from a consumer, it can create a consumer purchasing decision for the Meccanism brand (Mahuda et al., 2017). This is in line with research conducted by Sri Rahayusih Wilujeng and Muhammad Edwar in their research entitled "The Influence of Brand Awareness And Brand Trust Regarding the Decision to Purchase Oriflame Products" which states that Based on the t-count value obtained from each variable, it can be seen that he independent variable brand trust (X2) has a significant influence on the decision to purchase Oriflame brand cosmetics (Y) (Wilujeng et al., 2013).

Theory Q-O-R (Stimulus Organism Response) was proposed by Houland in 1953. This theory originates from psychology and is then applied to communication science because the objects of psychology and communication are the same, namely humans consist of components of attitudes, opinions, and perceptions (attitudes related to insight or understanding), affection (attitudes related to feelings), and conation (attitudes related to tendencies to act). The basic assumption of this theory is that the cause of behavioral changes depends on the quality of the stimulus that communicates with the organism (communicant) (Abidin et al., 2021). Based on this theory, when linked to digital literacy, a consumer who already has digital literacy, whether a student, college student, or the general public, has the ability to understand, evaluate, and process product information that serves as a stimulus. The higher a person's digital literacy, the better they respond to digital stimuli with rational purchasing decisions.

Based on research conducted by Diva Aprilya, Novita Erliana Sari, Maretha Belianantiya in their research entitled "The Influence of Digital Literacy on Online Shopping Behavior in Gen-Z at PGRI Madiun University" states that Digital Literacy influences online shopping behavior in Gen-Z at PGRI Madiun University. Many students understand the digital world or are internet literate, even though they have good digital literacy they can use or utilize the internet well and utilize it well too (Aprilya et al.,). Despite these insights, few studies have examined digital literacy as a moderating variable while also examining Storytelling Marketing and Brand Trust in one model, especially in the context of the fashion industry which uses the internet for marketing. Addressing this gap is important to understand the importance of Storytelling Marketing, Brand Trust, and digital literacy for business development fashion online, thus creating managerial decisions regarding digital marketing strategies.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Storytelling Marketing

Storytelling marketing visual art is the art of using visual media to convey a message. Smeda in Arifin in (Dewi, 2025) also explains four aspects. storytelling marketing which is described as follows:

1. Story aspects (story aspects) namely everything related to the story plot, characters, setting and atmosphere.
2. Knowledge aspects (learning aspects) consists of the information used and its purpose.
3. Aspects of digital creation (digital creation aspects) includes the technology used, production methods, story presentation, and content.
4. Combined aspects (combined aspects) consists of an assessment of the effectiveness and quality of the story.

Based on previous research conducted by Cristina Tabita Erlin Sintya Dewi in her script entitled "The Influence of Packaging Design, Storytelling Marketing, and Brand Ambassador Regarding the Purchase Decision of Outside Milk Products" states that Storytelling Marketing significantly and positively influences purchasing decisions. The higher storytelling marketing then the higher the ability to increase purchasing decisions and vice versa (Dewi, 2025). This is also reinforced by Ulya Nifah Zailani Harahap in her thesis entitled "The Influence of Storytelling Marketing And Live Streaming Regarding the Decision to Purchase SSSKIN Skincare at TikTok Shop in Sword City" which states that Storytelling Marketing has a positive influence on the decision to purchase SSSKIN skincare at TikTok Shop in Padang City (Harahap, 2025).

H1 : Storytelling Marketing positively influence purchasing decisions.

Brand Trust

Brand Trust (brand trust) is an important component of brand equity and is one of the foundations of developing and forming brand loyalty (Reast, 2005). Trust can be used as a scale for measuring brand liking (preferences), where brand liking is included in the fourth level of loyalty in the brand loyalty pyramid (Aaker, 1997). Chaudhuri and Holbrook (2001) define brand trust as the willingness of consumers in general to rely on the brand's ability to perform its intended function. Chaudhuri and Holbrook add that specifically, trust reduces uncertainty in situations where consumers feel vulnerable because they know they can rely on a trusted brand. Meanwhile, Delgado-Ballester et al. (2003) define brand trust as a sense of security that consumers have through their interactions with the brand, which is based on the perception that the brand is trustworthy and responsible for the interests and well-being of

consumers. Reast (2005) suggests that the basis for forming brand trust consists of two main dimensions, namely credibility (credibility) and performance satisfaction (performance satisfaction) as shown in the image above. The explanation of each dimension is as follows:

1. Credibility (credibility)

Credibility reflects the honesty and status of the brand in relation to the product or service claims conveyed in advertising, packaging, or other forms of brand communication, including personal interactions. This dimension also reflects the extent to which the brand is perceived as sincere and fair in dealing with its customers, demonstrating concern for its customers, and the extent to which the values portrayed or accepted by the brand (and brand owner) reflect the values of the brand held by consumers. The credibility dimension also relates to the good or bad character of a brand. Furthermore, this dimension also measures the extent to which a brand is trusted as competent or expert in its field. Reputation is a key element in this dimension (Reast, 2005). The credibility dimension can be measured using indicators including:

- a) Reasonableness (fair-minded),
- b) Showing attention (shows concern),
- c) Similar values (similar values),
- d) Gives confidence (give confidence), and
- e) Reputation (reputation).

2. Satisfaction with performance (performance satisfaction)

Satisfaction with performance reflects matters related to the delivery of a product or service. It encompasses the extent to which product quality is consistent and meets expectations, and the extent to which the brand is reliable. This dimension also encompasses the extent to which customers have (or perceive that they are likely to have) a satisfactory experience with the brand. Perceptions of satisfaction can stem from both the customer's personal experience and the experiences of others. trusted by customers" (Doney and Cannon in Reast, 2005), and the extent to which customers consider that their expectations about the brand and its products and services have been met. This dimension is a testimony to the strong influence exerted on brand trust by communication word of mouth, and also the need to manage customer expectations so as to avoid disappointment with products or services (Reast, 2005). Wilujeng et al., (2013) dimensions of satisfaction with performance can be measured using indicators including:

- a) Personal experience (personal experience),
- b) History of use (usage history), and
- c) Fulfillment of expectations/hopes (fulfils expectation).

According to Fauziah Dewi Mahuda in her research entitled "The Influence of Brand Personality and Brand Trust on Purchasing Decisions (Case Study of Butik Meccanism)" states that brand trust was found to have a positive influence on purchasing decisions. In other words, if the Meccanism brand has good and strong brand trust from a consumer, it can create a consumer purchasing decision for the Meccanism brand (Mahuda et al., 2017). This is in line with research conducted by Sri Rahayusih Wilujeng and Muhammad Edwar in their research entitled "The Influence of Brand Awareness And Brand Trust Regarding the Decision to Purchase Oriflame Products" which states that based on the t-count value obtained from each variable, it can be it is known that the independent variable brand trust (X2) has a

significant influence on the decision to purchase Oriflame brand cosmetics (Y) (Wilujeng et al., 2013).

H2: Brand Trust positively influence purchasing decisions

The Influence of Digital Literacy

Digital literacy is the ability to find, understand, evaluate, and apply digital information effectively and ethically (Setiawan, 2020). Consumers with Those with high digital literacy tend to be more critical and selective in their purchasing Behavior. Irawaty dkk. (2025) found that digital literacy strengthens the impact of digital lifestyle and marketing strategies on purchasing behavior. Similarly, Hudders et al. (2021) highlighted that digital literacy enables consumers to distinguish manipulative promotions from informative content, thereby increasing the credibility of influencer campaigns. The Elaboratio Likelihood Model (Petty, R. E. & Cacioppo, 1986) provides a theoretical perspective: consumers with higher literacy tend to process persuasive messages through the central route, making message quality a crucial factor (Wijayanti, 2025).

H3: Digital literacy can moderate the relationship between storytelling marketing and purchasing decisions.

H4: Digital literacy can moderate the relationship between brand trust and purchasing decisions.

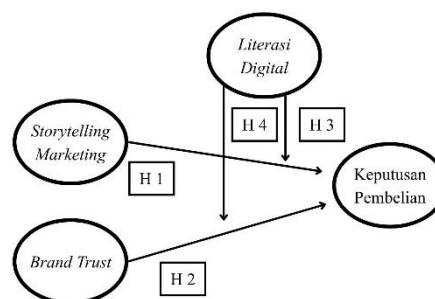


Figure 2 Research Model

RESEARCH METHODOLOGY

To analyze Storytelling Marketing and Brand Trust on purchasing decisions with digital marketing literacy as moderation. This study uses a quantitative research methodology. The quantitative approach was chosen because of its suitability for testing previously formulated hypotheses and evaluating structural models with latent variables. This study falls into the category of explanatory research or explanatory research. The approach used is quantitative. According to Sekaran and Bougie (2019), quantitative research is a research method based on the philosophy of positivism, which aims to study a specific population or sample. To determine the appropriate sample, an appropriate sampling method is required. This research applies the technique probability sampling, namely sampling that does not provide an equal opportunity for each member of the population to be selected as a sample.

This research uses simple random sampling. Because the population is known (online fashion product buyers), this study used 54 respondents, in accordance with the provisions. In this study, the method applied was a survey using Google Forms to collect data online. Before data analysis, classical assumption tests were conducted, validity tests to ensure that the questions actually measured what they were supposed to measure, and reliability tests to

ensure consistency of answers between question items. Data analysis was conducted in stages, starting with descriptive analysis to describe the general condition of the data. This included several tests, such as data normality tests, multicollinearity tests, and correlation tests, Heteroscedasticity. The t-test is used to examine the influence of each variable (partial), while the F-test is used to examine the influence of two variables simultaneously on purchasing decisions. After that, the coefficient of determination (R^2) is used to determine the extent of the contribution. Story telling Marketing and Brand Trust in explaining purchasing decisions with Digital Literacy as a moderating variable.

Validity Test

Item validity testing is a data instrument test to determine how accurately an item measures what it is intended to measure. An item is considered valid if there is a significant correlation with the total score, indicating that the item supports the intended purpose. Items typically take the form of questions or statements addressed to respondents using a questionnaire with the aim of uncovering something. Item validity testing in SPSS can use three analytical methods: Pearson correlation, corrected item-total correlation, and factor analysis.

Pearson Correlation Method

The item validity testing technique uses Pearson correlation, which involves correlating the item score with the total score. The total score is the sum of all items in a single variable. Significance testing is then performed using the r table criterion at a significance level of 0.05 with a 2-sided test. If the value is positive and the calculated r is greater than the table r, the item is considered valid. If the calculated r is less than the table r, the item is considered invalid.

Corrected Item-Total Correlations Method

The item validity test technique uses the Corrected Item-Total Correlation technique, which is by correlating the item score with the total score and correcting the overestimated correlation coefficient value. This is to prevent overestimated total item coefficients (estimated values higher than the actual value). In this method, there is no need to enter the total score, because it is calculated automatically. Then, the significance test is carried out with the criteria using r table at a significance level of 0.05 with a 2-sided test. If the value is positive and $r_{\text{count}} \geq r_{\text{table}}$ then the item can be declared valid, if $r_{\text{count}} < r_{\text{table}}$ then the item is declared invalid.

Factor Analysis Method (KMO)

In the validity test, a variable is declared valid and can be analyzed further if it meets the criteria stating that the KMO (Keiser-Meyer-Olkin) MSA (Measures of Sampling Adequacy) number in the KMO and Barlett's Test columns must be greater than or equal to 0.500. While the probability level (sig) must be less than or equal to 5% (0.05). Then to find out whether each item is valid or not can be seen from the MSA value in the Anti Image Correlation's column. An MSA value above 0.5 indicates that the item is valid and can be analyzed further (Purnomo, 2016).

Reliability Test

Reliability testing is used to determine the consistency of a measuring instrument, typically a questionnaire. This means whether the instrument will produce consistent results if repeated measurements are taken. Cronbach's alpha is a common method used in research to measure the range of scales (such as the 1-5 Likert scale). Reliability testing is a continuation of validity testing, where only valid items are tested. A threshold of 0.6 is used to determine whether an instrument is reliable. According to Sekaran (1992), reliability less than 0.6 is considered poor, while 0.7 is acceptable, and above 0.8 is considered good (Purnomo, 2016).

Classical Assumption Test **Residual Normality Test**

The normality test in a regression model is used to determine whether the residual values resulting from the regression are normally distributed. A good regression model is one with normally distributed residual values. Several methods for testing normality include observing the distribution of data along the diagonal of a Normal PP Plot of regression standardized residuals or using the One Sample Kolmogorov-Smirnov test.

Graphic method

The normality test for residuals using the graphical method is done by observing the distribution of data on the diagonal source in the Normal PP Plot of regression standardized residuals graph. As a basis for decision making, if the points are spread around the line and follow the diagonal line, then the residual value is normal.

One Sample Kolmogorov Smirnov test method

The Kolmogorov-Smirnov One-Sample Test is used to determine whether data distribution follows a normal, Poisson, uniform, or exponential distribution. In this case, it is used to determine whether the residual distribution is normally distributed. Residuals are normally distributed if the significance value is greater than 0.05 (Purnomo, 2016).

Multicollinearity Test

Multicollinearity means that the independent variables in a regression model have a perfect or near-perfect linear relationship (a high correlation coefficient, even 1). A good regression model should not have a perfect or near-perfect correlation between the independent variables. The consequence of multicollinearity is an indeterminate correlation coefficient and very large errors. Several methods for testing multicollinearity exist, including:

- a. By comparing the individual determination coefficient value (r^2) with the simultaneous determination value (R^2).
- b. By examining the tolerance and inflation factor (VIF) values in the regression model, we will discuss each of these individually as follows:
 1. By comparing the individual determination coefficient value (r^2) with the simultaneous determination value (R^2).

This test method uses the Klein L-R approach. The method used is to regress each independent variable against the other independent variables to determine

the r^2 coefficient for each regressed variable. This r^2 value is then compared with the coefficient of determination (R^2). The test criteria are as follows:

- $r^2 > R^2$ then multicollinearity occurs
 - $r^2 < R^2$ then there is no multicollinearity
2. By looking at the Tolerance and Inflation factor (VIF) values in the regression model.

One way to determine whether or not there are symptoms of multicollinearity is by looking at the Variance Inflation Factor (VIF) and Tolerance values. If the VIF value is less than 10 and Tolerance is more than 0.1, it is stated that there is no multicollinearity Ghozali, 2011 in Purnomo, 2016.

Heteroscedasticity Test

Heteroscedasticity is the unequal residual variance across all observations in a regression model. A good regression model should not exhibit heteroscedasticity. Various heteroscedasticity tests include Spearman's rho correlation coefficient, observing the pattern of points on a regression graph, Park's test, and Glejser's test. This book will discuss the Spearman's rho correlation coefficient test and observing the pattern of points on a regression graph.

Spearman's rho correlation method

Heteroscedasticity testing uses the Spearman's rho correlation coefficient test, which correlates the independent variable with its residuals. The test uses a significance level of 0.05 with a two-sided test. If the correlation between the independent variable and the residuals is greater than 0.05, heteroscedasticity is not present.

Graphical method (Looking at the pattern of points on a regression graph)

The basic criteria for decision making are:

- a. If there is a certain pattern, such as the existing points form a certain regular pattern (wavy, widening then narrowing), then heteroscedasticity occurs.
- b. If there is no clear pattern, such as points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

Glejser test method

The Glejser test is performed by regressing the independent variable against its absolute residual value. If the significance value between the independent variable and the absolute residual is greater than 0.05, heteroscedasticity is not present (Purnomo, 2016).

Multiple Linear Regression Analysis

In this study, the magnitude of the regression coefficient is used to determine whether the Storytelling Marketing (X_1) and brand trust (X_2) variables have a significant influence on online fashion purchasing decisions (Y) with Digital Literacy (MO). The regression equation obtained will then be tested on the regression coefficient of each research variable statistically, namely through the F test and t test, so that the multiple linear regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3M + b_4X_1*M + b_5X_2*M$$

Coefficient of Determination Test

To see a determination, we can look at the R Square (R^2) or R square. The existing value will then be changed into a percentage, which means the percentage contribution of the influence of the independent variable on the dependent variable.

Hypothesis Testing

After conducting multiple linear regression analysis and obtaining the coefficient values for each research variable, the regression coefficient values were tested statistically, namely through the F test and the t test.

Uji T

In order to determine the level of significance of the influence of the independent variable on the dependent variable individually, the t-test is used. The decision-making methods applied in this test include:

- 1) H_1 is accepted if $t_{\text{count}} < t_{\text{table}}$, this can be interpreted as meaning that there is no significant influence.
- 2) H_1 is rejected if the calculated $t^2 > t_{\text{table}}$, this can be interpreted as meaning that there is a significant influence.
- 3) Apart from comparing the calculated t with the t table to determine whether H_1 is accepted or not, you can also see whether the significance value is more or less than 5%.

Uji F

The purpose of applying the F-test is to determine whether a regression model obtained is suitable or whether the existing independent variables simultaneously have an influence on the dependent variable through the moderating variable. The significance of the simultaneous regression model is tested by paying attention to the significance value (sig). If the significance value is less than 0.05, this means that the independent variables have an influence on the dependent variable. The decision making in the F-test is as follows:

- 1) Accept H_1 if $F_{\text{count}} \geq F_{\text{table}}$, and vice versa
- 2) Accept H_1 if $p < 0.05$, and otherwise

RESULTS AND DISCUSSION

The systematics in this study interpret the results of descriptive statistical analysis research, then will be explained about the classical assumption test along with improvements if problems occur in one of the tests in the classical assumption, then will be explained t-test and f-test, determination coefficient test, and multiple linear regression analysis. The interpretation described is the output of SPSS data processing.

Classical Assumption Test

In the classical assumption test, there are three stages carried out, namely the multicollinearity test, the normality test, and the heteroscedasticity test.

Multicollinearity Test

Multicollinearity means that the independent (unbound) variables in a regression model have a perfect or near-perfect linear relationship. If there is no perfect or near-perfect correlation between the independent variables, the regression model can be said to be good. Generally, the upper value Variance Inflation Factor or VIF and also Tolerance used to see whether multicollinearity symptoms exist or not. Multicollinearity does not occur if the VIF is 10 and the tolerance is more than 0.1.

To obtain parameter estimates that have BLUE properties, namely the absence of multicollinearity in the model. Multicollinearity was first introduced by Ragnar Frish in 1934.

According to him, multicollinearity is defined as a situation where there is a linear correlation which "perfect" or exact between some or all of the independent variables in the model, making it difficult to identify the independent and dependent variables. It is common and unavoidable for a model to contain correlations; in fact, in a model, the existence of relationships between variables can provide valid estimates. However, these correlations are not linear, which can result in failed estimates (from perfect multicollinearity) and difficulties in inference (from imperfect multicollinearity).

One method used to test for multicollinearity in a model is through the VIF value. Although there is no standard limit for a high VIF value, some econometric books state that a VIF value greater than 5 is a warning sign that the model has multicollinearity. However, other references also state that a VIF value greater than 10 is a warning sign of multicollinearity in the model (Wahyudi, 2016). The provisions for the multicollinearity test are as follows:

- 1) Tolerance > 0.1 (No multicollinearity occurs)
- 2) Tolerance < 0.1 (Multicollinearity occurs)
- 3) VIF < 10 (No multicollinearity occurs)
- 4) VIF > 10 (Multicollinearity occurs)

Model	Unstandardized		Standardized	T	Sig.	Collinearity Statistics	
	Coefficients		Coefficients			Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	4.625	2.366		1.955	.056		
X1	.451	.115	.465	3.926	.000	.625	1.599
X2	.168	.108	.191	1.563	.124	.586	1.705
MO	.189	.106	.222	1.782	.081	.564	1.774

a. Dependent Variable: Y

Based on the analysis results, the value obtained is tolerance each of Storytelling marketing (X1), Brand Trust (X2), and Digital Literacy (MO) are more than 0.1, it can be concluded that there is no multicollinearity in the data. This is also supported by the VIF results which are less than 10. Therefore, it can be concluded that the data does not experience multicollinearity and can proceed to the next stage.

Normality Test

The normality test is used to determine whether the data is normally distributed. If the data is normally distributed, the regression model is good. The data is considered normal if the Asymp. Sig. (2-tailed) result is > 0.5.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		54
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.38172637
Most Extreme Differences	Absolute	.093
	Positive	.093
	Negative	-.064
Test Statistic		.093
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The benchmark for this normality test is the asymp. Sig. (2-tailed) value found in the analysis results table. Based on the analysis results, the Asymp. Sig. (2-tailed) value is 0.200, indicating that the data is normally distributed. Therefore, the regression model is good and can be continued to the next step.

Heteroscedasticity Test

In a regression model, if the residual variance is not the same across all observations, it is called heteroscedasticity. The absence of heteroscedasticity is a characteristic of good regression. Several steps are applied to detect heteroscedasticity using the method White Heteroscedasticity test And Breush-pagan-Godfrey test. The provisions for the heteroscedasticity test are as follows: Heteroscedasticity does not occur if the Sig. value is > 0.05.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.168	1.366		3.050	.004
X1	-.140	.066	-.356	-2.103	.041
X2	.048	.062	.135	.770	.445
MO	-.014	.061	-.039	-.220	.827

a. Dependent Variable: ABS_RES

Based on the analysis results, the following results were obtained:

- 1) Significance value of the variable storytelling marketing (X1) = 0.004 where this value is <0.05, it can be concluded that the data from the variable storytelling marketing there is heteroscedasticity.

- 2) Significance value of the variable brand trust (X2) = 0.445 where this value is >0.05 , it can be concluded that the data from the brand trust variable does not contain heteroscedasticity.
- 3) The significance value of the Digital Literacy (MO) variable is 0.827, where this value is <0.05 . It can be concluded that the data from the Digital Literacy variable does not contain heteroscedasticity. The analysis results concluded that improvements are needed. The results of improvements using the White method obtained the following data:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.349 ^a	.122	.009	7.53355

a. Predictors: (Constant), X2MO, X1_Kuadrat, X2_Kuadrat, MO_Kuadrat, X1MO, X1X2

If the White C2 test results are calculated $< C2$ table, then heteroscedasticity does not occur. Interpretation of the results:

C2 count = $n \times R$ square

= $54 \times 0,122$

= 6,588

C2 table

Df = $n-1$

= $54-1$

=53

=70,99345

Therefore, the calculated C2 value (6.588) $< C2$ table (70.99345), it can be concluded that there are no symptoms or are free from heteroscedasticity tests. Based on the analysis results, the Sig. value of each variable is more than 0.05.

Validity And Reability Test

Validity Test

Validity testing is used to ensure that the questions in the questionnaire are appropriate or valid for measuring what is intended to be measured. With an R-table of 0.2681

- 1) Results of the validity and reliability test of variable X1

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1 Pearson Correlation	1	.463**	.255	.060	.143	.258	.578**
Sig. (2-tailed)		.000	.063	.665	.303	.060	.000
N	54	54	54	54	54	54	54
X1.2 Pearson Correlation	.463**	1	.336*	.181	.217	.416**	.680**
Sig. (2-tailed)	.000		.013	.190	.116	.002	.000
N	54	54	54	54	54	54	54

X1.3	Pearson Correlation	.255	.336*	1	-.015	.225	.133	.540**
	Sig. (2-tailed)	.063	.013		.916	.101	.338	.000
	N	54	54	54	54	54	54	54
X1.4	Pearson Correlation	.060	.181	-.015	1	.448**	.412**	.568**
	Sig. (2-tailed)	.665	.190	.916		.001	.002	.000
	N	54	54	54	54	54	54	54
X1.5	Pearson Correlation	.143	.217	.225	.448**	1	.500**	.677**
	Sig. (2-tailed)	.303	.116	.101	.001		.000	.000
	N	54	54	54	54	54	54	54
X1.6	Pearson Correlation	.258	.416**	.133	.412**	.500**	1	.704**
	Sig. (2-tailed)	.060	.002	.338	.002	.000		.000
	N	54	54	54	54	54	54	54
X1	Pearson Correlation	.578**	.680**	.540**	.568**	.677**	.704**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	54	54	54	54	54	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the analysis, all questions from X1 are valid because $R_{\text{calculated}} > R_{\text{table}}$ and also the significance value is < 0.05 .

2) Results of the validity and reliability test of variable X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2
X2.1	Pearson Correlation	1	.537**	.620**	.427**	.269*	.293*	.683**
	Sig. (2-tailed)		.000	.000	.001	.050	.032	.000
	N	54	54	54	54	54	54	54
X2.2	Pearson Correlation	.537**	1	.570**	.669**	.439**	.574**	.856**
	Sig. (2-tailed)	.000		.000	.000	.001	.000	.000
	N	54	54	54	54	54	54	54
X2.3	Pearson Correlation	.620**	.570**	1	.460**	.138	.406**	.683**
	Sig. (2-tailed)							
	N							

	Sig. (2-tailed)	.000	.000		.000	.319	.002	.000
	N	54	54	54	54	54	54	54
X2.4	Pearson Correlation	.427**	.669**	.460**	1	.521**	.426**	.801**
	Sig. (2-tailed)	.001	.000	.000		.000	.001	.000
	N	54	54	54	54	54	54	54
X2.5	Pearson Correlation	.269*	.439**	.138	.521**	1	.468**	.667**
	Sig. (2-tailed)	.050	.001	.319	.000		.000	.000
	N	54	54	54	54	54	54	54
X2.6	Pearson Correlation	.293*	.574**	.406**	.426**	.468**	1	.733**
	Sig. (2-tailed)	.032	.000	.002	.001	.000		.000
	N	54	54	54	54	54	54	54
X2	Pearson Correlation	.683**	.856**	.683**	.801**	.667**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	54	54	54	54	54	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the analysis, all questions from X2 are valid because $R_{\text{calculated}} > R_{\text{table}}$ and also the significance value is < 0.05 .

3) Results of the validity and reliability test of variable Y

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y
Y.1	Pearson							
	Correlati	1	.108	.275*	.229	.246	.137	.537**
	on							
	Sig. (2-		.435	.045	.095	.073	.323	.000
	tailed)							
	N	54	54	54	54	54	54	54
Y.2	Pearson							
	Correlati	.108	1	.258	.241	.304*	.304*	.578**
	on							
	Sig. (2-	.435		.059	.079	.026	.025	.000
	tailed)							
	N	54	54	54	54	54	54	54
Y.3	Pearson							
	Correlati	.275*	.258	1	.440**	.512**	.275*	.720**
	on							
	Sig. (2-	.045	.059		.001	.000	.044	.000
	tailed)							
	N	54	54	54	54	54	54	54
Y.4	Pearson							
	Correlati	.229	.241	.440**	1	.466**	.053	.653**
	on							
	Sig. (2-	.095	.079	.001		.000	.703	.000
	tailed)							
	N	54	54	54	54	54	54	54
Y.5	Pearson							
	Correlati	.246	.304*	.512**	.466**	1	.432**	.767**
	on							
	Sig. (2-	.073	.026	.000	.000		.001	.000
	tailed)							
	N	54	54	54	54	54	54	54
Y.6	Pearson							
	Correlati	.137	.304*	.275*	.053	.432**	1	.558**
	on							
	Sig. (2-	.323	.025	.044	.703	.001		.000
	tailed)							
	N	54	54	54	54	54	54	54

Y	Pearson							
	Correlation	.537**	.578**	.720**	.653**	.767**	.558**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	54	54	54	54	54	54	54

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the analysis, all questions from Y are valid because R-calculated > R-table and also the significance value is < 0.05.

4) Results of validity and reliability tests of MO variables

Correlations								
		MO.1	MO.2	MO.3	MO.4	MO.5	MO.6	MO
MO.1	Pearson	1	.465**	.296*	.493**	.675**	.551**	.781**
	Correlation							
	Sig. (2-tailed)		.000	.030	.000	.000	.000	.000
	N	54	54	54	54	54	54	54
MO.2	Pearson	.465**	1	.411**	.231	.291*	.535**	.694**
	Correlation							
	Sig. (2-tailed)	.000		.002	.092	.033	.000	.000
	N	54	54	54	54	54	54	54
MO.3	Pearson	.296*	.411**	1	.243	.424**	.458**	.652**
	Correlation							
	Sig. (2-tailed)	.030	.002		.076	.001	.000	.000
	N	54	54	54	54	54	54	54
MO.4	Pearson	.493**	.231	.243	1	.477**	.407**	.656**
	Correlation							
	Sig. (2-tailed)	.000	.092	.076		.000	.002	.000
	N	54	54	54	54	54	54	54
MO.5	Pearson	.675**	.291*	.424**	.477**	1	.555**	.764**
	Correlation							
	Sig. (2-tailed)	.000	.033	.001	.000		.000	.000
	N	54	54	54	54	54	54	54

MO.6	Pearson							
	Correlation	.551**	.535**	.458**	.407**	.555**	1	.812**
	Sig. (2-tailed)	.000	.000	.000	.002	.000		.000
	N	54	54	54	54	54	54	54
MO	Pearson							
	Correlation	.781**	.694**	.652**	.656**	.764**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	54	54	54	54	54	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the analysis, all questions from MO are valid because $R_{\text{calculated}} > R_{\text{table}}$ and also the significance value is < 0.05 .

Reliability Test

Reliability testing is used to determine whether respondents' answers to questionnaire statements or questions are consistent or stable if carried out at different times with the following provisions: If the Cronbach alpha value > 0.06 : Reliable If the Cronbach alpha value < 0.06 : Not Reliable

X1 Reliability Test

Reliability Statistics

Cronbach's	
Alpha	N of Items
.674	6

The Cronbach alpha value obtained is $0.674 > 0.06$, so X1 is reliable.

X2 Reliability Test

Reliability Statistics

Cronbach's	
Alpha	N of Items
.830	6

The Cronbach alpha value obtained is $0.830 > 0.06$, so X2 is reliable.

Y Reliability Test

Reliability Statistics

Cronbach's	
Alpha	N of Items
.701	6

The Cronbach alpha value obtained is $0.701 > 0.06$, so Y is reliable.

MO Reliability Test

Reliability Statistics

Cronbach's	
Alpha	N of Items

.815	6
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The Cronbach alpha value obtained was $0.815 > 0.06$, so MO is reliable

Moderated Regression Test

This moderation regression test is used to provide knowledge of the influence or linear relationship between two or more independent variables on one dependent variable through a moderating variable.

Regression Equation

- $Y = a + b_1X_1 + b_2X_2 \dots \dots \dots (1)$
- $Y = a + b_1X_1 + b_2X_2 + b_3M + b_4X_1*M + b_5X_2*M \dots \dots \dots (2)$

T Test

This stage is tested to determine the level of significance of the independent variable in influencing the dependent variable, viewed individually. The conclusion drawn from this t-test is that if the significance value is less than 0.05, it is considered to have a positive and significant effect. Following analysis results were obtained:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.436	2.371		2.293	.026
X1	.524	.110	.539	4.775	.000
X2	.250	.100	.283	2.509	.015

a. Dependent Variable: Y

Based on the analysis results, the significance value of variable X1 is 0.000 (<0.05), so it can be concluded that variable X1 has a significant effect on variable Y. So it can be said that H1 is accepted because the Sig. value is less than 0.05.

Based on the analysis results, the significance value of variable X2 is 0.015 (<0.05), so it can be concluded that variable X2 has a significant effect on variable Y. So it can be said that H2 is accepted because the Sig. value is less than 0.05.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-8.766	11.316		-.775	.442
Storytelling	.237	.705	.244	.337	.738
Brand Trust	.966	.619	1.095	1.561	.125
Literasi Digital	.765	.479	.898	1.597	.117
Storytelling*Literasi Digital	.009	.028	.387	.308	.759
Marketing					
Brand Trust*Literasi Digital	-.033	.025	-1.612	-1.325	.192
Digital					

a. Dependent Variable: Y

The significance value of the variable is known Storytelling Marketing (X1) on Digital Literacy (MO) is 0.738 (>0.05) so it can be concluded that the digital literacy (MO) variable is not able to moderate the influence of the variable storytelling Marketing (X1) on the purchasing decision variable (Y). Therefore, H3 is rejected because the Sig. value is greater than 0.05.

The significance value of the variable is known Brand Trust (X2) on Digital Literacy (MO) is 0.125 (>0.05) so it can be concluded that the Digital Literacy (MO) variable is not able to moderate influence of variables Brand Trust (X2) on the purchasing decision variable. So H4 is rejected because the Sig. value is greater than 0.05.

F Test

At this stage, testing is conducted to determine whether there is an influence between the dependent variable and the dependent variable through the moderating variable. By looking at the F-value in the table, we then compare it with the calculated f-value.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	386.110	3	128.703	21.404	.000 ^b
	Residual	300.649	50	6.013		
	Total	686.759	53			

a. Dependent Variable: Y

b. Predictors: (Constant), MO, X1, X2

Based on the values obtained, the calculated F obtained a value of 21.404 while the F table was 4.02 so that the calculated $F > F$ table with a significant value of 0.00 which is smaller than 0.05., so it can be concluded that simultaneously the variables storytelling marketing and brand trust significantly influences purchasing decisions with digital literacy moderation.

CONCLUSION

- 1) Storytelling Marketing has a positive and significant influence on fashion product purchasing decisions among XYZ Vocational School students. Therefore, H1 is accepted.
- 2) Brand Trust also has a positive and significant influence on purchasing decisions. Therefore, H2 is accepted.
- 3) digital literacy is not able to moderate Storytelling Marketing ton the purchasing decisions of fashion products among students at XYZ Vocational School. Therefore, H3 is rejected.
- 4) digital literacy is not able to moderate Brand Trust on the purchasing decisions of fashion products among students at XYZ Vocational School. Therefore, H4 is rejected.
- 5) Simultaneous variables Storytelling Marketing and Brand Trust through digital literacy has a significant influence on purchasing decisions.

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