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Research paper

From Claim to Confidence: How Trust Partially Mediates The Influence of Advertising and The Nutrition Label on The Purchase Decision

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Abstract

Research aims: This research aims to investigate, analyze, and enhance the impact of nutrition labels on purchase decisions. Additionally, the role of trust is examined as a mediator between advertising claims and nutrition labels in influencing purchase decisions. In this context, the interaction and contribution of these factors to healthier choices are uncovered in the marketplace. Strategies are developed to promote better consumer decision-making and improve public health outcomes by understanding the interplay between nutritional information and brand credibility. Design: The Data analysis method is carried out using SEM analysis. Results: The results show that there is an effect of nutrition label and advertising claim on purchase decision through trust as a mediating variable. Theoretical Contribution/Originality: This research provides strategies needed to build trust using credible advertising claims and helpful nutrition labels to influence purchase decisions.

Keywords: *Advertising; Claim; Nutrition Label; Purchase Decision; Trust.*

1. Introduction

Approximately 60% of Indonesians prioritize health in their everyday diet and lifestyle choices. In this context, the maintenance of a healthy lifestyle includes monitoring caloric intake and engaging in frequent exercise. This can be achieved through a culinary method used by individuals to maintain health. Moreover, consumers select food and beverages from brands providing healthy options to meet nutritional requirements. The poll results showed that 46% of Indonesians, particularly males aged over 36, were increasingly apprehensive about caloric consumption. Simultaneously, 11% of women adhered to a dietary regimen for weight maintenance or loss. The research helped marketers with strategies to build trust using credible claims in advertisements and helpful nutrition labels to influence purchase decisions. In this context, health claims (HCs) on food packaging play an important role in influencing purchase decisions. Different optional information also lists the relationship between the consumption of food, categories, components, and health benefits. The existence of HCs can help consumers on a diet program to select products in line with nutritional needs and health goals.

There are voluntary notes on food packaging known as Health Claims (HCs), which state that consuming a particular food may be beneficial to health. Nutrition and Health Claims (NHCs) pertain to the nutritional composition of food and the potential health impacts, respectively (Collins & Lalor, 2024). In Indonesia, Government Regulation (PP) 28/2004 addresses food safety, quality, and nutrition, while PP 69/1999 focuses on labeling and nutrition. These regulations delineate the parameters for the utilization of NHCs. Furthermore, HCs must be substantiated by scientific data showing a causal relationship between food consumption and the claimed health benefits. Nutrition claims typically refer to the nutritional composition of a product, such as “low fat” or “high protein.”

A critical issue, however, lies in the extent to which these regulations are enforced and how effectively consumers interpret such claims. While regulations require scientific substantiation, prior studies have shown that consumers often misinterpret or overestimate the benefits of products carrying NHCs, especially when the information is presented in technical language or without standardized formats. This creates a risk of information asymmetry, where food manufacturers may exploit vague or complex claims to influence purchase decisions without genuinely improving nutritional value. Additionally, the lack of harmonization between Indonesian regulations and international standards, such as those of the European Food Safety Authority (EFSA) or the U.S. Food and Drug Administration (FDA), may limit global competitiveness and reduce consumer trust. Hence, a more critical assessment of how NHCs are regulated, standardized, and communicated

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is necessary to ensure that claims not only comply with legal requirements but also contribute to informed and health-conscious consumer behavior(Coates, Pentieva, & Verhagen, 2024).

Organizations must establish credible health-related advertising claims and provide accurate nutrition labeling on branded products to engage target consumers focused on healthy living. Additionally, nutrition labeling is the information on food packaging about the nutritional makeup of an item, including the ingredients, calories, and other nutrients (Potter *et al.*, 2023; Zlatevska *et al.*, 2024). Claim advertising comprises the assertions or claims on packaging to endorse the health advantages of a product (Morales & Blasco, 2021). Advertising expertise and professionals might influence the market (Rudberg & Husz, 2023) since consumers require prominent information regarding the nutritional quality of the product. A high level of functional and nutritional literacy is needed to understand and act on nutrition-related information due to the complications of food labels (Peonides *et al*., 2022). Nutrition labeling and advertising claims are crucial in educating customers about the nutritional value of food selections and shaping purchase decisions. Food advertising serves as an external influence that seeks to shape dietary choices, impacting market decision-making processes (Tarabella *et al.*, 2020)

Purchase is made when there is confidence in the information derived from nutrition labeling and claims. Trust functions as a multifaceted construct, including belief in the veracity of information and the intention to trust, which affects purchase decisions (Komara, 2020). Previous research showed that trust significantly affected purchase decisions (Komara, 2020; Umadevi, 2022). According to information reception theory (Mazzù *et al.*, 2022)Trust plays a role in purchase decisions. Alternative research reported that trust had no direct influence on purchase decisions (Indani *et al*., 2023).

This inconsistency highlights a critical gap in the literature. On one hand, trust is viewed as a necessary condition that facilitates the transition from information processing to actual behavior; on the other hand, some evidence suggests that its influence may be indirect or context dependent. For instance, cultural settings, product types, and consumer knowledge may moderate the strength of the trust–purchase link. Moreover, while some studies focus on trust in product claims, others examine institutional trust (e.g., in regulators or brands), leading to differing conclusions.

Synthesizing these perspectives, it becomes clear that trust should not be conceptualized merely as a direct driver of purchase decision, but rather as a mediating or conditional factor that interacts with advertising claims and nutrition labels. In particular, the degree to which trust translates into purchase behavior may depend on how transparent and credible the claim is, as well as on consumer characteristics such as health consciousness and risk aversion. From the perspective of health-oriented marketing, consumers are increasingly motivated not only by persuasive claims but also by the perceived alignment of products with their long-term well-being. At the same time, consumers often engage in an implicit cost–benefit analysis, weighing the higher price of health-related products against the potential health benefits and reduced risks they offer. Thus, further research is warranted to clarify under what conditions trust serves as a direct determinant, a partial mediator, or an insignificant factor in shaping consumer behavior toward health-related products, particularly when health-oriented marketing strategies and cost–benefit considerations intersect.

Based on the description above, this research focused on healthy noodle products asserted to be the healthiest among competitors due to the use of natural coloring agents, absence of MSG, as well as decreased calorie, sugar, and fat content. These noodles have a reduced salt content but contain sodium, necessitating moderation in eating. Despite the assertion of noodles as a healthier option, a disparity persists in consumer perception. Some individuals remain skeptical about the health benefits of the product compared to traditional instant noodles, considering the sodium content. The impact of HCs and nutritional labeling on instant noodles influencing purchase decisions remains uncertain, with the significance of trust in the information within the decision-making process. Therefore, this research is essential for examining the effects of advertising claims and nutritional labeling on consumer trust and purchase decisions.

The influence of different practices on consumer behavior and health consequences is analyzed. Furthermore, this research investigates consumer interpretation and utilization of nutrition labeling and advertising claims in food selection. Building awareness is crucial for enabling consumers to distinguish between nutritional and marketing claims, enhancing trust in the given messages (Szymkowiak *et al*., 2022). Understanding the impact of nutrition labels and advertising claims on purchase decisions allows an accurate assessment of effectiveness in promoting food choices and improving public health. In addition, consumers develop a sense of trust in a product to improve their purchase decision. Based on the results, this research reports insights used to educate policymakers and assist in guiding future initiatives to promote healthy eating habits among consumers.

2. Literature Review

In addition to the behavioral perspective, the relationship among advertising claim, nutrition label, trust, and purchase decision can also be explained through consumer choice theory. This theory posits that consumers make purchasing decisions by evaluating alternatives and selecting the option that maximizes their utility under conditions of budgetary constraints (Turlo *et al*., 2025). In the context of food products, utility is not only determined by price and taste but also by informational cues such as nutrition labels and health claims. When such information is perceived as credible and trustworthy, it reduces uncertainty and enhances the perceived utility of the product, thereby increasing the likelihood of purchase (Gallen *et al.*, 2025). Conversely, if consumers perceive a claim as misleading or unverified, the utility of the product diminishes, discouraging purchase behavior. From the perspective of health-oriented marketing, the emphasis on promoting well-being and long-term health outcomes adds another layer of perceived utility, as consumers increasingly view their food choices as investments in health rather than mere consumption. Within this framework, consumers implicitly conduct a cost–benefit analysis, comparing the potential health benefits of purchasing a product with the financial costs they must incur. Products supported by transparent, trustworthy claims and a credible nutrition label are therefore more likely to pass this evaluation and be chosen over less reliable alternatives.

Furthermore, consumer choice theory emphasizes the role of information quality and accessibility in shaping consumer preferences. Advertising claims and nutrition labels act as signals that simplify decision-making in complex markets where consumers cannot easily verify product quality. Trust functions as the mechanism through which these signals are interpreted and acted upon (Nguyen & Nguyen, 2025). In this sense, trust does not operate in isolation but interacts with information cues to influence how consumers allocate their limited resources among competing products (Ganassali & Ganassali, 2025). Integrating consumer choice theory into the analysis, therefore, provides a stronger economic foundation for understanding how marketing communication and labeling practices affect consumer behavior, particularly in health-oriented product categories where consumer decision is shaped by both health-driven motivation and cost–benefit consideration.

2.1. Nutrition labeling and purchase decision

Earlier studies revealed that forty-six percent of respondents paid attention to the label while they were filling out the survey. With regard to the post-exposure scenario, more than one-third of the participants who were aware of the warning label chose the choice that was the least healthful. Roughly half of the participants chose the option after being exposed, while twenty-five percent went with the one that was the healthy (Pettigrew *et al.*, 2024). Study by Potter *et al*. (2023) stated that the nutrition label did not affect purchase decisions. In contrast, additional research showed that younger individuals possessing greater educational qualifications and those with elevated income levels were more attentive to nutrition labels, particularly regarding sugar content in food (Ismail *et al.*, 2023)

Moreover, a recent study by Tuigunov *et al.* (2025) emphasized that frequent shoppers at health-oriented stores exhibited a higher likelihood of using nutrition labels effectively, resulting in healthier food choices compared to those who shopped primarily at convenience stores or fast-food outlets. This finding suggests that the retail environment and habitual shopping patterns can significantly influence how consumers perceive and act upon nutrition information provided on labels, reinforcing the importance of targeted educational campaigns and strategic placement of clear labeling in promoting healthier dietary behaviors. Finally, Exposure to nutrition labeling has a significant positive effect on consumer purchase decisions for healthier products, when information is comprehended and perceived as credible.

H_1: The impact of the nutrition label on purchase decision is significant.

2.2. Claim advertising, trust, and purchase decision

Trust is a crucial element in purchase decisions, favorably affecting consumer assessment of items. Consumers with a higher level of trust are more likely to make purchases following exposure to an advertisement (Nghia *et al*., 2020). The decision to purchase primarily stems from confidence in advertising, with online shopping becoming more beneficial when trust is successfully established. Trust can enhance the extent to which purchase decisions positively impact quality of life.

Furthermore, research by Priya *et al*. (2023) highlighted that trust in online reviews and endorsements from influencers significantly boosts consumers' perceived credibility of product information, thereby increasing their purchase intentions. This underscores the role of digital word-of-mouth in shaping trust and purchasing behavior, suggesting that businesses should prioritize transparency, authenticity, and consistent engagement with customers to cultivate long-term trust that drives sustainable sales growth. Although each generation has its own unique approach to making decisions regarding the purchase of healthy food products, for instance, millennials frequently place a higher priority on ethical sourcing and sustainability, whilst Gen Z's shopping decisions are more influenced by social media influencers (Rajalakshmi *et al*., 2025). However, they all search for solutions deemed organic, functional, and high in protein. Taken together, these findings indicate that trust functions not only as a direct determinant of purchase decision but also as a contextual amplifier of marketing strategies, bridging the gap between product claim, consumer value, and generational preference.

H_3: Advertising claim exerts an influence on consumer trust.

H_4: Trust influences purchase decision.

H_5: Trust may facilitate the connection partially between the advertising claim and the purchasing decision.

2.3. Nutrition labeling, trust, and purchase decision

Reading labels and paying attention to nutritional information can help consumers choose safe food to meet their required needs. Consumers can limit and recognize certain foods through the packaging label (Jindarattanaporn *et al.*, 2016). Organizations must prioritize nutrition labels to enhance trust and influence purchasing decisions. Clear and transparent nutritional labeling increases consumer confidence by diminishing uncertainty about product ingredients and health benefits (Mazzù *et al,* 2025). The perception of the provided information as reliable and in line with health preferences develops a positive perception of the brand. Well-designed nutrition labels also serve as a competitive advantage, differentiating the product in a crowded marketplace and attracting health-conscious consumers (Noor *et al.*, 2025; Zhang *et al*., 2025). Therefore, businesses should comply with regulatory standards and strategically use nutrition labeling to strengthen brand credibility and customer loyalty (Odoom *et al.*, 2025).

In addition, effective nutrition labeling can foster long-term behavioral change by educating consumers and encouraging more mindful eating habits (Gorini *et al*., 2025). When consumers consistently encounter informative and easy-to-understand labels, they are more likely to develop the habit of evaluating food products based on nutritional value rather than solely on price or packaging appeal (Saintila *et al.*, 2025). This not only benefits public health outcomes but also reinforces the company's image as a socially responsible brand. Over time, such practices can build stronger consumer-brand relationships, where trust and shared values around health and transparency become key drivers of purchase decisions.

H_6: There is an influence of nutrition labels on brand trust

H_7: Brand trust can partially mediate the nutritional label on purchase decision

2.4. Conceptual framework

Figure 1 shows the conceptual framework based on the background and literature review:

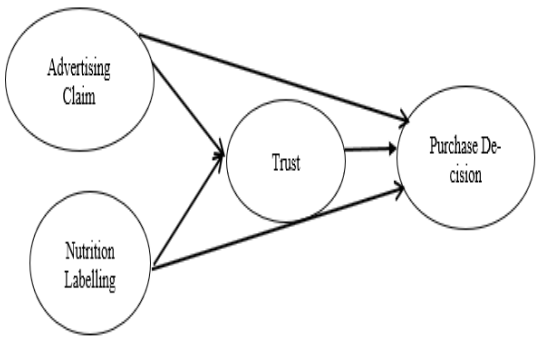

Fig. 1: Conceptual Framework Research.

The conceptual framework illustrated in Figure 1 highlights the interrelationships among advertising claims, nutrition labels, trust, and consumer purchase decisions. Advertising claim functions as a persuasive message that communicates the value proposition of a product, shaping consumer perception and expectation. Similarly, a nutrition label provides objective product information that enhances consumer knowledge and facilitates more informed evaluation. Both constructs are posited to exert direct effects on trust, which represents the belief in the reliability, credibility, and integrity of the information provided.

Trust is conceptualized as a mediating variable that bridges the influence of advertising claims and nutrition labels on purchase decisions. Consumers are more likely to translate positive perception derived from marketing communication and product information into actual purchasing behavior when trust is established. Furthermore, advertising claims and nutrition labels are also hypothesized to have direct effects on purchase decisions, signifying that persuasive communication and transparent product information can independently encourage consumer action. Collectively, this framework positions trust as a pivotal mechanism through which marketing communication and product information contribute to the formation of purchase decisions.

3. Methodology

This research is an associative analysis with a quantitative method aimed at analyzing the relationship between advertising claims, nutrition labels, and brand trust in purchase decisions. The population consists of the community in Palembang who consumed healthy noodles, with a sample of 400 respondents determined using the Lemeshow formula at a 95% confidence level. Data were collected through an online questionnaire using the simple random sampling method, with an initial screening to ensure respondents consumed healthy noodles. The questionnaire was designed using a 5-point Likert scale to measure the level of agreement.

Data analysis was performed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method, selected for the ability to accommodate diverse data types, process complex models with numerous latent variables and indicators, and operate without stringent statistical assumptions. Meanwhile, the testing was conducted through the outer and inner models. The outer model testing included convergent validity (loading factor ≥0.5), discriminant validity (cross-loading tests), construct validity (AVE >0.5), and reliability (composite reliability >0.6). The inner model testing was conducted by examining the R Square value to measure the Goodness of fit of the Model, which showed the effects of exogenous and intervening variables on endogenous. The analyses were conducted using the SmartPLS application (Hair *et al.*, 2017).

4. Results and Discussion

In the results and discussion section, the research results related to respondent profiles, analysis, and implications of the research results for theoretical and managerial purposes are discussed.

4.1. Profil respondents

This research outlines the descriptive data obtained from the respondents. The data is used to describe the profiles of respondents and identify the relationships between variables. Descriptive data provides an overview of the situations or conditions to enhance the understanding of the results.

The quantitative data collected through questionnaires are distributed to the community in South Sumatra using Google Forms. The general overview of the respondents is obtained from characteristics including gender, age, faculty, batch, income, purchase purpose, and place of purchase, as reported in Table 1:

Table 1: Characteristics of Respondents

Characteristics	Amount	Percentage (%)
Sex		
Female	96	24
Male	304	76
Amount	400	100
Age		
17-20 years	308	77
26-35 years	16	4
36-45 years	56	14
More over 45 years	20	5
Amount	400	100
Medical History		
Diabetes	4	1
Hypertension	2	0.5
Heart	2	0.5
Others	72	18
Nothing	320	80
Amount	400	100
Job	Jumlah	Persentase (%)
Student	2	0.50%
University student	312	78.00%
Part-Time Worker	12	3.00%
Full-time Worker	72	18.00%
Not Working	2	0.50%
Amount	400	100

Source: data processed.

Based on Table 1, 76% and 24.1% of the respondents were males and females, respectively. Therefore, healthy noodles are consumed more by males since the gender is more interested in trying healthier alternative products compared to conventional instant noodles. Males also pay more attention to practical and health aspects when selecting food. Approximately 77% of respondents are in the age range of 17-20

years and are mostly students. This shows that the younger age segment consumes more healthy noodles due to the increasing awareness of healthy eating among the generation.

The age group of 36-45 years (14%) and over 45 years (5%) also shows interest in the product to maintain health and avoid the risk of diseases caused by consuming unhealthy instant foods. Most respondents do not have a history of illness (80%) since Healthy noodle consumers consist of the general public aware of healthy eating habits. Meanwhile, 18% have a history of other diseases, and a small portion have diabetes (1%), hypertension (0.5%), and heart disease (0.5%). This indicates that not all consumers are from groups with specific health conditions, even though this product is claimed to be healthier.

The majority of respondents are students (78%), and this corresponds to the dominance of the age group 17-20 years. The group of students tends to seek healthier food options that are practical and affordable, making Healthy Noodles an attractive choice. In addition, full-time workers (18%) constitute a significant segment since this product is appealing to individuals with busy work routines. Part-time workers (3%), as well as students and unemployed individuals (0.5%), have a smaller proportion in consumption.

Based on the results, the main consumers of Healthy Noodles are younger males aged 17-20 years, primarily students, with an awareness of healthy eating despite the majority not having a history of illness. This product is also appealing to full-time workers and older age groups in smaller numbers. Therefore, the marketing strategy of health can be more directed towards the segment of students and young workers looking for healthier instant noodle alternatives.

4.2. SEM-PLS analysis

Data analysis uses Partial Least Squares (PLS), which is a variant-based alternative method to SEM. PLS is used for structural modeling with reflective or formative indicators (Garson, 2016). SEM-PLS is a statistical method used to examine causal models and the correlation relationships between observed and associated latent variables. This multivariate method combines variance analysis, covariance, factor analysis, and multiple regression to predict the dependency relationships between variables (Hair *et al*., 2019)

Measurement Model

The outer or measurement model in SEM analysis is part of the structural equation used in PLS. The model operates to assess construct validity, specifically the degree to which latent variables are represented by observable indicators. The assessment of the quality of measuring latent variables, which are not directly observable, is conducted (Hair *et al*., 2019). The analysis conducted in SmartPLS encompasses three primary components: Loading Factor, construct validity, and reliability, and discriminant validity. Figure 2 presents the estimated outer model, illustrating the relationships between the indicators and their corresponding latent constructs

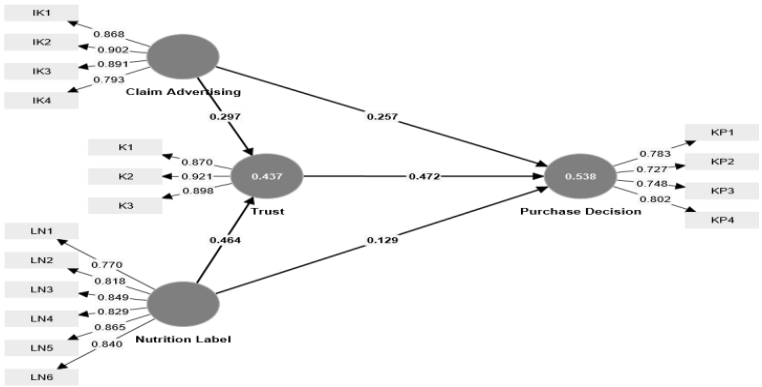

Fig. 2: Outer Model Testing.

Figure 2 illustrates the outer model results, which include both the measurement model (outer loadings of indicators) and the structural model (path coefficients among constructs). All indicator loadings exceed the recommended threshold of 0.70, ranging from 0.727 to 0.921, thereby demonstrating strong indicator reliability and adequate convergent validity. Specifically, the indicators for Advertising Claim (IK1–IK4), Nutrition Label (LN1–LN6), Trust (K1–K3), and Purchase Decision (KP1–KP4) show consistently high loadings, confirming that the observed variables are reliable measures of their respective latent constructs.

The structural paths further indicate the relationships among the constructs. Advertising Claim positively influences Trust (0.297) and Purchase Decision (0.257), while Nutrition Label exerts a stronger effect on Trust (0.464) compared to its weaker direct effect on Purchase Decision (0.129). Trust demonstrates a substantial influence on Purchase Decision (0.472), highlighting its mediating role between the exogenous constructs (Advertising Claim, Nutrition Label) and the endogenous construct (Purchase Decision). The coefficient of determination (R^2) values show that Trust accounts for 43.7% of the variance explained by Advertising Claim and Nutrition Label, while Purchase Decision is explained by 53.8% through the combined effects of Advertising Claim, Nutrition Label, and Trust.

Overall, these results confirm that the measurement model demonstrates adequate validity and reliability, and the structural model supports the hypothesized relationships, with Trust acting as a significant partial mediator between advertising strategies, nutrition information, and consumer purchase decision.

A validity test is a procedure employed to verify that instruments accurately measure the constructs being utilized. This test is carried out using Convergent and Discriminant Validity. Convergent Validity indicates the extent to which a construct is positively correlated with other measures, as calculated by the Average Variance Extracted (AVE) and Loading factor. Meanwhile, Discriminant Validity measures the extent to which a construct is different from others and can be tested using cross-loading values, Fornell-Larcker Criterion, and Heterotrait-Monotrait (HTMT) Ratio.

The loading factor is interpreted as a coefficient used to measure the variables in the reflective measurement model. The value shows the strength of the relationship between the indicator and variable. A high loading factor value indicates that the indicator effectively represents the variable. This can be used to assess convergent validity and ensure that the indicators reflect the represented variables. The loading factor value is considered good with a value above 0.7. Indicators with values below 0.7 are to be excluded from the research model framework. The loading factor values for each indicator range from 0.727 to 0.921, exceeding the threshold of 0.7, thereby confirming that all indicators are suitable for inclusion in the research.

AVE is a statistical measure for analyzing the extent variation in indicators can be explained. This measure shows the contribution of the latent variable to the variance of indicators (Hair *et al*., 2019). The observed variables are capable of accounting for the majority of the variation when the AVE value attains a significant level. The validity of the latent variable is assessed as strong. Therefore, the validity of the latent variable is considered strong. The observation variables may not be efficient when the AVE value is low, since the validity of the construct is questioned (Garson, 2016). In deciding, the variable does not face reliability problems when the AVE value exceeds 0.5. See Table 3:

Table 3: Average Variance Extracted Test

Variable	Average Variance Extracted (AVE)
Purchase Intention	0.586
Trust	0.804
Nutrition Label	0.748
Advertising claim	0.687

Source: Output SmartPls.

Table 3 shows that each variable has an AVE value exceeding 0.5 since the indicators can be included in the research process. Discriminant validity was tested using the Fornell-Larcker Criterion and the HTMT ratio. The Fornell-Larcker test showed that the square root of AVE for each construct is greater than the correlation between constructs, fulfilling the discriminant validity requirement. In addition, all HTMT values were below 0.90, supporting adequate discriminant validity across all variable pairs.

The combined results affirm that the measurement model demonstrates both convergent and discriminant validity, indicating that the constructs are reliable and distinct from one another. Figure 3 presents a heatmap of validity measures (HTMT and Fornell-Larcker), providing a visual summary of inter-construct relationships:

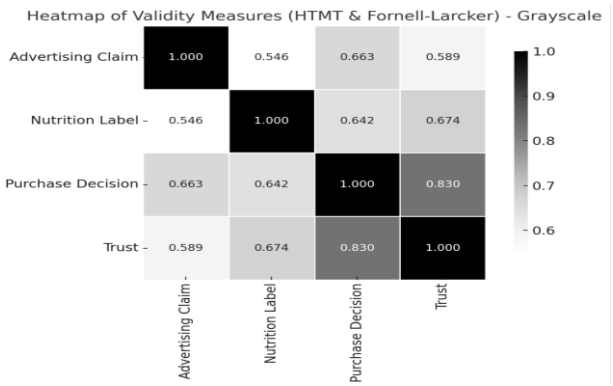

Fig. 3: Heatmap of Validity Measures (HTMT & Fornell-Larcker).

Figure 3 presents the heatmap of validity measures based on the Heterotrait–Monotrait ratio (HTMT) and the Fornell–Larcker criterion. The diagonal values represent the square root of the Average Variance Extracted (AVE), which are all greater than the corresponding inter-construct correlations, confirming discriminant validity. The off-diagonal values indicate the correlations between constructs. All values are below the threshold of 0.85, suggesting that each construct—Advertising Claim, Nutrition Label, Trust, and Purchase Decision—is empirically distinct. The highest correlation is observed between Trust and Purchase Decision (0.830), reflecting the strong theoretical and empirical link between these constructs, while the lowest correlation appears between Advertising Claim and Nutrition Label (0.546). Overall, the results support the adequacy of the measurement model and provide evidence of discriminant validity among the studied constructs.

Cross-loading occurs when one indicator shows a strong correlation with more than one latent variable, instead of clearly representing only one construct. In other words, the indicator "overlaps" between constructs, which may reduce the clarity of the measurement model. If such a situation happens, researchers often consider removing the indicator to ensure that each item reflects only the construct it is supposed to measure. For good measurement quality, an indicator should have a loading value above 0.70, and the highest loading must be on the intended construct. This ensures that the indicator contributes to the validity of the construct and improves the overall interpretability of the model. See Table 6 :

Table 6: Cross-Loading Value of Each Indicator

Indicator	Advertising claim	Nutrition Label	Purchase Decision	Trust
IK1	0.868	0.414	0.516	0.485
IK2	0.902	0.433	0.519	0.480
IK3	0.891	0.426	0.513	0.449
IK4	0.793	0.409	0.395	0.382
K1	0.496	0.538	0.584	0.870
K2	0.493	0.554	0.615	0.921
K3	0.417	0.543	0.641	0.898
KP1	0.563	0.460	0.783	0.561
KP2	0.245	0.361	0.727	0.488
KP3	0.429	0.432	0.748	0.474
KP4	0.449	0.394	0.802	0.563
LN1	0.480	0.770	0.396	0.395
LN2	0.434	0.818	0.443	0.460
LN3	0.393	0.849	0.444	0.463
LN4	0.290	0.829	0.448	0.542
LN5	0.384	0.865	0.454	0.562
LN6	0.452	0.840	0.495	0.572

Source: output SmartPLS.

Table 6 shows that the indicators have a cross-loading value above 0.700 and possess the highest correlation with the latent variables. Therefore, there are no indicators that need to be removed.

The Reliability Test measures the extent to which the indicators used represent the constructs in the analysis. This reflects the extent the measurement reflects the concept or nature of the latent variable. Reliability refers to the consistency of measurement results from the same indicator to measure the construct. The results tend to be consistent when repeated measurements are made on the same population with an indicator of high reliability (Hair *et al.*, 2019). In SmartPLS, the Reliability Test can be assessed through Cronbach's Alpha and Composite Reliability.

Based on the analysis of the measurement and structural model using SmartPLS, several key indicators confirm the robustness and validity of the research model. Composite Reliability was assessed to determine the internal consistency of the constructs. All variables—including Purchase Decision (0.774), Trust (0.878), Advertising Claim (0.896), and Nutrition Label (0.914)- exceeded the standard threshold of 0.7. This indicates that all constructs demonstrate reliable internal consistency and are suitable for further analysis. The Inner Model evaluation focused on understanding the relationships between latent variables. The R Square values showed that 53.8% of the variance in Purchase Decision could be explained by the independent variables in the model, while 43.7% of the variance in Trust was similarly accounted for. These results reflect a moderate explanatory power of the model. To further validate the predictive relevance of the model, Q Square values were examined. The Q^2 for Purchase Intention (0.306) and Trust (0.349) were both greater than zero, indicating that the model has adequate predictive relevance for these constructs.

Lastly, Model Fit was assessed using several indicators. The SRMR value was 0.068, which falls within the acceptable range (<0.08), suggesting a good fit between the hypothesized model and the observed data. Other supporting indicators like d_ULS (0.698), d_G (0.310), and NFI (0.937) also met the required thresholds, although the Chi-Square value did not indicate a fit—this is common in complex models and does not necessarily invalidate the overall fit. Overall, the model is considered to have satisfactory fit and reliability for explaining the structural relationships among the studied variables.

Hypothesis testing in SmartPLS is carried out through Path coefficients bootstrapping, used to determine the magnitude and direction of the independent variable on the dependent variable. Table 12 shows the results of the bootstrapping path coefficients test.

Table 2: Hypothesis Test Results of Direct Effect

Construct	Original Sample (O)	P Values	Hypothesis	Conclusion
Advertising claim -> Trust	0.297	0.000	Significant	Supported
Nutrition label -> Trust	0.464	0.000	Significant	Supported
Advertising claim -> Purchase Decision	0.257	0.000	Significant	Supported
Nutrition Label -> Purchase Decision	0.129	0.013	Significant	Supported
Trust -> Purchase Decision	0.472	0.000	Significant	Supported
Advertising claim -> Trust -> Purchase Decision	0.140	0.000	Significant	Supported
Nutrition label -> Trust -> Purchase Decision	0.219	0.000	Significant	Supported

Source: Output SmartPLS.

Table 2 shows that the advertising claim has a significant positive effect on trust with an original sample value of 0.297, a t-statistic of 4.999 greater than 1.96, and a p-value of 0.000 smaller than 0.05. Furthermore, the nutrition label also has a significant positive effect on trust with an original sample value of 0.464, a t-statistic of 9.858 greater than 1.96, and a p-value of 0.000 smaller than 0.05; hence, the hypothesis is accepted. Advertising claim has a significant positive effect on purchase decision with an original sample value of 0.257, a t-statistic of 4.188 greater than 1.96, and a p-value of 0.000 smaller than 0.05; hence, the hypothesis is accepted. Nutrition label has a significant positive effect on purchase decision with an original sample value of 0.129, a t-statistic value of 2.475 greater than 1.96, and a p-value of 0.013 smaller than 0.05; hence, the hypothesis is accepted. Trust has a significant positive effect on purchase decision with an original sample value of 0.472, a t-statistic of 6.786 greater than 1.96, and a p-value of 0.000 smaller than 0.05; hence, the hypothesis is accepted. Advertising claim has a significant positive effect on purchase decision through trust partially (VAF (a statistical measure used to evaluate the strength of mediation in a structural equation model)= 35.26%), a t-statistic value of 4.227 greater than 1.96, and a p-value of 0.000 smaller than 0.05, hence the hypothesis is accepted. Similarly, the nutrition label has a significant positive effect on purchase decision through trust partially (VAF 62.93%), a t-statistic of 5.392 greater than 1.96, and a p-value of 0.000 smaller than 0.05, hence the hypothesis is accepted.

4.3. Discussion

Advertising claims and nutrition labels are signals used to build consumer trust and influence purchase decisions. Based on the results, the advertising claim has a significant positive effect on purchase decisions. This research is in line with previous results (Chen, 2023; Steinhauser *et al.*, 2019; Tarabella *et al.*, 2020). The result shows that the effectiveness of marketing can improve consumer evaluation of the advertised product. Advertising claim has a significant positive effect on trust. Transparent, relevant, and fact-based advertising claims increase the perceptions of organizational integrity. Advertisements that can convey the added value of a product ("low gluten") provide consumers with a rational reason to trust the product (Morales & Blasco, 2021). This result is in line with research (Davis *et al.*, 2021; Musgrove *et al.*, 2018).

Furthermore, the presence of a nutrition label complements advertising claims by providing verifiable and standardized information that reinforces consumer trust. When consumers perceive coherence between advertising messages and the factual data presented on nutrition labels, their confidence in the brand and product authenticity increases. This synergy between advertising and labeling not only supports trust formation but also strengthens the perceived credibility of marketing efforts. In particular, labels that are easy to interpret and aligned with health-related advertising claims (e.g., "low fat," "high fiber") tend to resonate more with health-conscious consumers, thereby influencing their purchase intention positively. These findings underscore the importance of integrating transparent communication strategies in both advertising content and product labeling to shape favorable consumer behavior.

Nutrition label has a significant positive effect on trust. Consumers who must consume nutritious products to be healthy are expected to trust the labels listed. This is in line with research (Mazzù *et al*., 2022; Talati *et al*., 2016), where clear and credible nutrition labels can increase the perceptions of trust in a product. Nutrition labels provide transparent information about content, hence consumers feel more confident in selecting a product in line with their health needs. This research showed that consumers trusted products with nutrition labels including complete information, such as the number of calories, sugar content, protein, and fat, especially when the label is accompanied by a certification from a credible third party, such as BPOM or FDA. This trust is crucial in improving long-term relationships between consumers and brands. Therefore, the nutrition label is an information tool and mechanism for building trust in brands and products.

Nutrition label has a significant positive effect on purchase decision acceptance. According to informative and easy-to-understand nutrition labels can positively influence purchase decisions. Consumers tend to prefer products that provide clear nutritional information, especially when concerned about health and diet. Nutrition labels show health benefits, such as low calories, low sugar, or high fiber, in making purchase decision. The presence of a transparent nutrition label can reduce consumer doubts about the quality of the product. Therefore, the acceptance of positive influence shows the importance of nutrition information as a key element in a health product marketing strategy. Moreover, the effectiveness of nutrition labels in influencing purchase decisions is amplified when the information is perceived as trustworthy, accessible, and tailored to consumer health consciousness. As modern consumers become increasingly aware of the link between diet and well-being, they actively seek out products that align with their dietary preferences and restrictions. In this context, the nutrition label serves not only as a decision-making aid but also as a form of brand communication that conveys care and responsibility. Products that transparently disclose their nutritional value are often viewed as more credible and consumer-oriented, thereby gaining a competitive advantage in the market. This aligns with the growing trend of conscious consumption, where health-driven buyers prioritize products that support their lifestyle choices. Consequently, companies that invest in clear, honest, and informative nutrition labeling can significantly enhance their brand image and consumer loyalty.

Trust has a significant positive effect on purchase decisions. Consumers believe that the quality of the product is similar to the advertisement conveyed for the purchase (Chen *et al.*, 2023; Suleman *et al.*, 2023). Trust is an important foundation in building consumer loyalty, especially in competitive markets such as health products, where transparent and credible information greatly influences purchase decisions. The significant effect of trust on purchase decisions emphasizes the importance of honest and consistent communication. This finding emphasizes that effective marketing communication must go beyond persuasion; it requires honesty, consistency, and credibility to foster lasting trust. Consequently, companies that successfully build consumer trust not only enhance purchase intention but also strengthen customer retention and positive word-of-mouth, thereby securing a sustainable competitive advantage.

In addition, trust acts as a mediator between marketing strategies and consumer behavior, bridging the gap between company intentions and consumer perceptions. For example, when consumers are repeatedly exposed to reliable advertising claims and accurate product labeling, a sense of reliability is formed, which in turn influences their future purchase behavior. This dynamic highlights the cumulative effect of consistent brand messaging in establishing long-term trust. In industries where consumers are highly involved and risk-averse, such as food, health, and wellness, the presence of trust can significantly reduce uncertainty and increase consumer confidence in trying new products. Thus, companies that invest in trust-building mechanisms, such as transparency, third-party certifications, and responsive customer service, are more likely to foster strong purchase intentions and sustain a loyal customer base.

Advertising claim has a significant positive effect on purchase decision, partially through trust. According to Hanaysha *et al.* (2022) and Wulandari *et al.* (2020)Trust acts as a mediating variable in the relationship between advertising claims and purchase decisions. A credible and relevant advertising claim can build consumer trust in a product. Consumers tend to trust products with advertising claims that support their personal needs or values, such as health benefits, environmental friendliness, or certain advantages over competitors. In this research, trust only partially mediates the effect of advertising claims on purchase decisions because consumers can be influenced in two different ways. First, some consumers decide to buy simply because the ad itself is convincing, such as highlighting discounts, product benefits, or unique features, without necessarily relying on trust. Second, other consumers rely on trust, meaning that clear, honest, and fact-based advertising builds confidence in the product and motivates purchase. Since both of these pathways exist, trust is important, but not the only factor that explains why advertising claims drive consumer purchases. This means marketers need to create advertising that is not only attractive and persuasive but also credible enough to strengthen consumer trust.

This finding underscores the need for advertising that is not only transparent, honest, and fact-based but also strategically crafted to directly appeal to consumer motivations. Enhancing trust can amplify the effect, but a strong advertising claim can still have a direct positive influence on consumer decision even without the mediating role of trust.

Nutrition labels have a significant positive effect on purchase decisions through trust, partially. This indicates that trust acts as a mediator, but not the only pathway through which nutrition labels influence consumer purchase decisions. In line with previous findings (Temmerman *et al.*, 2021; Rupprecht *et al*., 2020; Zubair, 2020) trust in nutrition labels enhances the relationship between nutritional information and consumer behavior. Specifically, nutrition labels that are complete, accurate, and easy to understand can foster consumer trust, especially in the context of health-related products.

However, the partial mediation result means that nutrition labels also have a direct effect on purchase decisions, independent of trust. The results show that nutrition labels influence consumer purchase decisions in two ways. First, labels can directly encourage purchases because consumers see clear and useful information, such as “low sugar,” “high in protein,” or “rich in vitamins.” This information alone may be enough for health-conscious consumers to make a decision. Second, nutrition labels also build trust when the information is accurate, transparent, and easy to understand; consumers feel more confident about the product and the brand. However, trust is not the only reason consumers buy. Some make a decision simply because the label information matches their needs, while others rely more on trust to feel assured. This means that companies should focus not only on designing complete and reliable nutrition labels to build trust but also on making the information clear, relevant, and appealing so that it directly supports consumer decision-making.

While trust is indeed a critical factor in decision-making, helping consumers feel confident that the product delivers on its health promises, it is not the sole determinant. The direct influence of nutrition labels reflects their intrinsic persuasive power, especially when designed clearly, attractively, and with credible details.

Therefore, nutrition labels function both as informational tools and as trust-building mechanisms. When they meet consumer expectations and are backed by certifications or regulations, they can reinforce brand credibility. Yet, the direct impact of well-structured labels shows that even without a strong sense of trust, informative labels alone can positively sway consumer choices. As such, companies aiming to influence purchase decisions should focus not only on fostering trust but also on ensuring that the design, clarity, and relevance of their nutrition labels can directly appeal to health-conscious consumers.

The findings of this study carry several important policy implications that extend beyond the immediate context of consumer purchase behavior. First, regulatory bodies should prioritize the establishment of standardized and transparent guidelines for the use of health claims on food products. Inconsistent labeling practices and vague claims may mislead consumers, erode trust, and create uneven competition in the marketplace. By enforcing uniform standards, supported by rigorous scientific evidence and subject to regular monitoring, policymakers can reduce the risk of deceptive marketing and enhance the credibility of both local and international food markets. Harmonizing national regulations with international frameworks, such as those provided by the European Food Safety Authority (EFSA) or the U.S. Food and Drug Administration (FDA), would further strengthen consumer protection and facilitate global trade.

Second, the economic dimension of trust-building strategies merits greater attention. Although transparent labeling, independent certification, and credible advertising may involve higher initial costs for producers, these practices should be viewed as strategic investments rather than expenses. In the long term, trust-building can generate positive returns by improving consumer loyalty, reducing the costs

associated with skepticism or litigation, and enhancing overall market efficiency. Furthermore, policies that incentivize firms to adopt responsible marketing—such as tax benefits, subsidies for compliance, or public recognition programs—could accelerate the adoption of cost-effective, trust-oriented strategies in the food industry.

Finally, this study underscores the need for comprehensive public health campaigns to improve nutritional literacy across diverse demographic groups. Many consumers lack the knowledge to critically interpret nutrition labels and health claims, making them vulnerable to misleading information or marketing exaggeration. Public health authorities should therefore collaborate with educational institutions, media platforms, and community organizations to disseminate accessible, evidence-based nutritional information. Such initiatives can empower consumers to make informed decisions, foster healthier dietary practices, and reduce the long-term societal burden of diet-related illnesses. By linking consumer protection with public health promotion, these campaigns can create a more resilient food system that benefits individuals, businesses, and society.

In the Indonesian context, these policy implications are closely tied to existing regulatory frameworks such as Government Regulation (PP) No. 28/2004 on food safety, quality, and nutrition, and PP No. 69/1999 on food labeling and advertising. While these regulations provide a legal foundation for the use of nutrition and health claims, their effectiveness largely depends on consistent enforcement, clarity of standards, and alignment with international best practices. Strengthening these regulations by introducing stricter requirements for scientific substantiation, ensuring regular monitoring, and improving transparency in communication would not only enhance consumer trust but also support Indonesia's integration into the global food market. By linking domestic regulations to international benchmarks, Indonesia can set higher standards for consumer protection, promote healthier lifestyles, and stimulate sustainable growth in its food and beverage industry.

5. Conclusion and Suggestion

In conclusion, advertising claims and nutrition labels affected purchase decisions. Additionally, trust was proven to mediate the relationship between advertising claims and nutrition labels on purchase decisions. Therefore, trust factor had an important role in the consumer decision-making process towards the product.

This research provided theoretical contributions by strengthening the understanding of the relationship between advertising claims, nutrition labels, trust, and purchase decisions. Credible information in marketing could increase consumer trust and lead to increased purchase decisions. Although this study focused on a single product, namely instant noodles, the findings can also be applied to other health-related products such as organic snacks, fortified beverages, plant-based alternatives, or functional foods that similarly rely on credible nutrition labeling and trustworthy advertising claims to influence consumer purchase behavior.

Companies could use scientific data to make advertising claims, such as low-calorie or preservative-free "verified" labels by trusted institutions such as the Food and Drug Administration or organic certification. Using clear and precise language without exaggerated claims is more effective. For instance, stating "80% lower fat" provides a more accurate representation than the generic term "low fat."

An authentic brand image could be built by presenting stories to show commitment to health, such as processing natural ingredients and working with local farmers. For the nutrition label, the information presented was easy to understand, using tables with clear additional colors or icons for easy identification. The inclusion of additional claims such as " MSG-free or low glycemic index " or "suitable for a healthy diet" also increased product appeal. QR codes were also added to show detailed information about the ingredients, certifications, and health benefits of a product.

From a managerial perspective, organizations were expected to be more active in building consumer trust through transparent interactions on different digital platforms. Activating consumer question and answer features on social media or websites could strengthen relationships with customers. In addition, a positive brand image was strengthened by publishing customer reviews to show the positive impact of a product on health. Trust could also be increased by collaborating with influencers in the healthy lifestyle field and educating consumers through social media about the benefits of products. These efforts enhanced customer loyalty and expanded market reach.

The results served as the basis for further research in the field of marketing, especially related to factors influencing purchase decisions for health products. Therefore, this research reported the importance of trust as a mediator in the relationship between advertising claims and nutrition labels with purchase decisions. Theoretical models in marketing were also enriched concerning brand communication strategies and consumer perceptions.

Future research could extend the present study by examining alternative mediators, such as brand loyalty, which may capture the long-term relational aspect of consumer decision-making beyond the immediate role of trust. Cross-cultural comparisons would also provide valuable insights, as cultural norms and regulatory environments may influence how consumers interpret advertising claims and nutrition labels, and consequently, how trust is formed. From a theoretical standpoint, the findings contribute to the refinement of Information Reception Theory by emphasizing that the persuasiveness of marketing communication is not only dependent on message content but also on the credibility mechanisms that foster trust in health-related product contexts. Finally, the economic implications of trust-building strategies warrant further exploration. Establishing consumer trust through transparent labeling and credible claims may involve upfront costs for firms, but such investments can generate long-term returns by reducing consumer skepticism, enhancing market efficiency, and fostering sustained competitive advantage.

Some limitations were considered, even though this research provided valuable insights. The generalization of the results to other products was limited since only a specific brand was the main focus. In addition, the method used was quantitative, and the questionnaire was distributed through Google Forms, which only reached respondents with Internet access. Therefore, there could be bias in respondent characteristics, and the psychological factors of consumers were not explored in depth. Further research was recommended to use a qualitative method to gain a more comprehensive understanding of the factors influencing purchase decisions.

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