

The Impact of Brand Trust and Brand Image on Purchase Decision Through Buying Interest Consumers as an Intervening Variable

Dimas Prasetyo¹, Firdaus Firdaus², Jumai Jumai³, Nurhayati Nurhayati⁴

^{1,2,3,4}Department of Management, University of Muhammadiyah Semarang

Correspondence Email: dimdimprasetyo@gmail.com

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Prasetyo, D., Firdaus, F., Jumai, J., Nurhayati, N. (2024). The Impact of Brand Trust and Brand Image on Purchase Decision Through Buying Interest Consumers As An Intervening Variable (Case Study on Ardiles Shoe Products for the People of Semarang City). Economics and Business International Conference Proceeding, 1(2), 815-829.



This is an open-access article.

License: Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: July 20, 2024

Accepted: July 25, 2024

Published: August 1, 2024

ABSTRACT

PT. Wangta Agung or better known with Ardiles operating in the footwear sector in Indonesia. This research aims to analyze and describe impacts brand trust and brand image towards Purchase decisions through purchase interest consumers as an intervening variable. This research method uses distributing questionnaires to 100 respondents, with a non-sampling technique probability sample. Collection technique data using a Likert scale with distribute questionnaires via Google Form. The analysis method uses with SEM-PLS 4.0. The research results show that brand trust and brand image do not positive and non-significant effect, brand trust has a positive effect and significant impact on consumer buying interest the same as the brand image variable, the intervening variable buying interest has an influence positive towards purchasing decisions, Brand trust and brand image have an influence positive and significant to the decision purchases through consumer buying interest as an intervening variable. It means with the presence of intervening variables will make consumers more interested and make purchasing decisions on Ardiles products in the city of Semarang

Keywords: Brand Trust, Brand Image, Purchase Interest, Purchase Decision.

INTRODUCTION

The fashion industry is experiencing rapid growth currently, which is largely driven by people's lifestyles. However, the impact of the pandemic has changed the landscape of this industry significantly. During 2020, the fashion industry faced a high threat regarding the risk of bankruptcy. Industry leaders must think hard to adapt strategies and create new business models to maintain sustainability. Many fashion companies are closing their outlets due to this change in behavior and switching to the use of digital technology.

Initially, fashion trends in Indonesia tended to adopt Western styles, both in the choice of materials and designs. In general, young people in Indonesia prefer simple and relaxed clothes or shoes, especially for daily activities such as working, going to campus, traveling. The development of fashion trends in Indonesia is influenced by several factors such as the media, entertainment industry, business world, and the internet. According to the website <http://italianfashionschool.id> currently, the fashion trend that is currently developing in Indonesia is shoes, the Indonesian shoe market, there are many companies that operate, including local and international companies. Ardiles is an Indonesian shoe brand that is well known among students. However, along with developing trends in the world of shoes, Ardiles has established itself as an Indonesian shoe brand that provides various models suitable for various groups.

On the way to building PT. Wangta Agung or better known as its product Ardiles, is experiencing many problems, one of which is a continuous decline in sales percentage every year which can be seen in the Top Brand Index in the 2021-2024 period.

Based on the Top Brand Award 2024 image above, the highest level of product purchases is Eiger, which reaches 37.10%, second is Carvil, which reaches 18.30%, while Ardiles is in third place with the Top Brand Award with a percentage of 11.20% in 2021, then in 2022 Ardiles experienced a decrease from the previous percentage to 10.40%, then in 2023 Ardiles experienced another decrease to 9.90%, most recently in 2024 Ardiles experienced a very drastic decrease from previous years until now to 8.60%. This proves that there are quite serious problems in the Ardiles company and require the best solution for this.

This makes it interesting to examine again, to ensure the truth that exists in different objects, and in this research to bridge existing problems, this research offers an intervening variable as a solution, namely consumer buying interest. The hope is that with good buying interest from consumers, it will make consumers' moods more open to buying the products offered by the company in this research, namely Ardiles products.

LITERATURE REVIEW

Purchase Decision

According to (Kotler 2002), purchasing decisions are a series of processes that consumers go through in determining purchasing actions. According to (Darsono and Husda 2020), purchasing decisions are decisions that influence financial aspects, economic development, technological progress, price and culture. Therefore, this decision encourages consumers to search for information and make purchasing decisions about a product

Interested in buying

According to Simamora (2015) quoted in (DA Sari et al., 2021), interest is something that is personal and related to attitudes. Individuals who are interested in an object will have the strength or urge to carry out a series of behaviors to approach or obtain the object. According to (Kotler and Keller 2016) quoted in (Niaga & Bandung, 2020) consumers may also form the intention to buy the most preferred brand, which means that consumers have the desire to buy a product based on a particular brand.

Brand Trust

According to (Arikunto 2018), brand trust is the consumer's belief that a product has certain attributes, which are formed from repeated views and through learning and experience. Customer trust is critical to success, because relationships based on trust are invaluable. Groups of people who believe in the quality of a product or service tend to have the desire to fulfill people's needs or desires by purchasing that product (Kurnia & Krisnawati 2023).

Brand Image

Brand Image is an image formed in consumers' minds about a particular brand, which is formed through evaluation and comparison with other brands in the same product category. The image of each product on the market is influenced by marketing strategies designed to differentiate it from competitors, as explained by (Kotler and Keller 2016).

Thinking Framework

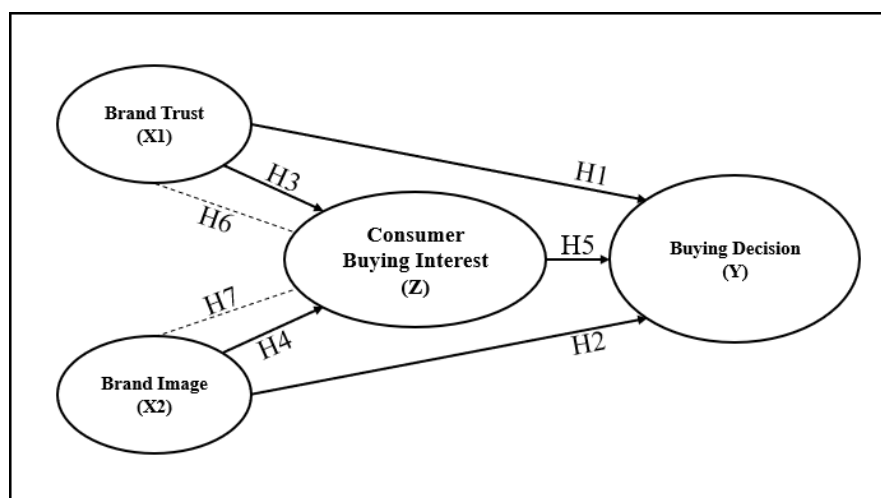


Figure 1. Thinking Framework

Hypothesis

1. The influence of Brand Trust on purchase decisions

Brand Trust on Purchasing Decisions with the original sample path coefficient (0.200) with T statistics of (1.643), therefore the T statistics value is 0.05. These results show that Brand Trust has a negative influence and non-significant to purchasing decisions. **(Ho)**

H1: Brand Trust has a negative and non-significant effect on purchasing decisions

2. The influence of brand image on purchase decisions

Brand Image on purchasing decisions with an original sample path coefficient of (0.196), with T statistics of (1.607), therefore the T statistics value is 0.05. These results show that Brand Image has a negative and non-significant influence on purchasing decisions. **(Ho)**

H2: Brand Image has a negative and non-significant effect on purchasing decisions

3. The influence of Brand Trust on Purchase Interest Brand Trust on Purchase Interest with an original sample path coefficient of (0.380), with T statistics of (2.603), therefore the T statistics value is >1.96 and the P Values is (0.009) so it shows a figure <0.05 . These results show that Brand Trust has a positive and significant influence on Consumer Purchase Interest. **(Ha)**

H3: Brand Trust has a positive and significant effect on Purchase Interest

4. The influence of Brand Image on buying interest Brand Image on Purchase Interest with an original sample path coefficient of (0.526), with T statistics of (3.646), therefore the T statistics value is >1.96 and the P Values is (0.000) so it shows a figure <0.05 . These results show that Brand Image has a positive and significant influence on Consumer Purchase Interest. **(Ha)**

H4: Brand Image on Consumer Purchase Interest

5. Influence between Purchase Interest on purchase decision

Purchase Interest on Purchase Decisions with an original sample path coefficient of (0.540), with T statistics of (4.094), therefore the T statistics value is >1.96 and the P Values is (0.000) so it shows a figure <0.05 . These results show that Purchase Interest has a positive and significant influence on Purchase decisions. **(Ha)**

H5: Purchase Interest has a positive and significant influence on Purchase Decisions

6. The influence of Brand Trust on purchase decisions through Purchase Interest as an intervening variable

Brand Trust on Purchase Decisions through Purchase Interest as an intervening variable, with an original sample path coefficient of (0.205), with T statistics of (2.222), therefore the T statistics value is >1.96 and the P-Values is (0.026) so it shows a number <0.05 . These results show that Brand Trust has a positive and significant influence on Purchase Decisions through Purchase Interest as an intervening variable. **(Ha)**

H6: Brand Trust has a positive and significant effect on purchasing decisions through Purchase Interest as an intervening variable

7. The influence of Brand Image on purchasing decisions through Purchase Interest as an intervening variable

Brand Image on Purchase Decisions through Purchase Interest as an intervening variable, with an original sample path coefficient of (0.284), with T statistics of (2.573), therefore the T statistics value is >1.96 and the P-Values is (0.010) so it

shows a number < 0.05 . These results show that Brand Image has a positive and significant influence on Purchase Decisions through Purchase Interest as an intervening variable. **(Ha)**

H7: Brand Image has a positive and significant influence on purchasing decisions through Purchase Interest as an intervening variable

RESEARCH METHODS

The method in this research uses a questionnaire with a total distribution of 100 respondents, the sampling technique used is non-probability sample. With the "Convenience Sample" technique, the number of samples in this study was determined using the lemeshow formula. The data collection technique used was a Likert scale by distributing questionnaires and distributing them via Google Form. The data analysis method uses Structural Equation Modeling-Partial Least Square (SEM-PLS) version 4.0.

RESULTS AND DISCUSSION

Validity Test Results

Tabel 1. Hasil outer Loading (Loading Factor)

| Variable | Indikator | Outer Loadings |
|----------------------|-----------|----------------|
| <i>Brand Trust</i> | BT 1 | 0.827 |
| | BT 2 | 0.803 |
| | BT 3 | 0.856 |
| | BT4 | 0.824 |
| <i>Brand Image</i> | BI 1 | 0.835 |
| | BI2 | 0.882 |
| | BI 3 | 0.847 |
| Interested in buying | MB 1 | 0.723 |
| | MB 2 | 0.861 |
| | MB 3 | 0.904 |
| Purchase Decision | KP 1 | 0.720 |
| | KP 2 | 0.806 |
| | KP 3 | 0.819 |
| | KP 4 | 0.790 |
| | KP 5 | 0.852 |

Source: Primary data processed by SmartPLS 4.0, 2024

The results of SmartPLS 4.0 can be seen in table 1 which shows that the outer loadings values with variables have met the convergent validity criteria because the indicators have validity values above >0.70 . In table 4.6, the correlation value for the Brand Image variable shows a validity value above >0.70 , the correlation for the Brand Image variable shows a validity value above >0.70 , the correlation for the Consumer Purchase Interest variable shows a validity value above >0.70 , the correlation for the variable Purchase decisions shows validity values above >0.70 . This shows that values above >0.70 for variable constructs are not eliminated from the model.

Convergent Validity Test

Tabel 2. Nilai Average Variance Extracted (AVE)

| Variable | AVE | Information |
|-------------------|-------|-------------|
| Brand Trust | 0.685 | Valid |
| Brand Image | 0.730 | Valid |
| Buy Interest | 0.693 | Valid |
| Purchase Decision | 0.637 | Valid |

Source: Primary data processed by SmartPLS 4.0, 2024

Based on table 2 above, it shows that the AVE value expected by this research is as follows:

1. The results above show that the AVE value of the Brand Trust variable (X1) is 0.685 > 0.50, thus indicating that the Brand Trust variable has good validity.
2. The results above show that the AVE value of the Brand Image variable (X2) is 0.730 > 0.50, thus indicating that the Brand Image variable has good validity.
3. The results above show that the AVE value of the variable (Intervening) Purchase Interest is 0.693 > 0.50, thus indicating that the Purchase Interest variable has good validity.
4. The results above show that the AVE value of the Purchasing Decision variable (Y) is 0.637 > 0.50, thus indicating that the Purchasing Decision variable has good validity.

Discriminant Validity

Table 3. Results of Cross Loading Values

| Indicator | Brand Trust | Brand Image | Interest in Buying | Purchase Decision |
|-----------|-------------|-------------|--------------------|-------------------|
| BT 1 | 0.827 | 0.696 | 0.605 | 0.609 |
| BT 2 | 0.803 | 0.667 | 0.624 | 0.646 |
| BT 3 | 0.856 | 0.675 | 0.697 | 0.715 |
| BT 4 | 0.824 | 0.657 | 0.737 | 0.655 |
| BI 1 | 0.636 | 0.835 | 0.661 | 0.661 |
| BI 2 | 0.708 | 0.882 | 0.731 | 0.731 |
| BI 3 | 0.737 | 0.847 | 0.680 | 0.680 |
| MB 1 | 0.654 | 0.649 | 0.723 | 0.558 |
| MB 2 | 0.666 | 0.699 | 0.861 | 0.793 |
| MB 3 | 0.702 | 0.738 | 0.904 | 0.787 |
| KP 1 | 0.549 | 0.572 | 0.567 | 0.720 |
| KP 2 | 0.609 | 0.613 | 0.694 | 0.806 |
| KP 3 | 0.646 | 0.639 | 0.669 | 0.819 |
| KP 4 | 0.697 | 0.713 | 0.767 | 0.790 |
| KP 5 | 0.658 | 0.678 | 0.733 | 0.852 |

Source: Primary data processed by SmartPLS 4.0, 2024

Based on what is shown in table 3, it is known that each indicator on the research variable shows the largest cross loading value on the variable it forms, with the reflexive indicators showing the cross loadings value for each variable >0.70, compared to the cross loadings value on the other variables. The results of the processed data in table 3 show that each indicator of the variables used in this research has good discriminant validity.

Table 4. Composite Reliability Results

| Variable | Composite reliability | Information |
|----------------------------------|-----------------------|-------------|
| Brand Trust (X1) | 0.897 | Reliable |
| Brand Image (X2) | 0.890 | Reliable |
| Interest in Buying (Intervening) | 0.870 | Reliable |
| Purchase Decision (Y) | 0.898 | Reliable |

Source: Primary data processed by SmartPLS 4.0, 2024

Based on table 4, the results of composite Reliability for Brand Trust are (0.897), Brand Image is (0.890), Purchase Interest is (0.870), and Purchase Decision is (0.898). With this, the results of all constructs have reached the value of good Composite Reliability. Because it has exceeded the value >0.70 which is supported by theory (Hair et al., 2021).

Table 5. Cronbach's Alpha Results

| Variable | Cronbach's alpha | information |
|----------------------------------|-------------------------|--------------------|
| Brand Trust (X1) | 0.847 | Reliable |
| Brand Image (X2) | 0.815 | Reliabel |
| Interest in Buying (Intervening) | 0.774 | Reliabel |
| Purchase Decision (Y) | 0.857 | Reliabel |

Source: Primary data processed by SmartPLS 4.0,2024

Based on table 5, the Cronbach's Alpha results show that the Brand Trust variable is (0.847), the Brand Image variable (0.815), the Purchase Interest variable (0.774), and the Purchase Decision variable (0.857). The results of Cronbach's Alpha for each construct show that the value of each variable is reliable and also accepted because it meets the value above >0.70 which is supported by theory (Hair et al., 2019). So it can be concluded that this research obtained a Composite Reliability value and Cronbach's Alpha shows reliability.

**Submission of Hypothesis
Estimate For Path Coefficient**

Table 6. Path Coefficient Results

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|---|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| Brand Trust→ Purchase Decision | 0.200 | 0.209 | 0.122 | 1.643 | 0.100 |
| Brand Image→ Purchase Decision | 0.196 | 0.186 | 0.122 | 1.607 | 0.108 |
| Brand Trust→ Minat Beli | 0.380 | 0.401 | 0.146 | 2.603 | 0.009 |
| Brand Image→ Interest in Buying Interest in Buying→ Purchase Decision | 0.526 | 0.504 | 0.144 | 3.646 | 0.000 |
| | 0.540 | 0.541 | 0.132 | 4.094 | 0.000 |

Source: Primary data processed by SmartPLS 4.0,2024

- H1: Brand Trust has a negative and non-significant effect on purchasing decisions
- H2: Brand Image has a negative and non-significant effect on purchasing decisions
- H3: Brand Trust has a positive and significant effect on Purchase Interest
- H4: Brand Image has a positive and significant effect on Purchase Interest
- H5: Purchase Interest has a positive and significant influence on Purchase Decisions

Table 7. Indirect Effect Results

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|--|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| Brand Trust → Interest in Buying → | 0.205 | 0.213 | 0.092 | 2.222 | 0.026 |

| | | | | | |
|----------------------|-------|-------|-------|-------|-------|
| Purchase Decision | | | | | |
| Brand Image → | | | | | |
| Interest in Buying → | 0.284 | 0.275 | 0.110 | 2.573 | 0.010 |
| Purchase Decision | | | | | |

Source: Primary data processed by SmartPLS 4.0, 2024

H6: Brand Trust has a positive and significant influence on purchasing decisions through Purchase Interest as an intervening variable

H7: Brand Image has a positive and significant influence on purchasing decisions through Purchase Interest as an intervening variable

R- Square (R2)

Table 8. Results of R-Square Values

| Indicator | R-Square | R-square adjusted |
|--------------------|----------|-------------------|
| Interest in Buying | 0.746 | 0.741 |
| Purchase Decision | 0.784 | 0.777 |

Source: Primary data processed by SmartPLS 4.0, 2024

Based on table 8 which shows the R-Square results, the R2 for Purchase Interest is (0.746) and the R2 for Purchase Decision is (0.784). So the R-Square value is in accordance with theory according to (Hair et al., 2019) quoted in the journal (Septyadi et al., 2022) for the Purchase Intention value is good and the Purchase Decision is strong.

Q-Square (Q2)

Table 9. Results of Q2 predictive relevance values

| Indicator | Q ² Predict |
|--------------------|------------------------|
| Interest in Buying | 0.717 |
| Purchase Decision | 0.694 |

Source: Primary data processed by SmartPLS 4.0, 2024

CONCLUSION

1. Brand Trust has no positive and non-significant effect on purchasing decisions.

On Ardiles shoe products in the people of Semarang city. Based on the results of the analysis in this study, it shows that Brand Trust affects purchasing decisions with an Original Sample path coefficient of 0.200 with T Statistics of 1.643, more than 0.05. This evidence shows that Brand Trust has both negative and non-negative influences significant to purchasing decisions. In the people of Semarang city, consumers of Ardiles shoes.

2. Brand Image has no positive and non-significant effect on purchasing decisions.

On Ardiles shoe products in the people of Semarang city. This research shows that Brand Image influences purchasing decisions with an Original Sample path coefficient of 0.196 with T Statistics of 1.607 0.05. This evidence shows that Brand Image has a negative and non-significant influence on purchasing decisions. In the people of Semarang city, consumers of Ardiles shoes.

3. Brand Trust has a positive and significant effect on purchasing interest as an intervening variable.

On Ardiles shoe products in the people of Semarang city. Based on the results of the analysis in this research, it shows that Brand Image affects purchasing decisions

with an Original Sample path coefficient of 0.380 with T Statistics of 2.603 which shows a value of >1.96 and p-values of 0.009 which shows a value of <0.05 . This evidence shows that Brand Trust has a positive and significant influence on consumer purchasing interest. In the people of Semarang city, consumers of Ardiles shoes.

4. Brand Image has a positive and significant effect on purchasing interest as an intervening variable.

On Ardiles shoe products in the people of Semarang city. Based on the results of the analysis in this research, it shows that Brand Image affects purchasing decisions with an Original Sample path coefficient of 0.526 with T Statistics of 3.646 which shows a value of >1.96 and p-values of 0.000 which shows a value of <0.05 . This evidence shows that Brand Image has a positive and significant influence on consumer buying interest. In the people of Semarang city, consumers of Ardiles shoes.

5. Consumer Purchase Interest has a positive and significant influence on purchasing decisions.

On Ardiles shoe products in the people of Semarang city. Based on the results of the analysis in this study, it shows that consumer buying interest in purchasing decisions has an Original Sample path coefficient of 0.540 with a T statistic of 4.094 which shows a value of >1.96 and p-values of 0.000 which indicates a value of >1.96 and p-values of 0.000 which indicates a value <0.05 . This evidence shows that consumer buying interest has a positive and significant influence on purchasing decisions. In the people of Semarang city, consumers of Ardiles shoes.

6. Brand Trust has a positive and significant influence on purchasing decisions through consumer purchasing interest as an intervening variable.

In the people of Semarang city, consumers of Ardiles shoes. Based on the results of the analysis in this study, it shows that the influence of Brand Trust on purchasing decisions is through purchase interest as an intervening variable with an Original Sample path coefficient of 0.205 with T Statistics of 2.222 which shows a value of >1.96 and p-values of 0.026 which shows a value of 0.205 with T Statistics of 2.222 which shows a value of >1.96 and p-values of 0.026 which shows a value of <0.05 . This evidence shows that Brand Trust has a positive and significant influence on purchasing decisions through consumer purchasing interest as an intervening variable. In the people of Semarang city, consumers of Ardiles shoes.

7. Brand Image has a positive and significant influence on purchasing decisions through consumer Purchase Interest as an intervening variable.

In the people of Semarang city, consumers of Ardiles shoes. Based on the results of the analysis in this study, it shows that the influence of Brand Image on purchasing decisions is through purchase interest as an intervening variable with an Original Sample path coefficient of 0.284 with T Statistics of 2.573 which shows a value of >1.96 and p-values of 0.010 which shows a value of >1.96 and p-values of 0.010 which shows a value of <0.05 . This evidence shows that Brand Image has a positive and significant influence on purchasing decisions through consumer Purchase Interest as an intervening variable. In the people of Semarang city, consumers of Ardiles shoes.

REFERENCES

- Abdul Kohar Septyadi, M., Salamah, M., & Nujiyatillah, S. (2022). Literature Review Purchase Decisions and Consumer Purchase Interest in Smartphones: Prices and Promotions. *Journal of Educational Management and Social Sciences*, 3(1), 301–313. <https://doi.org/10.38035/jmpis.v3i1.876>
- Adabi, N. (2020). Influence of brand image, service quality and consumer confidence in indihome purchasing decisions at Witel Telkom Depok Influence of brand image,

- service quality and consumer confidence on indihome purchasing decisions at Telkom Telecommunications. 12(1), 32–39.
- Aditia, B., Silabana, P., & Edwarda, YR (2023). Machine Translated by Google International Journal of Data and Network Science Machine Translated by Google. 7, 225–234. <https://doi.org/10.5267/j.ijdns.2022.11.001>
- Adriana, NC, & Ngatno, N. (2020). THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON PURCHASING DECISIONS THROUGH PURCHASING INTEREST AS AN INTERVENING VARIABLE (Study of Sariayu Martha Tilaar Consumers in Semarang City). Journal of Administrative Sciences 198–208. <https://doi.org/10.14710/jiab.2020.26322>
- Albari, A., & Liriswati, A. (2004). Analysis of consumer buying interest in Lux, Biore and Lifebuoy liquid soap in Yogyakarta Municipality in terms of the influence of their attitudes after seeing advertisements on television and subjective norms. Journal of Business Strategy, 2(9), 213–239. <https://doi.org/10.20885/jsb.vol2.iss9.art5>
- Alves, G. (2020). The future of fashion looks bright: The digital boom, domestic luxury and product passports are the future. The Economic Times. <https://economictimes.indiatimes.com/magazines/panache/future-of-fashion-looks-bright-digital-boom-domestic-luxuries-and-product-passports-the-way-forward/articleshow/89683783.cms?from=mdr>
- Amirullah. (2002). No Title. Consumer Behavior., first print. Jakarta, graha Ilmu. Andriani, P., & Heriyanto, M. (2023). The Influence of Brand Trust and Product Quality on Purchasing Decisions at Rotte Bakery Delima Branch. El-Mal: Journal of Economics & Business Studies 5(1), 318–329. <https://doi.org/10.47467/elmal.v5i1.3545> Islam,
- Annung Purwati, MMC (2019). The Influence of Brand Ambassadors and Brand Image on Purchase Interest Which Impacts Purchase Decisions. Our Economic Scientific Journal, 12(1), 12.
- Ardani, W. (2020). The Influence of Brand Image and Brand Trust on Consumer Purchasing Decisions for Converse Shoes in Denpasar City, Bali. Journal of Computer Science and Business, XI (1), 2412–2427.
- Article, S., Product, P.K., Reinaldo, I., & Chandrab, S. (2020). Journal of Business and Applied Technology Saran Berkat Pekanbaru. 1(2), 137–150.
- Astuti, CW (2022). The Influence of Social Media Marketing and Brand Trust on Repurchase Intention with Customer Satisfaction as an Intervening Variable. Journal of Advances in Digital Business and Entrepreneurship, 01(02), 33–49.
- Budihardja, L., & Sitingjak, T. (2022). The Influence of Brand Identity, Brand Image, and Brand Trust on Loyalty among Nike Shoe Consumers in Jakarta. Journal of Management, 11(2), 1–8. <https://doi.org/10.46806/jm.v11i2.870>
- Dewi, LKC, Widagdo, S., Martini, LKB, & Suardana, IBR (2022). The Influence of Digital Marketing and Customer Relationship Marketing on Tourist Decisions with Brand Image as a Mediating Variable. EQUITY (Journal of Finance), 6(2), Economics And 243–270. <https://doi.org/10.24034/j25485024.y2022.v6.i2.5205>
- Ernawati, R. (2021). Analysis of the Influence of Promotion, Price and Brand Image on Purchasing Decisions on the Zalora E-commerce Site in Jakarta. Business

- Management Analysis Journal 80–98. <https://doi.org/10.24176/bmaj.v4i2.6663> (BMAJ), 4(2),
- Fauziah, N., & Aziz Mubarak, DA (2019). The Influence of Brand Image on Purchase Intention: Study on Beauty Products. *Image Journal of Management Research*, 8(1), 37–44. <https://doi.org/10.17509/image.v8i1.22686>
- Fauziyah et al., J., Dan, E., & Merangin, DIK (2022). KAWASAKI KLX MOTORCYCLE PURCHASE DECISION. 2(2), 210–218.
- Ghozali. (2021). No Title. *Multivariate Analysis Application with the IBM SPSS 26 Program*. Diponegoro University Publishing Agency., 10th Edition.
- Gligorijevic, N., Robajac, D., & Nedic, O. (2019). Increased Sensitivity of Platelets to the Action of Insulin Like Growth Factor 1 in Patients with Type 2 Diabetes Mellitus. *Biochemistry*, 84(10), 1511–1518. <https://doi.org/10.1134/s0320972519100129>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.ijime.2022.100102>
- Hanifah, H.N., Hidayati, N., & Mutiarni, R. (2019). The Influence of Environmentally Friendly Products and Prices on Tupperware Product Purchasing Decisions. *JMD: Dewantara Management & Business Research Journal*, 2(1), 37–44. <https://doi.org/10.26533/jmd.v2i1.345>
- Hardiyanti, R., & Nefianto, T. (2023). Indonesian Sociological Association, Greater Malang and Surrounding Areas. The Influence of Interest, Price, Promotion, Brand Image and Product Quality on Consumer Loyalty with Brand Trust as a Mediating Variable. *JSI Journal of Socia Logica*, 2(2), 1–16.
- Hasugian, J. T. M. (2015). The Influence of Brand Identity on Brand Loyalty Through Brand Image and Brand Trust. *Journal of Business Administration*, 3(4), 923–937.
- Herawati, M., & Afriyanty, N. (2022). Management of Rindu Hati Tourism Village, Central Bengkulu Regency, Maqashid Syari'ah Perspective. *BAABU AL-ILMI Journal: Sharia Economics and Banking*, 7(2), 121. <https://doi.org/10.29300/ba.v7i2.7353>
- Herdiansyah, C., Welsa, H., & Cahyani, PD (2021). 75. The Influence of Service Quality and Brand Image on Purchasing Decisions Through Purchase Intention as an Intervening Variable. *MANDAR: Management Development and Applied Research Journal*, 4(1), 83–89.
- Hutasuhut, J., Syamsuri, A., Saragih, A., & Chyntia Ovami, D. (2020). Islamic Work Ethics and Its Relevance to Lecturer Performance (Study at Al-Washliyah Nusantara Muslim University). *Seminar on Collaborative Research Results at Muslim Nusantara University*, 96, 162–172.
- Ilma, R., & Muid, D. (2023). Analysis of factors that influence interest in utilizing and using the cloud based Moka Pos (Point of Sale) application among MSMEs in Semarang City using the Unified Theory of Model Acceptance and Use of

- Technology (Utaut). *Diponegoro Journal of Accounting*, 12(4), 1–15. <http://ejournal.s1.undip.ac.id/index.php/accounting>
- Image, PB, Service, DANK, Interest, T., Product, B., By, F., Di, O., Study, J., Site, P., & Online, B. (2020). *Biema proceedings*. 1, 727–738.
- Image, P. B., Love, B., Trust, B., & Kualitas, D. (2020). Vol. 12. No. 02 ISSN: 2302-7061. 12(02), 873–880.
- Inggasari, SM, & Hartati, R. (2022). The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Purchasing Decisions for Scarlett Whitening Products. *Business Horizons*, 3(1), 1–22.
- Irawan, PR, Abdillah, A., & Taryanto, T. (2022). The Influence of Brand Image on Purchasing Decisions in the Kandangwesi Collection Garut Leather Sandal Home Industry. *Muhammadiyah Journal of Business Management*, 61. <https://doi.org/10.24853/jmmb.3.2.61-68>
- Jasmine Fitria Wibowo, Eny Setyariningsih, & Budi Utami. (2022). The Influence of Brand Image, Brand Trust, and Brand Loyalty on Purchasing Decisions on Oppo Cellphones (Study of Oppo Consumers in Mojokerto). *Journal of Scientific Horizons*, 1(12), 3579–3592. <https://doi.org/10.53625/jcijurnalcakrawalailmiah.v1i12.3218>
- Juliana, J., & Johan, J. (2020). The influence of brand image and brand trust as intervening variables in choosing a university. *Journal of Business and Banking*, 9(2), 229. <https://doi.org/10.14414/jbb.v9i2.1978>
- Jurnal, M., Dan, M., Terapan, B., Kurnia, UD, & Krisnawati, W. (2023). The Influence of Brand Image, Brand Trust and Electronic Word of Mouth on the Purchase of Erigo in Gresik Regency by Generation Z. 3(1), 1–11.
- Kotler, K. (2009). No Title. *Marketing Management*, Erlangga Jakarta Publishing. Kotler, P. (2005). *Marketing Management*. Volumes 1 and 2. PT Index Gramedia Group. Kotler, P. and G. A. (2019). No Title. *Marketing Principles*. Edition 13. Kurniawan, AS, Widowati, R., & Handayani, SD (2022). Integration of the Theory of Reasoned Action (TRA) on Hotel Room Repurchase Intention using Online Hotel Room Booking Applications. *Journal of Theoretical and Applied Management | Journal of 15(1), Applied Management Theory*, 77–90. <https://doi.org/10.20473/jmtt.v15i1.34935> and
- Mahardhika, M., & Arintowati, D. (2020). Product Quality, Service Quality, and Price Influence Consumer Purchasing Decisions. *National Seminar on Management, Economics and September*, 8. <https://proceeding.unpkediri.ac.id/index.php/senmea/article/view/252%0Ahttps://proceeding.unpkediri.ac.id/index.php/senmea/article/download/252/216>
- Mahendradatta, U., Surat, A., Trust, B., & Purchase, K. (2020). 424339-None-Ef1Bf928. XI (1), 2412–2427
- Mansyur, M., Asiyah, S., & Millaningtyas, R. (2022). The Influence of Brand Image, Brand Love, Brand Trust and Product Quality on the Decision to Purchase Vans Shoes in Malang (Study of Students at the Faculty of Economics and Business, Islamic University of Malang, Department of Management, Class of 2018). *Scientific Journal of Management Research*, 11(01), 87–100. www.fe.unisma.ac.id
- Megawati. (2023). The Influence of Word of Mouth (WOM) on Interest in Buying Furniture in Palembang. *Scientific Journal of Economics and Business*, 12(2), 414–416.
- Meme, R., Program, M., Management, S., Byre, R.O., Program, D., & Management, S. (2020). The influence of promotions on purchasing decisions is mediated by consumer purchasing interest at Roxy Ende Supermarkets. 20(September), 1–13.
- Niaga, JA, & Bandung, PN (2020). The Influence of Brand Equity on Purchase Intention (Study of Oronamin C Consumers in Bandung City). 6(3), 64–71.
- Nuraini, A., Hartati, R., Ekasi, SR, & Nurweni, H. (2023). The Influence of Brand Image and Price Variables on the Decision to Purchase Ventela Shoes Among

- Yogyakarta Youth with Purchase Intention as a Mediating Variable. *Conscience*, 4(1), 11–26.
- Pramesti, DZ, & Sujana, N. (2022). The Influence of Brand Image, Brand Trust and Brand Ambassadors on Vivo Brand Smartphone Purchasing Decisions. Thesis, Muhammadiyah University of Surakarta., 11(April), 346 363.
- Priyatun, & Setyawati, DHA (2021). Analysis of the Influence of Life Style, Product Quality and Brand Image on Purchasing Decisions. *Management of Stie Putra Bangsa*. <http://eprints.universitaspuptrabangsa.ac.id/id/eprint/146/>
- Putra, A., & Heriyanto, M. (2017). The Influence of Advertising and Brand Trust on Consumer Purchase Interest (Study on Texas Chicken Pekanbaru). *Online Journal of Students of the Faculty of Social and Political Sciences, Riau University*, 4(1), 1–11.
- Putra, R. (2021). Determination of Customer Satisfaction and Customer Loyalty to Product Quality, Brand Image and Price Perception (Literature Review of Marketing Management). *Journal of Information Systems Management Economics*, 2(4), 516–524. <https://doi.org/10.31933/jemsi.v2i4.461>
- Putra, SA, Ardiles, Riyanto, V., Haidar, FA, Wiranta, D., & Okhy. (2023). Mainstreaming Ethics in Development in the Era of Globalization. *Syntax Literate: Indonesian Scientific Journal*, 1344-13–60. [https://www.ncbi.nlm.nih.gov/books/NBK558907/8\(2\)](https://www.ncbi.nlm.nih.gov/books/NBK558907/8(2)),
- Putri, A., Haryani Hatta, I., & Noor, LS (2024). The Influence of Online Promotion and Brand Image on Purchasing Decisions through Consumer Purchase Interest on the Instagram Account @CRSL.STORE. *JIMP Pancasila Management Scientific Journal*, 4(1), 64 80.
- Putri, I., Rosada, I., & Husain, TK (2022). The Influence of Advertising and Brand Trust on Florist Consumer Purchase Interest. *Wiratani: Agribusiness Scientific Journal*, 5(1), 44. <https://doi.org/10.33096/wiratani.v5i1.87>
- Qalbi, BN, Idris, AA, & Haeruddin, MIW (2024). The Influence of Social Media Marketing on Purchasing Decisions on the Tiktok Shop Platform (Survey of Makassar State University Students Class 2020-2023). *Initiative: Journal of Economics, Accounting And Management*, 3(2), 406–417.
- Ratulangi, US (2020). Sam University scientific journal of business management and innovation Ratulangi (jmbi unsrat) influence. 7(3), 612–627.
- Ridania, W. (2019). THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON LOCAL PRODUCT PURCHASE DECISIONS WITH PURCHASE INTEREST AS A MEDIATION VARIABLE (Empirical Study of NIION Bag Product Consumers in Yogyakarta and Surakarta).
- Riyanti, R. (2022). The Influence of Brand Image, Price, and Lifestyle on iPhone Purchase Decisions. *Value Added: Economics and Business Magazine*, 18(1), 1. <https://doi.org/10.26714/vameb.v18i1.9625>
- Rizan, M., & Nopiska, Y. (2019). The Influence of Brand Image and Trust on Brand Loyalty: Lux Liquid Customer Survey at Carrefour MT. Haryono. *Journal of Econsience*, 9(1), 10–20.
- Rully, A.T. (2006). 112039-ID-brand-trust-in-the-context-of-mere-loyalty. *Journal Management*, 6(1), 65–78.
- Rusmaulid. (2023). The Influence of Service Quality and Brand Trust on Purchase Interest at Locaahands Dining Club Surabaya. *Scientific Journal of Educational Vehicles*, 9(24), 655 662. <https://doi.org/10.5281/zenodo.10437113>.
- Santoso, R., Erstiawan, MS, & Kusworo, AY (2020). Product Innovation, Advertising Creativity and Brand Trust Drive Purchasing Decisions. *Archipelago Journal of Business Management Applications*, 5(2), 133–145. <https://doi.org/10.29407/nusamba.v5i2.14369>
- Sari, DA, Irvani, T., & Nurhidayati, A. (2021). THE INFLUENCE OF COMPENSATION, MOTIVATION ON PERFORMANCE WITH JOB SATISFACTION AS AN

- INTERVENING VARIABLE (Case Study of Daily Casual Workers on the Road Shoulder of the Public Works and Spatial Planning Department of Rembang Regency). *Economic Inspiration: Journal of Management Economics*, 3(2), 1–15. <https://doi.org/10.32938/jie.v3i2.1554>
- Sari, IGAEP, Anggraini, NPN, & Ribek, PK (2021). Influence of Brand Image, Brand Trust and Promotion on Decisions to Purchase Services at Visa Agent Bali, Cangu. *Gold Journal*, 2(1), 51–70.
- Sari, PA, & Ratmono, R. (2021). The Influence of Work Ability, Compensation, Work Discipline and Supervision on Employee Performance at PT. PLN (Persero) UP3 Metro City. *DIVERSIFICATION Management Journal*, 1(2), 319–331. <https://doi.org/10.24127/diversification.v1i2.611>
- Sari, SP (2020). Relationship between Purchase Interest and Consumer Purchase Decisions. *Psychoborneo: Scientific Journal of Psychology*, 147. <https://doi.org/10.30872/psikoborneo.v8i1.4870>
- Setiadi, H. (2022). Analysis of factors that influence the acceptance and use of mobile banking applications at book 4 banks in Indonesia using the unified theory of acceptance and use of technology model 2. *Fair Value: Scientific Journal of Accounting, Finance*, 5(1), 410–417. <https://doi.org/10.32670/fairvalue.v5i1.2306>
- Setiawan. (2022). Effective methods to prevent or treat anemia in adolescent women. *International Journal of Health* 10(12), 440–452. <https://doi.org/10.53730/ijhs.v6ns4.5528>
- Simangunsong, E., & Bangun, K. (2024). The Influence of Brand Image, Brand Trust and Brand Awareness on Teh Botol Sosro Brand Loyalty. *Journal of Management* 162172. https://ejournal.ust.ac.id/index.php/JIMB_economic/article/view/3495%0Ahttps://ejo,Andurnal.ust.ac.id/index.php/JIMB_ekonomi/article/view/3495/2722
- Sivaramakrishnan, R., Comandini, A., Tranter, RS, Brezinsky, K., Davis, SG, Wang, H., & H, CO (2006). 0 =422. *Carbon*, 2006–2006.
- Stansyah, MR, Choirunnisa, R., Tegar, M., & Putri, SSA (2023). Analysis of the Influence of Consumer Buying Interests on Food and Drink Purchases through the Go Food Application. *Journal of Commerce Education (JPTN)*, 11(1), 43–49. <https://doi.org/10.26740/jptn.v11n1.p43-49>
- Stephen, A., Canthika, A., Subrata, D., & Veronika, D. (2020). The Influence of Advertising on Consumer Purchasing Decisions. *Indonesian Business Review*, 2(2), 233–248. <https://doi.org/10.21632/ibr.2.2.233-248>
- Sugiyono. (2017). No Title. *Quantitative, Qualitative, and R&D Research Methods*. Bandung:
- Sugiyono. (2018). No Title. *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Suharno. (2010). No Title. *Basics of Public Policy, review of policy processes and analysis*. Yogyakarta.
- Sukesti, F., Ghozali, I., Fuad, F., Almasyhari, A. K., & Nurcahyono, N. (2021). Factors Affecting the Stock Price: The Role of Firm Performance. *Journal of Asian*

- Finance, Economics and Business, 8(2), 165–173. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0165>
- Susantio, R., & Candraningrum, DA (2019). The influence of Oi-Dakk's Brand Image with the use of Endorser for promotion on Instagram on Consumer Purchase Interest. *Prologia*, 3(1), 238. <https://doi.org/10.24912/pr.v3i1.6246>
- Syamsurizal, & Ernawati Sri. (2020). The Influence of Brand Image on Purchasing Decisions at Rocket Chicken, Bima City. *Brand Journal*, Volume 2 N(Brand Image), 1–7.
- Teddy, A., Dinda, A., & Zuliestiana, SE (2020). The Influence of Brand Image, Price, and Product Quality on Purchase Decisions Through the Gofood Application in Bandung City. *E-Proceedings of Management*, 7(2), 5422–5428.
- Wibowo, H. A., & Indarti, N. (2020). Blue-Collar Workers Entrepreneurial Intentions and The Extended Theory of Reasoned Action: Incorporating SEM and Person-Item Map Analysis. *Journal of Indonesian Economy and Business*, 35(3), 204–235. <https://doi.org/10.22146/jieb.52046>
- Yunita, P., & Indriyatni, L. (2022). Influence of Brand Image, Advertising Attractiveness And , Celebrity Endorsers on MS Glow Purchasing Decisions (Case Study of MS Glow Customers in Semarang City). *UNIMUS National Seminar Proceedings*, 5, 279–287.