



The impact of brand awareness, brand image, and brand trust on consumer purchase decisions: Emphasizing awareness and trust as key drivers

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ABSTRACT

Background: In this modern era, the rapid and continuously increasing technological advancements each year have led to increasingly fierce business competition, especially in the gadget retail industry. The tendency of customers to consider both products and brands simultaneously when making purchasing decisions increasingly emphasizes the importance of understanding the factors that influence consumer behavior. Therefore, this study aims to analyze the influence of brand awareness, brand image, and brand trust on purchasing decisions at Tiga Putra Kawi Malang City, in order to provide useful insights for the company in formulating more effective marketing strategies. **Methods:** This study uses a quantitative method with a survey approach, involving 100 respondents who have shopped at Tiga Putra Kawi Malang City. Data were collected through questionnaires and analyzed using multiple linear regression to test the proposed hypotheses. **Findings:** The research findings indicate that brand awareness and brand trust have a positive and significant impact on purchasing decisions, while brand image does not have a positive and significant impact. This indicates that brand image is very important to customers. However, in this study, the level of customer awareness and trust in the brand has a greater influence on consumer purchasing decisions. **Conclusion:** The company needs to place more attention on efforts to increase consumer awareness and trust in the brand to encourage better purchasing decisions. On the other hand, methods for improving brand reputation need to be further evaluated. **Novelty/Originality of this article:** This study highlights that in the gadget retail industry, brand awareness and brand trust have a stronger influence on consumer purchasing decisions than brand image, offering new insights for marketing strategies.

KEYWORDS: brand awareness; brand image; brand trust; purchase decisions.

1. Introduction

In today's modern era, technological advances are increasingly rapid and continue to increase every year. Based on a report from technology market analyst firm Canalys, smartphone sales in the top five Southeast Asian markets will increase by 20% annually (Abdul & Nugroho, 2022). In January 2024, Indonesia accounted for 38% of all smartphone orders, making it a major market in Southeast Asia. In Malang City itself, many new electronics stores have started to appear. Therefore, business actors are required to use effective marketing strategies to maintain their business amidst increasingly fierce competition among smartphone sellers. With the increasing number of well-known

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cellphone retailers in Malang City, business owners must adapt to the changing market dynamics, so it is very important to know and understand what factors influence consumer purchasing decisions (Abdul & Abdiyanti, 2022). According to Kotler, analyzing a person's needs and wants, seeking information, assessing sources to choose purchasing alternatives, making decisions about purchases, and acting after purchasing are part of the problem-solving process known as purchasing decisions (Aghitsni & Busyra, 2022).

Br-Marbun et al. (2022) stated that when consumers buy something, they usually buy something that is familiar and already in their minds. Schiffman and Kanuk also argue that customers tend to trust products with brands that they like or are well-known (Alfitrih et al., 2021). Therefore, every company must have the right strategy to compete with other competitors. One of the many marketing strategies is giving a brand name which is important (Amanda et al., 2019). Kotler and Keller state that brands are actually a way to differentiate one manufacturer's products from another (Anik et al., 2023). Customers will choose the brand not only because of the price, but also because of their love for the brand and the recognition they get when using the product, which ultimately drives them to make a purchase (Brestilliani & Suhermin, 2020).

That way, to make the company's brand better known, it is necessary to increase brand awareness (Claudia & Sofiani, 2023). Durianto said that brand awareness is the ability of potential consumers to identify and recall a particular brand as part of a product with the brand involved (Extefani et al., 2022). Companies must carry out repeated brand introductions to increase customer memory of the brand (Herawati & Putra, 2023). Based on previous research entitled *The Influence of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision* by Hidayat (2020), it was found that brand awareness has a positive and significant influence on purchasing decisions. This is supported by another study written by Huda et al. (2020) entitled *The Influence of Viral Marketing and Brand Awareness on Purchasing Decisions*, which found that brand awareness has a significant influence on purchasing decisions.

Kotler and Keller stated that customer perceptions and beliefs about goods and slogans embedded in their memories are called brand image (Janna & Herianto). Consumer choices about product brands depend on the image attached to the product (Lantara & Pramudana, 2020). This is supported by a study by Lestari (2024) entitled *The Influence of Brand Image on Purchasing Decisions Mediated by Brand Trust*, which found that brand image has a positive and significant impact on purchasing decisions. Thus, brand image is very important for business continuity, so companies are responsible for maintaining, paying attention to, maintaining, and improving a positive brand image (Lombok & Samadi). Without a strong and positive brand image, it is difficult for businesses to attract new customers and maintain customer brand trust (Manik & Siregar, 2022). When a good corporate image can build customer trust in the brand, customers will have better risk considerations and ultimately encourage them to make purchasing decisions (Mariansyah & Syarif, 2020). Kotler and Philip define brand trust as the willingness of customers to trust a brand in any situation because of the expectation that the brand will provide good performance to customers, which in turn will foster customer loyalty (Megasari-Manik & Siregar, 2022).

According to Firmansyah, based on integrity, honesty, and politeness, brands that succeed in creating a memorable brand experience for customers over a long period of time are known as brand trust (Ni-Luh et al., 2021). When brand trust is strong, it will influence customer choices to buy goods and has the potential to build valuable relationships (Pratama & Rakhman, 2022). This is supported by the study of Pratama & Satria (2023) entitled *The Influence of Brand Trust and Brand Image on Purchasing Decisions of Honda Scoopy Brand Motorcycles at PT. Tunas Dwipa Matra Mojosari*, which found that brand trust has a significant positive effect on purchasing decisions. Therefore, this study is entitled "The Effect of Brand Awareness, Brand Image, and Brand Trust on Purchasing Decisions at Tiga Putra Kawi, Malang City". The purpose of this study is to determine whether brand awareness, brand image, and brand trust influence consumer purchasing decisions. The benefits of this study are an understanding of how these variables relate to purchasing

decisions, as well as to assist companies in determining the most appropriate marketing strategies. Does Brand Awareness have an influence on purchasing decisions at Tiga Putra Kawi, Malang City? Does Brand Image have an influence on purchasing decisions at Tiga Putra Kawi, Malang City?

2. Methods

2.1 Scope of research and research location

This study includes an analysis of three independent variables, namely brand awareness, brand image, and brand trust, and one dependent variable, namely purchase decision. The main focus of this study is to observe how brand awareness, brand image, and brand trust influence consumer decisions when purchasing a product (purchase decision) at a Tiga Putra Kawi mobile phone sales center in Malang City. Thus, it is expected that this study can provide useful information for companies to determine more effective and efficient marketing strategies. This study will be conducted at Tiga Putra Kawi located at Jl. Kawi No.28, Kauman, Kec. Klojen, Malang City, East Java. The reason the researcher chose this research location is because Tiga Putra Kawi is the main branch that has a larger layout or shop and has complete products because it is the main branch. In addition, the Tiga Putra Kawi branch has a strategic location right in the middle of Malang City, so it is easy to reach.

2.2 Population and sampling techniques

Population: according to Sugiyono in (Ubaidillah, 2020), defines population as a generalization area consisting of objects and subjects that become certain quantities and characteristics applied by researchers to be studied, and then conclusions are drawn. In this study, the population or research subjects are customers who have shopped at Tiga Putra Kawi, Malang City, whose number is still unknown. Sampling technique: in this study, the researcher used a non-probability sampling technique. According to Alfitrah et al (2021), the definition of non-probability sampling is a sampling technique in which each component or member of the population has a different chance or opportunity to be taken as a sample. According to Sugiyono in (Taufiqurrohman et al., 2021), purposive sampling is a sampling technique from various data sources with certain considerations.

Meanwhile, the respondent criteria determined by the researcher are: Respondents who have purchased products at Tiga Putra Kawi, Malang City. Respondents are 17 years of age and over and domiciled in the Malang City area, because they are considered to have a good understanding of a product and are able to make their own purchasing decisions. Then, because the population size is not known with certainty, the sample used in this study must be determined using the Cochran formula (Sugiyono in Wiyanti et al., 2023). The sample calculation using the Cochran formula is presented as follows:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.10)^2}$$

$$n = 99.64 = 100 \quad (\text{Eq. 1})$$

The minimum sample size can be determined using the following formula (Eq. 1). In this formula, n represents the required sample size, z refers to the z-score at the 5% significance level (1.96), p denotes the assumed probability of success (0.5), q represents the probability of failure (0.5), and e indicates the margin of error set at 10%. This formulation is commonly used when the population proportion is unknown, where assigning p = 0.5 and q = 0.5 ensures the maximum variability and thus provides the most conservative estimate for the required sample size. Based on the calculation of the Cochran formula, the result of 99.64 is a fraction and according to Sugiyono in (Wiyanti et al., 2023), said that calculations that

produce fractions (containing commas) must be rounded up. Therefore, the number of respondents in this study was 100 respondents.

2.3 Data sources, types, and collection technique

Data sources: this study uses primary and secondary data. Then, the information or data collected will be processed and analyzed using SPSS software to identify trends or patterns related to the variables being studied. Meanwhile, secondary data sources are obtained through previous research sources such as journal articles, books, social media, and news portals that can be accessed through websites. Data types: in this study, the type of data used is quantitative data, namely data in the form of numbers generated as a result of the questionnaire. Then, the data will be processed through quantitative or statistical analysis which is used to show the relationship between variables, test hypotheses, and explain the results of hypothesis testing.

In this study, the data collection technique used by the researcher is a survey method through the distribution of questionnaires. In this case, respondents can only provide responses by giving certain marks to the available options. The following are five (5) available alternative answers, accompanied by descriptions and scores for each option, namely: Strongly Disagree (STS) with a score of 1, Disagree (TS) with a score of 2, Neutral (N) with a score of 3, Agree (S) with a score of 4, and Strongly Agree (SS) with a score of 5. Since this study uses a questionnaire as a measuring tool, a research instrument is needed to make it easier for researchers to collect data that is more relevant to the research subject.

2.4 Data analysis techniques

In a study, researchers must conduct data analysis to ensure that the data obtained from the questionnaire is valid and reliable. Validity test: according to Janna & Herianto (2021) stated that, validity test is a method that functions to assess the validity of a measuring instrument. The measuring instrument in question is the questions in the questionnaire. A questionnaire is said to be valid only if the questions can reveal something that is measured by the questionnaire. Researchers used the Statistical Package for Social Science (SPSS) as a measurement tool in this study. The level of significance used is 0.05. The criteria for validity testing are as follows: if $r_{\text{count}} > r_{\text{table}}$, then it can be declared valid or valid and if $r_{\text{count}} < r_{\text{table}}$, then it can be declared invalid or invalid.

Reliability test: according to (Amanda et al., 2019) said that, reliability test is a test that shows how reliable or trustworthy a measuring instrument is. To be used as a measuring instrument, the questionnaire must have high reliability. This reliability test uses the Cronbach's alpha technique. The test criteria are as follows: if the Cronbach's alpha value > 0.5 then the instrument can be declared reliable and if the Cronbach's alpha value < 0.5 then the instrument can be declared unreliable. Classical assumption test (normality test): according to Abdul & Nugroho (2022) stated that, the normality test is carried out to ensure whether the sample data comes from a population with a normal distribution or not. To test the normality of the data in this study, the Kolmogorov-Smirnov test was used with the following criteria: if the significance value or probability value > 0.05 then the data is normally distributed and if the significance value or probability value < 0.05 then the data is not normally distributed.

Multicollinearity test: according to Imam Ghozali in (Salma & Riska, 2020), the purpose of the multicollinearity test is to find symptoms of correlation related to two independent variables. There are two methods that can be used to test multicollinearity, namely VIF (Variance Inflation Factors) and tolerance values. The criteria for this test can be seen as follows: if $VIF > 10$ and the tolerance value < 0.10 then there are symptoms of multicollinearity in the study. If $VIF < 10$ and the tolerance value > 0.10 then there are no symptoms of multicollinearity in the study. Heteroscedasticity test: according to Ghozali in (Salma & Riska, 2020), this test aims to determine whether there is heteroscedasticity in

the regression model carried out by looking at the scatterplot graph or from the predicted value of the dependent variable (SRESID) with residual error (ZPRED).

Multiple linear regression analysis: in this study, multiple linear analysis was used to analyze the data obtained. This analysis method is used to evaluate how two or more independent variables affect the dependent variable (Ni Luh et al., 2021). The SPSS program is used to help analyze the data. The following is the equation used to test the overall hypothesis of this study:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \quad (\text{Eq. 2})$$

In this regression model, Purchase Decision (Y) serves as the dependent variable, which is influenced by several independent variables. The value of a represents the constant, meaning the baseline of purchase decision when all independent variables are equal to zero. The β denotes the regression coefficient, which indicates the magnitude and direction of the influence of each independent variable. The independent variables in this model are X_1 (Brand Awareness), X_2 (Brand Image), and X_3 (Brand Trust), each of which plays a critical role in shaping consumer perceptions and driving purchasing behavior. Meanwhile, e represents the error term, which accounts for other external factors not included in the model but that may still affect purchase decisions.

Hypothesis test (partial t-test): according to Priyatno, the t-test, which is a partial regression coefficient test, is used to determine whether the independent variable has a significant impact on the dependent variable (Andani in Mariansyah & Syarif, 2020). This t-test has a significance of 0.05. The criteria used in this t-test are: if the calculated $t > t$ table, then H_0 is rejected and H_a is accepted. If the calculated $t < t$ table, then H_0 is accepted and H_a is rejected. F-test (simultaneous test): according to Wiratna, the simultaneous regression model is tested with a significant value (sig). Where, if the sig value is less than 0.05, it indicates that the independent variable affects the dependent variable (Mariansyah & Syarif, 2020). The criteria used in this F-test are: if the calculated $F > F$ table, then H_0 is rejected and H_a is accepted. If the calculated $F < F$ table, then H_0 is accepted and H_a is rejected. Coefficient of determination (R^2): according to Basyith et al in (Mariansyah & Syarif, 2020) said that the coefficient of determination is a tool used to determine how good the regression equation model is built, where the quality of the model is determined by how well the contribution of all independent variables is able to explain the dependent variable. According to Purwati & Cahyanti (2022), the coefficient of determination (R^2) aims to measure how far the model's ability to apply variations in the dependent variable. The value of the coefficient of determination (R^2) ranges between 0 (zero) and 1 (one), where the criteria used in this test are: $R^2 = 0$; then it is stated that the independent variable in explaining the dependent variable is getting weaker. $R^2 = 1$; then it is stated that the independent variable in explaining the dependent variable is getting stronger.

3. Result and Discussion

3.1 Descriptive analysis of respondent characteristics

Based on table 1, it can be seen that out of 100 respondents studied, there were 54 male respondents (54%) and 46 female respondents (46%). This shows that the respondents in this study were dominated by male respondents with a total of 54 respondents or equivalent to 54%.

Table 1. Results of the respondent gender questionnaire

Gender	Amount	Percentage
Male	54	54%
Female	46	46%
Total	100	100%

Based on table 2 shows varying results in the distribution of respondents' ages, with a total of 100 respondents. Most respondents are in the age range > 20 years, totaling 93 respondents (93%), followed by the 17-20 year age group totaling 6 respondents (6%). Then, there is only 1 respondent in the age group < 17 years representing 1% of the total respondents.

Table 2. Results of the respondent age questionnaire

Age	Amount	Percentage
< 17 Year	1	1%
17 - 20 Year	6	6%
> 20 Year	93	93%
Total	100	100%

Based on table 3, it can be seen that the description of respondents based on employment status from a total of 100 respondents is that most respondents are dominated by students with a total of 67 respondents (67%), followed by respondents who work with a total of 33 respondents (33%). Meanwhile, students do not contribute anything, because they have a total of 0 respondents (0%).

Table 3. Results of the respondents' employment status questionnaire

Employment Status	Amount	Percentage
Student	0	0%
Student	67	67%
Work	33	33%
Total	100	100%

Based on table 4, it can be seen that respondents with a total of 100 have varying levels of monthly income. The majority of respondents with a total of 43 respondents (43%) have an income of IDR 1,000,000 - IDR 3,000,000, then followed by respondents who have an income of <IDR 1,000,000 with a total of 40 respondents (40%). While the remaining respondents with a total of 17 respondents (17%), have an opinion of <IDR 3,000,000.

Table 4. Results of the monthly income questionnaire of respondents

Monthly Income	Amount	Percentage
< IDR 1,000,000	40	40%
IDR 1,000,000 - IDR 3,000,000	43	43%
> IDR 3,000,000	17	17%
Total	100	100%

3.2 Descriptive analysis of variables

Based on the results of the respondents' answers above, it can be seen that item X1.1.1 obtained the most results stating that they agree with 65 respondents (65%), followed by 17 respondents (17%) stating neutral, 15 respondents (15%) stating strongly agree, 3 respondents (3%) stating disagree and 0 respondents (0%) stating strongly disagree. Based on the results of the respondents' answers above, it can be seen that item X1.1.2 obtained the most results stating that they agree with 60 respondents (60%), followed by 20 respondents (20%) stating strongly agree, 17 respondents (17%) stating neutral, 3 respondents (3%) stating disagree and 0 respondents (0%) stating strongly disagree. The average score is 3.97, which shows that the majority of respondents agree that one of the names that immediately comes to mind when hearing about a cellphone sales center is Tiga Putra Kawi. Based on the results of the respondents' answers above, it can be seen that item X1.2.1 obtained the most results stating that they agree with 56 respondents (56%), followed by 37 respondents (37%) stating that they strongly agree, 7 respondents (7%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be

seen that item X1.2.2 obtained the most results stating that they agree with 57 respondents (57%), followed by 33 respondents (33%) stating that they strongly agree, 9 respondents (9%) stating that they are neutral, 1 respondent (1%) stating that they disagree and 0 respondents (0%) stating that they strongly disagree.

Table 5. Description of brand awareness variable questionnaire questions (X1)

Questionnaire Items	Score					Amount	Average
	SS	S	N	TS	STS		
X1.1.1	15	65	17	3	0	100	3.92
	15%	65%	17%	3%	0%	100%	
X1.1.2	20	60	17	3	0	100	3.97
	20%	60%	17%	3%	0%	100%	
Remember (X1.1)							3.945
X1.2.1	37	56	7	0	0	100	4.3
	37%	56%	7%	0%	0%	100%	
X1.2.2	33	57	9	1	0	100	4.22
	33%	57%	9%	1%	0%	100%	
Introduction (X1.2)							4.26
X1.3.1	27	45	27	1	0	100	3.98
	27%	45%	27%	1%	0%	100%	
X1.3.2	27	49	23	1	0	100	4.02
	27%	49%	23%	1%	0%	100%	
Buy (X1.3)							4
X1.4.1	25	60	14	1	0	100	4.09
	25%	60%	14%	1%	0%	100%	
X1.4.2	28	57	15	0	0	100	4.13
	28%	57%	15%	0%	0%	100%	
Usage (X1.4)							4.11
Average Brand Awareness Variable (X1)							407.875

Based on the results of the respondents' answers above, it can be seen that item X1.3.1 obtained the most results stating that they agree with 45 respondents (45%), followed by 27 respondents (27%) stating that they strongly agree, 27 respondents (27%) stating that they are neutral, 1 respondent (1%) stating that they disagree and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item X1.3.2 obtained the most results stating that they agree with 49 respondents (49%), followed by 27 respondents (27%) stating that they strongly agree, 23 respondents (23%) stating that they are neutral, 1 respondent (1%) stating that they disagree and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item X1.4.1 obtained the most results stating that they agree with 60 respondents (60%), followed by 25 respondents (25%) stating that they strongly agree, 14 respondents (14%) stating that they are neutral, 1 respondent (1%) stating that they disagree and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item X1.4.2 obtained the most results stating that they agree with 57 respondents (57%), followed by 28 respondents (28%) stating that they strongly agree, 15 respondents (15%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). From table 6, it is known that the average score of the Brand Awareness Variable (X1) is 407.875.

Table 6. Description of brand image variable questionnaire questions (X2)

Questionnaire Items	Score					Amount	Average
	SS	S	N	TS	STS		
X2.1.1	33	52	14	1	0	100	4.17
	33%	52%	14%	1%	0%	100%	
X2.1.2	28	58	14	0	0	100	4.14
	28%	58%	14%	0%	0%	100%	

Brand Identity (X2.1)							4.15
X2.2.1	33	58	9	0	0	100	4.24
	33%	58%	9%	0%	0%	100%	
X2.2.2	37	53	10	0	0	100	4.27
	37%	53%	10%	0%	0%	100%	
Brand Personality (X2.2)							4.255
X2.3.1	24	60	16	0	0	100	4.08
	24%	60%	16%	0%	0%	100%	
X2.3.2	28	50	22	0	0	100	4.06
	28%	50%	22%	0%	0%	100%	
Brand Association (X2.3)							4.07
X2.4.1	31	59	10	0	0	100	4.21
	31%	59%	10%	0%	0%	100%	
X2.4.2	32	52	15	1	0	100	4.15
	32%	52%	15%	1%	0%	100%	
Brand Attitudes & Behaviors (X2.4)							4.18
X2.5.1	23	66	11	0	0	100	4.12
	23%	66%	11%	0%	0%	100%	
X2.5.2	35	53	12	0	0	100	4.23
	35%	53%	12%	0%	0%	100%	
Brand Benefits and Competencies (X2.5)							4.17
Average Brand Image Variable (X2)							4.16

Based on the results of the respondents' answers above, it can be seen that item X2.1.1 obtained the most results stating that they agree with 52 respondents (52%), followed by 33 respondents (33%) stating that they strongly agree, 14 respondents (14%) stating that they are neutral, 1 respondent (1%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item X2.1.2 obtained the most results stating that they agree with 58 respondents (58%), followed by 28 respondents (28%) stating that they strongly agree, 14 respondents (14%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item X2.2.1 obtained the most results stating that they agree with 58 respondents (58%), followed by 33 respondents (33%) stating that they strongly agree, 9 respondents (9%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item X2.2.2 obtained the most results stating that they agree with 53 respondents (53%), followed by 37 respondents (37%) stating that they strongly agree, 10 respondents (10%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%).

Based on the results of the respondents' answers above, it can be seen that item X2.3.1 obtained the most results stating that they agree with 60 respondents (60%), followed by 24 respondents (24%) stating that they strongly agree, 16 respondents (16%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item X2.3.2 obtained the most results stating that they agree with 50 respondents (50%), followed by 28 respondents (28%) stating that they strongly agree, 22 respondents (22%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item X2.4.1 obtained the most results stating that they agree with 59 respondents (59%), followed by 31 respondents (31%) stating that they strongly agree, 10 respondents (10%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item X2.4.2 obtained the most results stating that they agree with 52 respondents (52%), followed by 32 respondents (32%) stating that they strongly agree, 15 respondents (15%) stating that they are neutral, 1 respondent (1%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree.

Based on the results of the respondents' answers above, it can be seen that item X2.5.1 obtained the most results stating that they agree with 66 respondents (66%), followed by 23 respondents (23%) stating that they strongly agree, 11 respondents (11%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item X2.5.2 obtained the most results stating that they agree with 53 respondents (53%), followed by 35 respondents (35%) stating that they strongly agree, 12 respondents (12%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). From table 7, it is known that the average score of the Brand Image Variable (X2) is 4.167. This shows that the majority of respondents agree that brand image is reflected in Brand Identity, Brand Personality, Brand Association, Brand Attitude & Behavior, and Brand Benefits & Competencies.

Table 7. Description of the questionnaire questions for the brand trust variable (X3)

Questionnaire Items	Score					Amount	Average
	SS	S	N	TS	STS		
X3.1.1	21	59	17	2	1	100	3.97
	21%	59%	17%	2%	1%	100%	
X3.1.2	37	50	13	0	0	100	4.24
	37%	50%	13%	0%	0%	100%	
Brand Reliability (X3.1)							4.105
X3.2.1	26	52	21	1	0	100	4.03
	26%	52%	21%	1%	0%	100%	
X3.2.2	34	54	12	0	0	100	4.22
	34%	54%	12%	0%	0%	100%	
Brand Interest (X3.2)							4.125
Average Brand Trust Variable (X3)							41.254

Based on the results of the respondents' answers above, it can be seen that item X3.1.1 obtained the most results stating that they agree with 59 respondents (59%), followed by 21 respondents (21%) stating that they strongly agree, 17 respondents (17%) stating that they are neutral, 2 respondents (2%) stating that they disagree, and 1 respondent (1%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item X3.1.2 obtained the most results stating that they agree with 50 respondents (50%), followed by 37 respondents (37%) stating that they strongly agree, 13 respondents (13%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%).

Based on the results of the respondents' answers above, it can be seen that item X3.2.1 obtained the most results stating that they agree with 52 respondents (52%), followed by 26 respondents (26%) stating that they strongly agree, 21 respondents (21%) stating that they are neutral, 1 respondent (1%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item X3.2.2 obtained the most results stating that they agree with 54 respondents (54%), followed by 34 respondents (34%) stating that they strongly agree, 12 respondents (12%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). From table 8, the average score of the Brand Trust Variable (X3) is 4.1254. This shows that the majority of respondents agree that brand trust is reflected in Brand Reliability and Brand Interest. The largest average value of the Brand Trust Variable is Brand Interest, because brand interest is related to consumer confidence that a brand will prioritize customer needs over other benefits. Based on the results of the respondents' answers below, it can be seen that item Y1.1.1 obtained the most results stating that they agree with 62 respondents (62%), followed by 25 respondents (25%) stating that they strongly agree, 13 respondents (13%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%).

Table 8. Description of the questionnaire questions for the purchasing decision variable (Y)

Questionnaire Items	Score					Amount	Average
	SS	S	N	TS	STS		
Y1.1.1	25 25%	62 62%	13 13%	0 0%	0 0%	100 100%	4.12
Y1.1.2	42 42%	52 52%	6 6%	0 0%	0 0%	100 100%	4.36
Product Selection (Y1.1)							4.24
Y1.2.1	28 28%	56 56%	16 16%	0 0%	0 0%	100 100%	4.12
Y1.2.2	29 29%	48 48%	22 22%	1 1%	0 0%	100 100%	4.05
Brand Choice (Y1.2)							4.085
Y1.3.1	27 27%	56 56%	15 15%	2 2%	0 0%	100 100%	4.08
Y1.3.2	31 31%	48 48%	19 19%	2 2%	0 0%	100 100%	4.08
Supplier Selection (Y1.3)							4.08
Y1.4.1	31 31%	55 55%	13 13%	1 1%	0 0%	100 100%	4.16
Y1.4.2	32 32%	50 50%	13 13%	5 5%	0 0%	100 100%	4.09
Purchase Time (Y1.4)							4.125
Y1.5.1	27 27%	50 50%	19 19%	4 4%	0 0%	100 100%	4
Y1.5.2	29 29%	45 45%	25 25%	1 1%	0 0%	100 100%	4.02
Purchase Amount (Y1.5)							4.01
Y1.6.1	30 30%	59 59%	11 11%	0 0%	0 0%	100 100%	4.19
Y1.6.2	24 24%	56 56%	17 17%	2 2%	1 1%	100 100%	4
Payment Methods (Y1.6)							4.095
Average Purchase Decision Variables (Y)							4.107.338

Based on the results of the respondents' answers in Table 8, it can be seen that item Y1.1.2 obtained the most results stating that they agree with 52 respondents (52%), followed by 42 respondents (42%) stating that they strongly agree, 6 respondents (6%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item Y1.2.1 obtained the most results stating that they agree with 56 respondents (56%), followed by 28 respondents (28%) stating that they strongly agree, 16 respondents (16%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item Y1.2.2 obtained the most results stating that they agree with 48 respondents (48%), followed by 29 respondents (29%) stating that they strongly agree, 22 respondents (22%) stating that they are neutral, 1 respondent (1%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree.

Based on the results of the respondents' answers above, it can be seen that item Y1.3.1 obtained the most results stating that they agree with 56 respondents (56%), followed by 27 respondents (27%) stating that they strongly agree, 15 respondents (15%) stating that they are neutral, 2 respondents (2%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item Y1.3.2 obtained the most results stating that they agree with 48 respondents (48%), followed by 31 respondents (31%) stating that they strongly agree, 19 respondents (19%) stating that they are neutral, 2 respondents (2%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree. Based on the results

of the respondents' answers above, it can be seen that item Y1.4.1 obtained the most results stating that they agree with 55 respondents (52%), followed by 31 respondents (31%) stating that they strongly agree, 13 respondents (13%) stating that they are neutral, 1 respondent (1%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item Y1.4.2 obtained the most results stating that they agree with 50 respondents (50%), followed by 32 respondents (32%) stating that they strongly agree, 13 respondents (13%) stating that they are neutral, 5 respondents (5%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item Y1.5.1 obtained the most results stating that they agree with a total of 50 respondents (50%), followed by 27 respondents (27%) stating that they strongly agree, 19 respondents (19%) stating that they are neutral, 4 respondents (4%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree. Based on the results of the respondents' answers above, it can be seen that item Y1.5.2 obtained the most results stating that they agree with a total of 45 respondents (45%), followed by 29 respondents (29%) stating that they strongly agree, 25 respondents (25%) stating that they are neutral, 1 respondent (1%) stating that they disagree, and 0 respondents (0%) stating that they strongly disagree.

Based on the results of the respondents' answers above, it can be seen that item Y1.6.1 obtained the most results stating that they agree with 59 respondents (59%), followed by 30 respondents (30%) stating that they strongly agree, 11 respondents (11%) stating that they are neutral, while those stating that they disagree and strongly disagree are 0 respondents (0%). Based on the results of the respondents' answers above, it can be seen that item Y1.6.2 obtained the most results stating that they agree with 56 respondents (56%), followed by 24 respondents (24%) stating that they strongly agree, 17 respondents (17%) stating that they are neutral, 2 respondents (2%) stating that they disagree, and 1 respondent (1%) stating that they strongly disagree. It is known that the average score of the Purchase Decision Variable (Y) is 4.107338. This shows that the majority of respondents agree that brand trust is reflected in Product Choice, Brand Choice, Distributor Choice, Purchase Time, Purchase Amount, and Payment Method. The largest average value of the Purchase Decision Variable is Product Choice, because before making a purchase decision, consumers must determine the choice of products that they need or want the most.

3.3 Validity and reliability test

Based on table 9, it shows that the calculated r value for each question against the total score is greater than the table r value (calculated $r > \text{table } r$), and the significance value for each question against the total score is less than 0.05. Thus, it can be concluded that all question items related to the variables of brand awareness, brand image, brand trust, and purchasing decisions are valid and feasible to be used in research.

Table 9. Validity test results

Instrument Items	Pearson Correlation	Sig.	r-table	Information
Variable Brand Awareness (X1)				
X1.1	0.689	0.000	0.195	Valid
X1.2	0.702	0.000	0.195	Valid
X1.3	0.481	0.000	0.195	Valid
X1.4	0.613	0.000	0.195	Valid
X1.5	0.768	0.000	0.195	Valid
X1.6	0.801	0.000	0.195	Valid
X1.7	0.749	0.000	0.195	Valid
X1.8	0.755	0.000	0.195	Valid
Variable Brand Image (X2)				
X2.1	0.587	0.000	0.195	Valid
X2.2	0.668	0.000	0.195	Valid

X2.3	0.651	0.000	0.195	Valid
X2.4	0.714	0.000	0.195	Valid
X2.5	0.724	0.000	0.195	Valid
X2.6	0.747	0.000	0.195	Valid
X2.7	0.729	0.000	0.195	Valid
X2.8	0.709	0.000	0.195	Valid
X2.9	0.711	0.000	0.195	Valid
X2.10	0.727	0.000	0.195	Valid
Variable Brand Trust (X3)				
X3.1	0.815	0.000	0.195	Valid
X3.2	0.730	0.000	0.195	Valid
X3.3	0.750	0.000	0.195	Valid
X3.4	0.807	0.000	0.195	Valid
Purchase Decision Variables (Y)				
Y.1	0.693	0.000	0.195	Valid
Y.2	0.661	0.000	0.195	Valid
Y.3	0.622	0.000	0.195	Valid
Y.4	0.714	0.000	0.195	Valid
Y.5	0.700	0.000	0.195	Valid
Y.6	0.754	0.000	0.195	Valid
Y.7	0.661	0.000	0.195	Valid
Y.8	0.729	0.000	0.195	Valid
Y.9	0.657	0.000	0.195	Valid
Y.10	0.778	0.000	0.195	Valid
Y.11	0.738	0.000	0.195	Valid
Y.12	0.708	0.000	0.195	Valid

Based on table 10 shows that From these results, it can be seen that each variable has a Cronbach's Alpha value > 0.5, then the results can be declared reliable. This shows that the instruments used in this study are consistent in measuring the variables studied. In addition, this reliability is used to ensure that the recommendations generated from this study can be applied effectively in the field of marketing studies.

Table 10. Reliability test results

Variable	Cronbach's Alpha	C α min	Information
Brand Awareness (X1)	0.850	0.5	Reliable
Brand Image (X2)	0.881	0.5	Reliable
Brand Trust (X3)	0.778	0.5	Reliable
Buying decision (Y)	0.905	0.5	Reliable

3.4 Classical assumption test

Based on the results of Fig 1, the Kolmogorov-Smirnov test shows that the residuals are not spread or do not show a clear pattern, this indicates that the model successfully captures the relationship between the independent and dependent variables well.

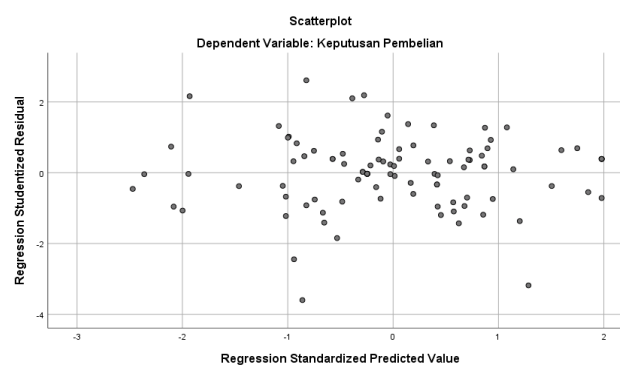


Fig 1. Kolmogorov-Smirnov results

Thus, the assumption of normality for the residual values in this study is met, thus providing more confidence in the results of the analysis. The importance of the validity of this normality test is to ensure that the conclusions drawn from the influence of brand awareness, brand image, and brand trust on purchasing decisions at Tiga Putra Kawi, Malang City are accurate and accountable. Based on table 11, it shows that the determination of data normality is determined based on the probability value, namely the data is considered normal if the Kolmogorov-Smirnov results are not significant (2-tailed) with $\alpha > 0.05$. So $0.010 > 0.05$ means the data is normally distributed. This shows that data normality is a basic assumption in many statistical analyses, which allows research results to be more valid and robust.

Table 11. Kolmogorov-Smirnov calculation results

Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std.Deviation	3.66372132
	Absolute	0.104
Most Extreme Differences	Positive	0.075
	Negative	-0.104
Test Statistic		0.104
Asymp. Sig. (2-tailed)		0.010 ^c

Based on table 12, it is known that the VIF value of the Brand Awareness (X1) variable, Brand Image (X2), and Brand Trust (X3) are less than 10 (VIF value < 10) and the Tolerance Value value > 0.1 , so it can be concluded that there is no multicollinearity. The results of this test confirm that if the three independent variables do not influence each other's interference, then the multiple linear regression analysis test can provide valid results and can be continued. Thus, it can be interpreted that the regression analysis carried out can produce more accurate and reliable data.

Table 12. Results of multicollinearity test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Tolerance	Statistics VIF
	B	Std. Error	Beta			
1 (Constant)	6.20	3.614		1.716	0.089	
Brand Awareness	0.51	0.168	0.327	3.063	0.003	0.345
Brand Image	0.20	0.137	0.150	1.455	0.149	0.368
Brand Trust	1.09	0.259	0.393	4.209	0.000	0.450

Based on Fig 2 shows that the residual pattern does not show a clear increase or decrease along with the predicted value.

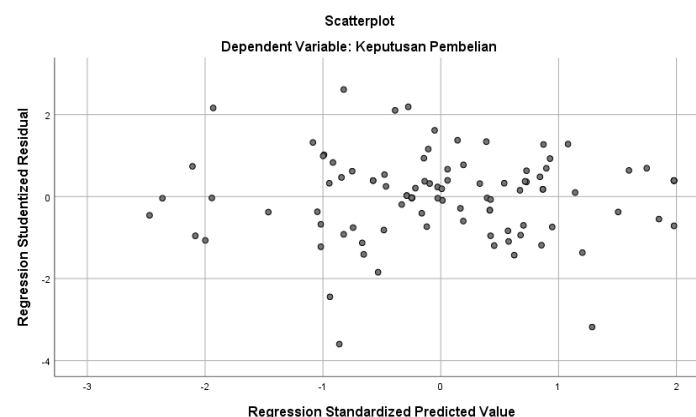


Fig 2. Results of heteroscedasticity test

The Scatterplot image shows a consistent residual distribution across the range of values without any particular pattern, so this indicates that there is no heteroscedasticity. With the absence of heteroscedasticity, the analysis carried out can produce more precise data. This condition also provides confidence that the model used in the analysis is valid and can be relied on to make accurate predictions, so that this can ultimately increase effectiveness and efficiency in various fields

3.5 Multiple linear regression analysis

Table 13. Results of multiple linear regression analysis test

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.20	3.61		1.71	0.089
	Brand Awareness	0.51	0.168	0.327	3.06	0.003
	Brand Image	0.20	0.137	0.150	1.45	0.149
	Brand Trust	1.09	0.259	0.393	4.20	0.000

Results:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 6.20 + 0.51 + 0.20 + 1.09 \quad (\text{Eq. 3})$$

Based on table 13, the results of the multiple linear regression analysis obtained the following equation: it is known that the value of a is 6.201 which is a constant or a state when the purchasing decision variable has not been influenced by other variables, namely brand awareness (X_1), brand image (X_2), and brand trust (X_3). It is known that the value of b_1 , namely the value of the linear regression coefficient of brand awareness is 0.515 which shows a positive sign. This can be interpreted that brand awareness has a positive relationship with purchasing decisions, because with increasing consumer awareness of a brand, it can encourage consumers to be able to get to know the brand better which will encourage purchasing decisions. It is known that the value of b_2 , namely the value of the linear regression coefficient of brand image is 0.200 which shows a positive sign. This can be interpreted that brand image has a positive relationship with purchasing decisions, because the better the image of a brand, the more it can encourage consumers to make purchasing decisions. It is known that the b_3 value, which is the value of the linear regression coefficient of brand trust, is 1.090 which shows a positive sign.

3.6 Hypothesis testing

Table 14. t-test results

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.201	3.614		1.71	0.089
	Brand Awareness	0.515	0.168	0.327	3.06	0.003
	Brand Image	0.200	0.137	0.150	1.45	0.149
	Brand Trust	1.090	0.259	0.393	4.20	0.000

Basis for decision making: if the sig value < 0.05 or the calculated t value $> t$ table, then there is an influence of variable X on variable Y (and vice versa). Calculating t table:

$$t \text{ table} = t \left(\frac{\alpha}{2} ; n - k - 1 \right)$$

$$t \text{ table} = t (0.025 ; 100 - 4 - 1)$$

$$t \text{ table} = 1.98 \quad (\text{Eq. 4})$$

So, based on table 16 the results of the t-test in this study show the following results. The effect of brand awareness on purchasing decisions: on the brand awareness variable, the calculated t is 3.063, which means it is greater than the t table of 1.985 and the significance value is 0.003, which is smaller than 0.05, which means Ha1 is accepted and Ho1 is rejected. The effect of brand image on purchasing decisions. On the brand image variable, the calculated t is 1.455, which means it is smaller than the t table of 1.985 and the significance value is 0.149, which is greater than 0.05, which means Ha2 is rejected and Ho2 is accepted. So, it can be concluded that the brand image variable does not have a positive and insignificant effect on purchasing decisions at Tiga Putra Kawi, Malang City. The influence of brand trust on purchasing decisions: the brand trust variable obtained a t count of 4.209, which means it is greater than the t table of 1.985 and a significance value of 0.000, which is smaller than 0.05, which means Ha3 is accepted and Ho3 is rejected.

Table 15. F test results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.194.847	3	731.616	52.854	0.000 ^b
	Residual	1.328.863	96	13.842		
	Total	3.523.710	99			

Basis for decision making: if the significance value < 0.05 or the calculated F value > F table, then there is an influence between variable X and variable Y (and vice versa). Calculating F table:

$$\begin{aligned}
 F \text{ table} &= F (K ; n - k) \\
 F \text{ table} &= F (4 ; 100 - 4) \\
 F \text{ table} &= 2.47
 \end{aligned}
 \tag{Eq. 5}$$

Based on table 17, the results of the f test show a sign value of 0.000 < 0.05 and a calculated F value of 52.854 > F table 2.47. Thus, it can be concluded that Ha4 is accepted and Ho4 is rejected, which means that there is a positive and significant influence together on the variables of brand awareness, brand image, and brand trust on purchasing decisions at Tiga Putra Kawi, Malang City.

Table 16. Results of the determination coefficient test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.789 ^a	0.623	0.611	3.721

Based on table 16, the R Square value is 0.623 or 62.3%, which shows that there is a simultaneous influence between the brand awareness, brand image, and brand trust variables on the purchasing decision variable of 62.3% and the remaining 37.7% is influenced by other variables.

3.7 Discussion of research results

The influence of brand awareness on purchasing decisions at Tiga Putra Kawi, Malang City: based on the results of the data analysis that has been carried out, it was found that the brand awareness variable has a positive and significant effect on the purchasing decision variable at Tiga Putra Kawi, Malang City. This is based on a previous consumer experiences when buying and using products with that brand that meet their expectations. So, with consumers who are increasingly aware of products with that brand, it tends to encourage consumers to make purchasing decisions. The results found are also in line with previous studies from Raharja (2024) and Respati (2024) which also found that brand awareness has a positive and significant effect on consumer purchasing decisions. The influence of brand image on purchasing decisions at Tiga Putra Kawi, Malang City: based on the results of the data analysis that has been carried out, it was found that the brand image

variable does not have a positive and significant effect on the purchasing decision variable. These results indicate that although brand image is important, in the context of this study, the brand image of Tiga Putra Kawi is not strong enough to directly influence consumers in making purchasing decisions. The results found are also in line with previous studies by a Sri & Anasrulloh (2020) and Steven & Andi (2024) which also found that the brand image variable did not have a partial effect and did not have a significant effect on the purchasing decision variable.

The effect of brand trust on purchasing decisions at Tiga Putra Kawi Malang City: based on the results of the data analysis that has been carried out, it was found that the brand trust variable has a positive and significant effect on the purchasing decision variable at Tiga Putra Kawi Malang City. In addition, with consumers who have brand interest in a particular brand, it can increase the level of brand trust, which tends to encourage consumers to make purchasing decisions. Therefore, in this study the most dominant variable is the brand trust variable. The results found are also in line with previous studies from Wiyanti et al. (2023) which also found that brand trust has a positive and significant effect on consumer purchasing decisions. The influence of brand awareness, brand image, and brand trust together on purchasing decisions in three Putra Kawi Malang City: based on the results of the data analysis that has been carried out, it was found that the variables of brand awareness, brand image, and brand trust together have a positive and significant effect on the purchasing decision variable. These results are also in line with previous studies by Wiyanti et al. (2023) which also found that brand awareness, brand image, and brand trust together have a positive and significant effect on consumer purchasing decisions.

4. Conclusion

Based on the research that has been done, the conclusion of this study is as follows: The brand awareness variable has a positive and significant influence on the Purchase Decision Variable at Tiga Putra Kawi, Malang City. This shows that a high level of brand awareness can be an important factor for consumers in considering purchasing decisions at Tiga Putra Kawi, Malang City. The brand image variable does not have a significant influence on the Purchase Decision Variable at Tiga Putra Kawi, Malang City. This means that although brand image is an important aspect, in the context of this study, the brand image of Tiga Putra Kawi is not strong enough to directly influence consumer purchasing decisions.

The brand trust variable has a positive and significant influence on the Purchase Decision Variable at Tiga Putra Kawi, Malang City. This means that a high level of consumer trust in a brand is an important factor in considering purchasing decisions at Tiga Putra Kawi, Malang City. The brand awareness, brand image, and brand trust variables together have a positive and significant influence on the Purchase Decision Variable at Tiga Putra Kawi, Malang City. This shows that the combination of brand awareness, brand image, and brand trust has an effect on consumer purchasing decisions. Although brand image is not significant separately, its existence together with brand awareness and brand trust can encourage consumers to make purchasing decisions.

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Author Contribution

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