

The Influence Of Brand Image And Brand Trust On The Decision To Purchase Lemonilo Noodles With Purchase Interest As A Mediation Variable (Study Of Lemonilo Noodle Consumers In Malang)

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Abstract

The problem in this study is whether there is an influence of brand image and brand trust on purchasing decisions with purchase intention as a mediating variable for Mie Lemonilo consumers in Malang. The purpose of this study was to determine whether there was an influence of brand image and brand trust on purchasing decisions with purchase intention as a mediating variable for Mie Lemonilo consumers in Malang. This type of research is quantitative consisting of independent variables, namely brand image and brand trust, the dependent variable, namely purchase decision, and a mediating variable, namely buying interest. The object of this research is Lemonilo Noodle consumers in Malang City. Sampling technique with probability sampling as many as 96 respondents. The analysis used by researchers is PLS (Partial Least Square). The results of the study show that brand image and brand trust directly influence purchasing decisions, brand image and brand trust directly influence purchase intention, purchase intention directly influence purchasing decisions, furthermore, brand image and brand trust indirectly influence purchasing decisions. purchase with purchase intention as a mediating variable for consumers of Lemonilo Noodles in Malang City.

INTRODUCTION

Consumer behavior is the action directly involved in obtaining, consuming and disposing of a product or service, which includes the decision-making process before and after the action.(Utami et al., 2021). Some businesses can say that a strong company depends on the company's marketing strength. If a company has good marketing capabilities, it can bring financial success to the business it manages. Therefore, The development of business activities can increase competitive strategies in getting loyal consumers for the company. Companies competing to attract consumer attention no longer only look at the main benefits of the product, but also pay attention to the brand products that provide a certain image to consumers(Susilawati & Wufron, 2017). Thus, the existence of a brand is expected to influence purchasing decisions and retain consumers in choosing products.

According to(Kotler and Keller, 2016), purchasing interest is consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase. Purchase interest can also be interpreted as consumer interest in a product which will lead to purchasing action. However, furthermore, according to Ferdinand as quoted by(Febriyanti & Anik, 2016)There are 4 indicators of buying interest, including: 1) Transactional Interest, 2) Referential Interest, 3) Preferential Interest, and 4) Explorative Interest.

Research conducted(Sakinah & Firmansyah, 2021)states that buying interest influences purchasing decisions. Meanwhile, research was conducted by Nirmala & Rahayu(2022)states that there is no influence of buying interest on purchasing decisions. The difference in research lies in the object and subject of research. This shows that the differences in objects and subjects in research determine whether or not the purchase interest variable influences purchasing decisions.

In an effort to influence consumer buying interest and increase product sales, business people will create brands as a means of identification to make it easier for consumers to recognize products(Utomo, 2017)According to the American Marketing Association, a brand is defined as a name, term, symbol, sign, design, or a combination of these(Kotler, P., & Keller, 2009)In other sources, a brand is defined as a name, term, sign, symbol, design, or a combination of these, which is intended to identify the goods or services of one or a group of sellers and to differentiate them from competitors' products.(P. Kotler, 2003). The brand acts as a value indicator, namely a description of the value of the product offered to consumers. Therefore, brands play an important role for consumers in the decision- making process.

According to P. Kotler(P. Kotler, 2003), brands have several important roles for producers, including: 1) A means of identification that makes the process of handling or tracking products easier for the company. 2) Form of legal protection for unique product features or aspects. 3) Quality level signal for satisfied customers, so they can easily choose and buy again at a later time. 4) A means of creating unique associations and meanings that differentiate the product from competitors. 5) Source of competitive advantage, especially through legal protection, customer loyalty, and a unique image created in the minds of consumers.

6) Sources of financial returns mainly concern future income.

According to P. Kotler & Keller (P. and KLK Kotler, 2016), brand image is where customers see the brand as a reflection of associations that only appear in the customer's mind. Meanwhile, according to (Tjiptono, 2015), Brand Image is a description of consumer associations and beliefs towards a particular brand. Brand image is the observations and beliefs held by consumers, as reflected in associations or consumers' memories. A brand that identifies a product and represents what it sells can be a product marker and differentiator for other products. According to (Biel, 1992), brand image has 3 (three) supporting components, including: Corporate maker image, user image, and product image.

Handling brand image is one of the biggest challenges for companies, because brand image is one of the components that is taken into consideration in formulating appropriate advertising methods for consumers. When a brand is able to meet and exceed consumer expectations, provides quality assurance to users at every opportunity and is produced by a leading company, consumers are increasingly satisfied with their choice, so consumers become more confident in the brand. Therefore, brand loyalty is easy to form and the company will have a brand name with high customer loyalty.

Companies are encouraged to strengthen their brand position, create a positive brand image and remain firm in the hearts of consumers, because through brand image, consumers can identify products, evaluate quality, reduce purchase risks and gain experience and satisfaction with certain products (Lin, N.-H., & Lin, 2007). Compared to some consumers who buy goods impulsively, some consumers buy goods according to their needs, meaning consumers do not have a purchase plan when buying goods or do not have special considerations when deciding to buy (Musay, 2013). Therefore, consumers make purchasing decisions by choosing from two or more alternative purchasing options, which means that consumers can make purchasing decisions and must have several choices. (Schiffman, LG, & Kanuk, 2009).

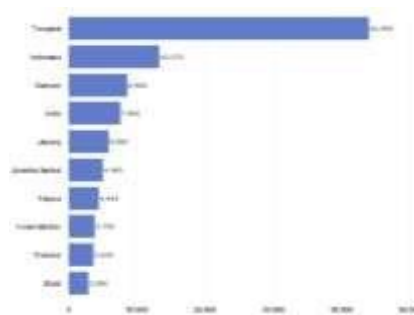
Apart from brand image, customer trust in the brand (brand trust) is also very important, not only as a differentiating strategy but also aims to ensure that customers get interesting memories with experiences they have never felt before and to maintain their trust that the brand offered can provide positive value for them. According to (Tjahyadi, 2006) Customer trust in a brand (brand trust) is defined as the customer's desire to rely on a brand despite the risks it faces because of expectations that the brand will lead to positive results.

Trust in brands plays an important role in consumer purchases. In this case, consumers realize that purchasing a product with positive reviews is a sign of high quality. Consumers will always buy products that suit their needs, but the products they buy and how they make decisions will be closely related to their perception of the brand being offered. (Trista, NL, & Saryadi, 2013)

Currently, instant noodles among consumers, especially students, have become a food choice that is easy to serve and easy to find in various shops and supermarkets. Quoting from katadata.co.id, it is stated that the instant noodle consumer rating in 2021 in Indonesia is in second place with the highest number in the world after China.

Figure 1.1

Instant Noodle Consumer Branch



Source: <https://databoks.katadata.co.id/>(accessed on January 9 2023)

PT Lemonilo Indonesia was founded by Shinta Nurfauzia (CEO and Founder), Ronald Wijaya (Co-CEO), and Johannes Ardiant (Chief Product & Technology) in 2016, which first appeared as a marketplace selling natural healthy products at affordable prices. Producing low-calorie instant noodles, free from preservatives and synthetic coloring, makes Lemonilo noodles healthier than other instant noodles and safe for consumption by children over one year old. Lemonilo noodles are made with vegetables, so they can be eaten without rations. In fact, unlike other instant noodles, Lemonilo instant noodles are not fried in oil, and contain spinach and vegetable juice. In terms of price, Lemonilo Noodles are included in the affordable instant noodle category.

In product development, PT Lemonilo Indonesia wants to increase sales by attracting influencers to educate the public about healthy living. By attracting influencers, it is hoped that the public will receive Lemonilo noodles well. The main target market for lemonilo noodle products is mothers and young people. Choosing the main target is mothers because a mother has an important role in choosing healthy food ingredients for the family. Meanwhile, choosing the main target of young people aims to create a healthy young generation.

Considering the huge potential for instant noodles in Indonesia, the phenomenon of increasing instant noodle lovers will continue for some time to come. For instant noodle companies, this is very profitable because the more people interested in instant noodles, the greater the potential to enter the market by developing various existing flavors. Motivation, brand integrity, people's perception and Brand trust is a solution to increase the availability of instant noodles and improve purchasing decisions. Consumer preference for instant noodles is increasing due to the large number of instant noodles sold under various brands and their benefits. So, it is important for instant noodles to build a brand image and brand trust in their marketing strategy. Brand image and brand trust play a role in helping position the brand in the hearts of consumers in accordance with their expectations of the brand and differentiating it from competing brands. This can be seen from the many types of instant noodles on the market with various variants.

Basically, repurchase decisions are only based on purchase motives, and in this case are influenced by emotions such as pride, suggestions, and others. A company must be able to survive in a competitive market, the company needs a brand that will add value to the product. Many things influence purchasing decisions. These include marketing incentives implemented by companies which include unique products, prices offered, promotions carried out and distribution used. Apart from that, environmental factors also greatly influence consumer behavior in making purchasing decisions.

Based on the description above, researchers are interested in conducting research with the title "The Influence of Brand Image and Brand Trust on the Decision to Purchase Lemonilo Noodles with Purchase Intention as a Mediating Variable (Case Study of Consumers in Malang City)". The aim of this research is to determine the influence of brand image and brand trust on purchasing decisions with purchase interest as a mediating variable.

RESEARCH METHODS

This research uses a type of quantitative research, namely a research method used to examine a certain population or sample. According to (Given, 2008). The object of this research is consumers of Lemonilo Noodles in Malang City. This data collection uses questionnaires that are in accordance with the variable item statements. The sampling method, namely the Lameshow Formula, is a formula for calculating samples where the population size is unknown. The scale used in the questionnaire is a Likert scale. The population of this research is consumers of Lemonilo Noodles in Malang City. The samples taken were 96 respondents.

The data sources used in this research are primary and secondary data. The primary data source in this research comes from distributing questionnaires. Secondary data sources are research for data about things or variables in the form of notes, books, online newspapers, (Asnawi and Masyhuri, 2011) In the analysis of this research, data instrument tests include validity tests and reliability tests. The analysis method used by this researcher is PLS (Partial Least Square) including outer loading, inner loading, model evaluation, and mediation test.

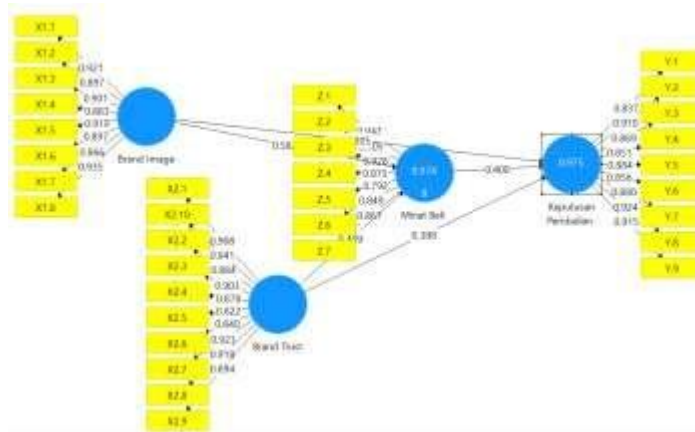
RESULTS AND DISCUSSION

PLS (Partial Least Square) Analysis

Figure 1

PLS (Outer Model) Measurement Model Path Diagram Test Results

Source: Data processed



Convergent Validity

Table 1
Outer Loading

Variable	Items	Loading Factor	Information
Brand Image	X1.1	0.921	Valid
	X1.2	0.897	Valid
	X1.3	0.901	Valid
	X1.4	0.883	Valid
	X1.5	0.919	Valid
	X1.6	0.897	Valid
	X1.7	0.866	Valid
	X1.8	0.935	Valid
Brand Trust	X2.1	0.908	Valid
	X2.2	0.884	Valid
	X2.3	0.903	Valid
	X2.4	0.878	Valid
	X2.5	0.822	Valid
	X2.6	0.840	Valid
	X2.7	0.923	Valid
	X2.8	0.918	Valid
	X2.9	0.894	Valid
	X2.10	0.941	Valid
	Z1.1	0.947	Valid
	Z1.2	0.905	Valid

Purchase Interest	Z1.3	0.928	Valid
	Z1.4	0.875	Valid
	Z1.5	0.792	Valid
	Z1.6	0.849	Valid
	Z1.7	0.867	Valid
Buying decision	Y1.1	0.837	Valid
	Y1.2	0.910	Valid
	Y1.3	0.869	Valid
	Y1.4	0.851	Valid
	Y1.5	0.884	Valid
	Y1.6	0.856	Valid
	Y1.7	0.880	Valid
	Y1.8	0.924	Valid
	Y1.9	0.915	Valid

Source: Data processed

Based on the data in the table above, it is known that many indicators for each research variable have an outer loading value of > 0.7 . However, there are several indicators that have an outer loading value of < 0.7 , namely outer loading between 0.5 - 0.6. It is considered sufficient to fulfill the convergent validity requirements. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so that all indicators are declared suitable or valid for research use and can be used for further analysis.

Discriminant Validity

Table 2

Cross Loading

	brand Image	Brand Trust	Buying decision	Purchase Interest
X1.1	0.921	0.905	0.915	0.903
X1.2	0.897	0.894	0.891	0.889
X1.3	0.901	0.882	0.893	0.902
X1.4	0.883	0.831	0.850	0.851
X1.5	0.919	0.937	0.926	0.925
X1.6	0.897	0.901	0.883	0.886
X1.7	0.866	0.846	0.822	0.850
X1.8	0.935	0.899	0.893	0.896
X2.1	0.914	0.908	0.896	0.907
X2.10	0.905	0.941	0.910	0.905
X2.2	0.885	0.884	0.888	0.890
X2.3	0.892	0.903	0.898	0.898

X2.4	0.856	0.878	0.866	0.874
X2.5	0.787	0.822	0.795	0.797
X2.6	0.837	0.840	0.829	0.825
X2.7	0.899	0.923	0.902	0.892
X2.8	0.902	0.918	0.892	0.890
X2.9	0.883	0.894	0.875	0.865
Y1.1	0.805	0.806	0.370	0.814
Y1.2	0.891	0.894	0.910	0.904
Y1.3	0.848	0.860	0.869	0.864
Y1.4	0.800	0.825	0.851	0.826
Y1.5	0.862	0.857	0.884	0.856
Y1.6	0.854	0.848	0.856	0.846
Y1.7	0.866	0.857	0.880	0.863
Y1.8	0.919	0.931	0.924	0.911
Y1.9	0.921	0.905	0.915	0.903
Z1.1	0.934	0.932	0.928	0.947
Z1.2	0.885	0.884	0.893	0.905
Z1.3	0.910	0.916	0.911	0.923
Z1.4	0.861	0.855	0.861	0.875
Z1.5	0.782	0.769	0.780	0.792
Z1.6	0.824	0.832	0.841	0.849
Z1.7	0.871	0.858	0.838	0.867

Source: Data processed

Based on the table data above, it can be seen that each research variable indicator has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this research have good discriminant validity in compiling the respective variables.

Apart from observing the cross loading value, discriminant validity can also be determined through other methods, namely by looking at the average variant extracted (AVE) value for each indicator, the required value must be > 0.5 for a good model.

Table 3

Average Variant Extracted (AVE)

Variable	AVE
Brand Image	0.815
Brand Trust	0.795
Purchase Interest	0.777
Buying decision	0.777

Source: Data processed

Based on the data from the table above, it is known that the AVE value of the brand image, brand trust, purchase interest and purchase decision variables is > 0.5 . Thus, it can be stated that each variable has good discriminant validity.

Composite Reliability

Table 4
Composite Reliability

Variable	Composite Reliability	Cronsbach's Alpha
Brand image	0.972	0.967
Brand Trust	0.975	0.971
Purchase Interest	0.969	0.964
Buying decision	0.961	0.953

Source: Data processed

Based on the results, the data in the table above shows that the composite reliability value for all research variables is > 0.6 . These results indicate that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability

Hypothesis test

Table 5
Bootstrapping Value

Model	Original sample	Sample Mean	Standard Deviation	T Statistics	P-value
Brand Image Purchase Decision	0.205	0.383	0.104	1,977	0.049
Brand Trust Purchase Decisions	0.388	0.368	0.117	3,313	0.001
Brand Image Purchase interest	0.582	0.584	0.101	5,757	0,000
Brand Trust Purchase Interest	0.409	0.407	0.102	4,007	0,000
Purchase Interest Purchase Decision	0.400	0.443	0.129	3,096	0.002
Brand Image Purchase Interest Purchase Decision	0.233	0.252	0.084	2,784	0.006
Brand Trust Purchase Interest Purchase Decision	0.164	0.182	0.073	2,234	0.026

Source: Data processed

DISCUSSION

1. *Brand Image on Purchasing Decisions*

Based on the bootstrapping results, it can be concluded that brand image has a positive and significant influence on purchasing decisions. Therefore, the higher the brand image, the higher the level of purchasing decisions for Lemonilo Noodle products. The results of this research can be seen through hypothesis test calculations which state that the P-value is less than 0.05.

The results of this research are relevant to previous research according to (Sukma, KA, Nurcahya, IK, & Suryani, 2016) Every company has a way of building a brand image into a product, with the aim of making the product known to the wider community and embedded in consumers' memories, thereby influencing the purchasing decision process. The influence of brand image on purchasing decisions is supported



by research results which show that brand image influences purchasing decisions. Potential buyers think about brands to consider, and choose from. A positive brand image can greatly influence consumer purchases if it is linked to consumers' desire to obtain quality products. The results of this research are also in line with research conducted by (Tazkiyatunnisa, 2019) about the influence of brand image on purchasing decisions.

2. Brand Trust on Purchasing Decisions

Based on the bootstrapping results, it can be concluded that brand trust has a positive and significant influence on purchasing decisions. Therefore, the higher the brand trust, the higher the level of purchasing decisions for Lemonilo Noodle Products. The results of this research can be seen through hypothesis test calculations which state that the P-value is less than 0.05.

The research results are relevant to the research according to (Andansari, 2018) found that the brand trust variable has a positive and significant effect on purchasing decisions to a certain extent. The findings are also in line with (Putra, PY, & Soebandi, 2019) that brand trust has a positive and significant effect on purchasing decisions. Brand trust is supported by two components, brand reliability and brand intent. If these two ingredients are present in a product, then this can influence purchasing decisions. Trust in a brand can be seen in various things such as consumer trust in quality, reliability, guarantee against loss and providing the best performance. Consumers who already trust a particular brand tend to be very loyal so they do not switch to other products. These consumers will not be disappointed when buying a product, and will even feel proud because they have a high level of trust in the product from the start.

3. Brand Image on Purchase Intention

Based on the bootstrapping results, it can be concluded that brand image has a positive and significant influence on purchase intention. Therefore, the higher the brand image, the higher the level of buying interest in Mie Lemonilo products. The results of this research can be seen through hypothesis test calculations which state that the P-value is less than 0.05.

The results of this research are relevant to previous research according to (Fauziah, N., & Aziz Mubarak, 2019) suggests that Brand Image which consists of consumer image, product image and company image together or simultaneously has a significant positive effect on buying interest. Other research was also carried out by (Mahmudah, RA, & Sutrisna, 2018) which suggests that brand image has a significant and positive influence on purchase intention.

4. Brand Trust on Purchase Intention

Based on the bootstrapping results, it can be concluded that brand trust has a positive and significant influence on purchase intention. Therefore, the higher the brand trust, the higher the level of buying interest in Mie Lemonilo products. The

results of this research can be seen through hypothesis test calculations which state that the P-value is less than 0.05.

The results of this research are relevant to previous research stating that brand trust also influences consumer buying interest. Where the subjective norms are Brand Trust and attitude variables. The brand trust variable influences purchase intention with all results showing positive values. Consumer trust in brands clearly influences purchasing interest, because consumers have a more wary attitude towards unfamiliar brands. The existence of a strong and significant positive relationship overall brand trust influences purchasing decisions.

5. *Purchase Interest in Purchasing Decisions*

Based on the bootstrapping results, it can be concluded that purchasing interest has a positive and significant influence on purchasing decisions. Therefore, the higher the buying interest, the higher the level of purchasing decisions for Lemonilo Noodle products. The results of this research can be seen through hypothesis test calculations which state that the P-value is less than 0.05.

The results of this research are relevant to previous research according to Hapzi Ali in research (Al Hafizi, NA, & Ali, 2021) argue that buying interest influences purchasing decisions. This is supported by research (Solihin, 2020) which shows that buying interest influences consumer purchasing decisions. Before buying a product, consumers usually have needs, from these needs it will give rise to a desire to buy an item of a certain brand. When buying a product, consumers will first look for information about the product they want to buy. According to research

6. *Brand Image on Purchase Decisions through Purchase Interest as an intervening variable*

Based on the bootstrapping results, it can be concluded that brand image has a positive and significant influence on purchasing decisions through purchase interest as an intervening variable. Therefore, purchasing interest is able to mediate brand image on purchasing decisions for Lemonilo noodle products. The results of this research can be seen through hypothesis test calculations which state that the P-value is less than 0.05. According to previous research according to (Kotler, P., & Keller, 2009) Purchasing decisions made by consumers are influenced by brand image which can be through purchasing interest. Therefore, the quality of a brand is an important reason for deciding to buy a product. Potential buyers will consider the brands to consider and then choose. If linked to consumers' desire to obtain quality from products, a positive brand image can greatly influence consumers to buy products. According to (P. and KLK Kotler, 2012) states that brand image is a number of beliefs about a brand, someone's buying interest can be influenced by that person's view of a brand of product that they are interested in.

7. *Brand Image on Purchase Decisions through Purchase Interest as an intervening variable*

Based on the bootstrapping results, it can be concluded that brand image has a positive and significant influence on purchasing decisions through purchase interest as an intervening variable. Therefore, purchasing interest is able to mediate brand image on purchasing decisions for Lemonilo noodle products. The results of this research can



be seen through hypothesis test calculations which state that the P-value is less than 0.05.

The results of this research are in line with previous research according to Lau and Lee in (Farida, 2019) Brand trust is a customer's desire to rely on a brand despite the risks it faces because of the expectation that the brand will lead to positive results. *Brand trust* It is also one of the factors that influence purchasing decisions which arise due to consumer trust in the product, brand and its quality, where this brand trust can give rise to consumer loyalty who make continuous purchasing decisions. *Brand trust* (Brand Trust) is a consumer's willingness to trust or rely on a brand in risk situations due to the expectation that the brand in question will provide positive results. (Tjiptono, 2015).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion, it can be concluded as follows Brand Image has a direct influence on purchasing decisions. This means that brand image influences an increase in consumer purchasing decisions for Mie Lemonilo products. Brand Trust directly influences purchasing decisions. This means that brand trust influences an increase in consumer purchasing decisions for Mie Lemonilo products. Brand Image has a direct influence on purchasing interest. This means that brand image influences an increase in consumer buying interest in Lemonilo Noodle products. Brand Trust has a direct influence on purchasing interest. This means that brand trust influences an increase in consumer buying interest in Lemonilo Noodle products. Purchase interest has a direct influence on purchasing decisions. This means that buying interest influences an increase in consumer purchasing decisions for Lemonilo Noodle products. There is an indirect influence of brand image on purchasing decisions which is mediated by purchasing interest. This means that purchase interest can mediate the increase in the influence of brand image on consumer purchasing decisions for Lemonilo Noodle products. There is an indirect influence of brand trust on purchasing decisions which is mediated by purchasing interest. This means that purchase interest can mediate the increase in the influence of brand trust on consumer purchasing decisions for Lemonilo Noodle products

Suggestion

For marketing, it is best to make advertisements for Lemonilo Noodle products to put more effort into providing information that is in accordance with what consumers want, so that consumers are interested in buying Lemonilo Noodle products and consuming them. For future researchers, they will carry out different tests related to mediating variables other than purchase interest, such as promotions, price and other variables, in order to mediate the influence of brand image and brand trust on purchasing decisions. Carrying out different tests between the variables m brand image, brand trust and purchasing decisions with other indicators and other data.

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