
THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON THE DECISION TO PURCHASE XL AXIATA DATA PACKAGES IN PONTIANAK

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Abstract

This study aims to determine the effect of brand image and brand trust on purchasing decisions for XL Axiata data packages in Pontianak City. The background of this study is the rapid development of the telecommunications industry, the importance of consumer perceptions of brands, and increasingly tight competition between service providers. This study uses a quantitative approach with 100 respondents selected through a purposive sampling method. Data were collected through questionnaires and analyzed using validity, reliability, classical assumptions, and multiple linear regression tests with the SPSS version 25.0 application. The results showed that brand image and brand trust had a significant and positive effect on purchasing decisions. Brand image was measured through indicators of identity, personality, association, and brand behavior, while brand trust was assessed based on brand characteristics, company credibility, and friendship between consumers and brands. The regression results showed a correlation value of $R = 0.718$, which means a strong relationship, and a determination coefficient value of $R^2 = 0.515$, which means that both variables explain 51.5% of the variation in purchasing decisions. The results of the t-test show that brand image ($t = 4.346$; sig. = 0.000) and brand trust ($t = 3.418$; sig. = 0.001) have a significant partial effect. The F test ($F = 32.912$; sig. = 0.000) proves that there is a simultaneous effect. y offers a unique perspective on community-driven poverty alleviation strategies.

Keywords: Brand Image, Brand Trust, Purchase Decision

INTRODUCTION

In today's modern era, telecommunications networks have become a crucial element in human life, playing a significant role in communication systems as a means of exchanging information. The digital era has made access to information extremely easy thanks to increasingly sophisticated telecommunications network services. Telecommunications is a strategic sector that plays a crucial role in driving economic growth and social progress. The rapid development of telecommunications technology has transformed people's lifestyles, increased business efficiency, and expanded access to information. In recent decades, the telecommunications industry has undergone a significant transformation, ranging from analog technology to digital technology, and is now emerging as 5G technology. This development has opened up significant opportunities for the public, such as fast and stable internet access, extensive communication services, and increased productivity. However, this sector also faces serious challenges such as intense competition between operators, data security and privacy issues, and the dynamics of government regulations and policies.

Recognizing its enormous potential, many companies are competing to provide telecommunications services, including Telkomsel, Indosat, Tri, Smartfren, Axis, and XL Axiata. One company playing a key role in this development is PT XL Axiata Tbk. Founded on October 6, 1989, XL Axiata has grown into one of the largest cellular operators in Indonesia with over 70 million customers. The company provides mobile communications, internet, and other information technology services, and consistently invests in network infrastructure development, including 4G LTE and 5G networks.

In a highly competitive market, brand image and brand trust are crucial factors influencing consumer purchasing decisions. According to Dama, Ahmad, and Isa (2024), brand image is crucial for winning and maintaining market share because it is formed from consumer perceptions based on experience, information, and service quality. Meanwhile, Efendi and Kholunnafiah (2023) state that brand trust has a significant influence on customer loyalty to XL products, particularly prepaid data packages.

One indicator of a brand's success in this industry is its Top Brand Index (TBI). Based on Top Brand 2024 data, Telkomsel ranked first with a TBI of 41.60%, followed by IM3 (15.50%), Tri (13.60%), and XL Prepaid in fourth place with a TBI of 9.10%. Although not the top performer, this achievement reflects the continued strong consumer loyalty and trust in XL Axiata amidst competition.

This research makes a unique contribution because it specifically focuses on XL Axiata digital service users in Pontianak City. This regional focus is important because it illustrates how consumer behavior in a local context interacts with the dynamics of national digital brands. Furthermore, this study enriches the literature by combining local and global perspectives on brand image and brand trust in the context of digital services. According to Iglesias, Ind, and Markovic (2020), in the digital era, brand trust is built through consistent and transparent online interactions and effective customer experience management. This trust is key to building customer loyalty in digital-based services. In the Asian region, Zameer et al. (2019) showed that brand image and brand trust contribute significantly to customer

satisfaction and purchasing decisions in the digital services sector. This strengthens the relevance of global theories to the Indonesian context.

In Indonesia, Mukti and Isa (2024) found that digital marketing, word-of-mouth, brand trust, and brand image have a positive influence on purchasing decisions, particularly in the context of local brands and social media. Another study by Lestari and Sharif (2023) confirmed that local digital marketing strategies can significantly improve brand trust and brand image. Therefore, this study makes an important contribution by focusing on digital telecommunications services in West Kalimantan, integrating global and local insights to enrich the literature and provide practical recommendations. Superior digital technology and service support can strengthen brand perceptions and increase the likelihood of repeat purchases by consumers, especially in today's highly competitive digital market.

REVIEW OF LITERATURE

Brand Image

According to Kotler and Keller (2019: 177), brand image describes extrinsic characteristics that can be seen or assessed even before consumers use a product or service, including how the brand meets consumers' social and psychological needs. Furthermore, Kotler, Keller, Brady, Goodman, and Hansen (2019) and Kotler and Armstrong (2018) emphasize that a brand is more than just a name or symbol, but rather a key element in building relationships between a company and its customers (Wardhana, 2020, p. 105). This view is reinforced by Coaker (2021), Tharpe (2014), and Simonson and Schmitt (2009), who state that brand image is a reinterpretation of consumers' overall perceptions of a brand, formed from information and past experiences with the brand. In a global context, research by Keller (2020) confirms that a strong brand image can increase customer loyalty and significantly influence purchasing decisions, especially in the digital age, where consumers are increasingly critical of brand reputation. A study by Park, Jaworski, and MacInnis (2019) also showed that a positive brand image creates product differentiation in a competitive market and builds deep emotional associations with consumers.

Brand Trust

Gefen (2000) defines brand trust as consumer confidence in a brand's ability to meet appropriate expectations. Wang and Emurian (2005) add that trust is a complex and abstract concept that involves consumers' confidence in a trusted company or brand (Putri, 2020, p. 69). In general, brand trust can be defined as the average consumer's willingness to rely on a brand's ability to consistently perform a specific function. In the digital context, McKnight, Carter, Thatcher, and Clay (2021) explain that brand trust is crucial for overcoming consumer uncertainty when interacting online. A global study by Delgado-Ballester, Munuera-Alemán, and Yagüe-Guillén (2019) found that brand trust acts as a mediator, strengthening the relationship between perceived digital service quality and customer loyalty, which results in higher purchasing decisions. In Indonesia, research by Mukti and Isa (2024) corroborates this by finding that brand trust in the context of digital marketing through social media has a significant positive influence on consumer purchasing decisions.

Purchasing Decisions

Kotler and Armstrong (2019: 177) define purchasing decisions as consumer behavior that encompasses how individuals, groups, and organizations select, purchase, and use goods,

services, ideas, or experiences to satisfy their needs and desires. Kastori (2023) adds that purchasing decisions are individual activities directly involved in the process of selecting products offered by sellers (Anna & Heru, 2024, p. 9). Furthermore, Anna and Heru (2024, pp. 11-12) explain that purchasing decisions are the mental and physical processes consumers go through when selecting and purchasing a particular product or service. Solomon's (2020) global insights emphasize that purchasing decisions are influenced not only by rational factors but also by emotional, social, and cultural factors that shape consumer preferences. In the digital era, according to Verhoef, Kannan, and Inman (2021), purchasing decisions are increasingly influenced by customer experiences on digital platforms and online brand interactions. Local research by Lestari and Sharif (2023) highlights that consumer purchasing behavior in Indonesia is heavily influenced by perceptions of brand credibility and interactions through social media, which build trust and customer loyalty.

RESEARCH METHOD

Type of Research

This type of research uses quantitative research data. Quantitative data is data that is analyzed statistically. The data can be in the form of numbers or scores and is often obtained using data collection tools whose answers are in the form of a series of scores or weighted questions. In this study, an associative research strategy was used to determine the magnitude of the influence of variable X (independent variable), consisting of brand image (X1) and brand trust (X2), on variable Y, namely purchasing decisions (dependent variable), both partially and simultaneously.

Data Collection Technique

This data collection technique uses primary data, questionnaires, and secondary data. According to Siregar (2017:16), Primary Data is data collected by the researcher directly from the first source or the place where the research object is carried out. Questionnaire according to Sugiyono (2013, p. 142): A Questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer. Questionnaires are data collection techniques in the form of closed or open questions/statements, which can be given directly or sent using post/internet. According to Siregar (2017:16): Secondary data is data published or used by organizations that are not their processors. In this study, the data used by researchers are product, price, and sales data from PT. XL Axiata TBK.

Population and Sample

According to Sugiyono (2013, p. 80), a population is an area consisting of objects or subjects possessing certain qualities and characteristics that have been determined by the researcher to be studied and then conclusions drawn. Therefore, a population is not limited to humans but also includes other objects and natural phenomena. The population in this study was the residents of Pontianak City who had purchased XL Axiata data packages. The sampling method used was purposive sampling, a sampling technique based on specific considerations (Sugiyono, 2013, p. 85). The sample in this study was residents of Pontianak City who were at least 17 years old and had purchased XL Axiata data packages. The proportion of consumers who had purchased XL data packages was estimated at 0.4 (40%) with a 90% significance level and a 10% margin of error, resulting in a minimum required sample size of [sample size calculated using the formula].

Regarding research ethics, this study obtained permission from respondents through an informed consent process that explained the research objectives, benefits, and guaranteed confidentiality of their personal data. Respondents were given the freedom to participate voluntarily and could withdraw at any time without coercion. All data collected was kept confidential and used only for academic purposes, in accordance with ethical principles of social research.

Research Variables and Measurements

The variables in this study are brand image (X1), Brand Trust (X2), and purchase decision (Y). In this study, the scale used is a 1-5 Likert scale.

Data Analysis Techniques

Data analysis techniques are divided into instrument tests, classical assumption tests, and hypothesis tests. In the instrument test, there are validity tests and reliability tests. In the classical assumption test, there are normality tests, the Linearity Test, and multicollinearity tests. In the hypothesis test, there are multiple linear regression analysis tests, correlation coefficients, determination coefficients (R²), F tests, and T tests. This study uses IBM SPSS 25 to analyze data and test.

RESULTS AND DISCUSSION

Research Instrument Test

Validity Test

The validity test conducted aims to determine the level of validity of a statement instrument from the research questionnaire. The validity test is conducted by correlating all statement or question item scores, then the test results (r count) are compared with the rt table value. The r table value can be obtained by the formula $df = n$ (number of samples) $- 2 = 65 - 2 = 63$, with a significance value of 0.05, the r table value in this study is 0.244. The following are the results of the validity test in Table 1 below:

Table 2
Validity Test Results

Variable	Corrected Item Corrected Item – Total Correlation	Explanation
X1.1	0,878	Valid
X1.2	0,854	Valid
X1.3	0,835	Valid
X1.4	0,858	Valid
X1.5	0,829	Valid
X1.6	0,739	Valid
X1.7	0,785	Valid
X1.8	0,753	Valid
X2.1	0,825	Valid
X2.2	0,849	Valid
X2.3	0,671	Valid
X2.4	0,831	Valid
X2.5	0,899	Valid

X2.6	0,863	Valid
Y1.1	0,790	Valid
Y1.2	0,785	Valid
Y1.3	0,639	Valid
Y1.4	0,528	Valid
Y1.5	0,609	Valid
Y1.6	0,721	Valid
Y1.7	0,553	Valid
Y1.6	0,686	Valid
Y1.9	0,733	Valid
Y1.10	0,750	Valid

Sources: Processed Data, 2025

Based on the results of the validity test conducted on the variables Brand Image (X1), Brand Trust (X2), Purchase Decision (Y), shown in Table 2 above, it can be seen that all statement items have a calculated r value greater than the r table value of 0.244. Thus, all statement items on the variables Brand Image (X1) and Trust (X2), Purchase Decision (Y) are declared valid and can be used as instruments in this study.

Reliability Test

Reliability testing is carried out to determine the level of reliability of a statement in a questionnaire as a measuring tool. The reliability test in this study uses the Cronbach's Alpha method; a measurement item can be declared reliable if it has a Cronbach's Alpha significance value of 0.60. The results of the reliability test can be seen in Table 3 below:

Table 3
Reliability Test Results

Variable	Cronbach's Alpha Minimum	Explanation
Brand Image (X1)	0,929	Reliable
Brand Trust (X2)	0,905	Reliable
Purchase Decision (Y)	0,871	Reliable

Source: Processed Data, 2025

Based on the results of the validity test on the Brand Image variable (X1) shown in Table 3 above, the Cronbach's Alpha value for the Brand Image variable (X1) is 0.929. Brand Trust (X2) is 0.905, Purchase Decision (Y) is 0.871. This value shows that it is greater than the minimum reliable limit of > 0.60. Thus, it can be concluded that all items used to measure the variables in the study are reliable and can be used in research.

Test of Classical Assumptions

Test of Normality

The normality test conducted in a study aims to analyze whether the data in the study is normally distributed or not, the method used in the normality test in this study is using the Kolmogorov-Smirnov method. Based on the results of the analysis using SPSS, the results of the normality test can be seen in Table 4 below:

Table 4
Normality Test Results

Test Statistic	.108
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Asymp. Sig. (2-tailed)	.200
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Source: Processed Data, 2025

Based on the results of the normality test shown in Table 4 above, the Asymp. Sig. (2-tailed) value was obtained as 0.200. This value shows that it is greater than the normality significance level of 0.05. Thus, it can be concluded

Linearity Test

The linearity test conducted in a study aims to identify whether there is a linear relationship between the independent variable and the dependent variable, the method used to measure linearity in this study is to use the Test for Linearity method. Based on the results of the analysis using SPSS, the results of the linearity test can be seen in Table 5 below:

Table 5
Linearity Test Results

Variable	Deviation For Linearities	Explanation
Brand Image (X1)	0,781	Linear
Brand Trust (X2)	0,143	Linear

Source: Processed Data, 2025

Multicollinearity Test

A multicollinearity test is conducted in a study aimed at determining whether there is a high level of relationship between independent variables in a regression model, because if each independent variable is highly correlated, it can cause deviations in the estimation of the regression coefficient and reduce the accuracy of the model. Based on the results of the analysis using SPSS, the results of the multicollinearity test can be seen in Table 6 below:

Table 6
Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Image	.708	1.412
Brand Trust	.708	1.412

Source: Processed Data, 2025

Based on the results of the multicollinearity test shown in Table 4.14 above, the test results can be described as follows: The Brand Image variable (X1) has a Tolerance value of 0.708 which indicates greater than 0.10. And has a VIF value of 1.412 which indicates less than 10.00. The Brand Trust variable (X2) has a Tolerance value of 0.708 which indicates greater than 0.10. And has a VIF value of 1.412 which indicates less than 10.00. Based on the explanation that has been described above and if referring to the basis for decision making which states that the Tolerance value is above 0.10 and the VIF is below 10.00, it can be concluded that there are no symptoms of multicollinearity between the two independent variables in this study.

Multiple linear regression analysis

Multiple regression analysis conducted in a study aims to identify how much influence two or more independent variables simultaneously or partially have on the dependent variable, and to form a prediction model that can explain the relationship between

these variables. Based on the results of the analysis using SPSS, the regression coefficient results are obtained, which can be seen in Table 7 below:

Table 7
Multiple Linear Regression Test Results

Coefficients^a						
Model		nstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.135	2.57		4.412	.000
	Brand Image	.337	.078	.457	4.346	.000
	Brand Trust	.282	.083	.359	3.418	.001

Source: Processed Data, 2025

Based on the results of the multiple regression analysis test displayed in Table 4.15 above, a multiple linear regression coefficient equation can be made and the following results are obtained:

$$Y = 1.135 + 0.337 X1 + 0.282 X2$$

- Constant (a) is 1.135, which means that if the Brand Image (X1) and Brand Trust (X2) variables are zero. Then the Purchase Decision (Y) will increase by 1.135 one unit.
- The Brand Image (X1) regression coefficient value is 0.337. This means that if the Brand Image variable increases by one unit, the Purchase Decision will increase by 0.337 one unit.
- The Brand Trust (X2) regression coefficient value is 0.282. This means that if the Brand Trust variable increases by one unit, the Purchase Decision will increase by 0.282 one unit.

Correlation Coefficient

The correlation coefficient is used to determine the strength of the relationship between two or more variables, which can also determine the direction of the relationship between the two variables. The technique used to measure the correlation coefficient in this study is using the product-moment correlation technique. The results of the correlation coefficient test can be seen in Table 8 below:

Table 8
Correlation And Determination Coefficient (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.515	.499	.51311

Source: Processed Data, 2025

Based on the results of the correlation coefficient test shown in Table 4.16 above, the correlation coefficient (R) value is 0.718. Which means that the relationship between Brand Image and Brand Trust on Purchasing Decisions is included in the strong category, this is because the value is in the range of 0.60-0.799.

Coefficient of Determination (R²)

Based on the results of the determination coefficient test (R²) shown in Table 4.16 above, the R-Square value is 0.515. This means that the Brand Image and Brand Trust variables in explaining their influence on Purchasing Decisions are 51.5% (0x0.515x100). Meanwhile, the remaining 48.5% is influenced by other variables not examined in this study.

F Test

Simultaneous test (F test) in a study aims to analyze whether all independent variables together have a significant effect on the dependent variable. Based on the results of the simultaneous hypothesis test (F test) using SPSS, the results of the simultaneous test can be seen in Table 9 below:

Table 9
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.330	2	8.665	32.912	.000 ^b
	Residual	16.323	62	.263		
	Total	33.654	64			

Source: Processed Data, 2025

Based on the results of simultaneous hypothesis testing (F Test) shown in Table 9 above, the calculated F value is $32.912 > F$ table 3.09 and the significance value is $0.000 < 0.05$. So it can be concluded that the variables Brand Image and Brand Trust simultaneously have a positive and significant influence on Purchasing Decisions.

T-Test

A partial test (t-test) conducted in a study aims to test the influence of each independent variable individually on the dependent variable in a hypothesis. The purpose of the t-test is to determine whether each independent variable makes a significant contribution individually to the dependent variable. Based on the results of the partial hypothesis test (T-Test) using SPSS, the partial test results are obtained, which can be seen in Table 10 below:

Table 10
Partial Test Results (T-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.135	.257		4.412	.000
	Brand Image	.337	.078	.457	4.346	.000
	Brand Trust	.282	.083	.359	3.418	.001

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on partial hypothesis testing (t-test) in Table 10 above, then the results of the t-test will be compared with the t-table. The t-table value is 1.660. The results of the t-test (Partial) displayed in Table 10 can be explained as follows:

1. The t-value of the Brand Image variable (X1) is $4.346 > t$ -table of 1.660 and the significance value is $0.000 < 0.05$, so it can be concluded that the Brand Image variable (X1) partially has a positive and significant influence on Purchasing Decisions (Y).
2. The t-value of the Brand Trust variable (X2) is $3.418 > t$ -table of 1.660, and the significance

value is $0.001 < 0.05$, so it can be concluded that the Brand Trust variable (X_2) partially has a positive and significant influence on Purchasing Decisions (Y).

The Influence of Brand Image on Purchasing Decisions

Based on the results of the partial t-test, the brand image variable (X_1) has a positive and significant effect on purchasing decisions (Y_1). This finding is supported by a study by Saputra (2021), which found that brand image significantly influences smartphone purchase intentions in Jakarta [10]. In this study, indicators such as brand reputation, perceived quality, and brand associations are the basis for the formation of a positive image, which ultimately encourages consumers to buy.

The Influence of Brand Trust on Purchasing Decisions

The results of the t-test also show that the brand trust variable (X_2) has a positive and significant effect on purchasing decisions (Y_1). These results are in line with research by Lorents & Nawawi (2021), which tested the influence of brand image and brand experience on purchase intentions, with brand trust as a mediator. They found that brand trust directly influences the purchase intentions of smartphone users in Jakarta [10]. Consumer trust in brand reputation, credibility, and consistency are factors that strengthen purchase intentions.

CONCLUSION

The results of this study indicate that brand image and brand trust have a significant influence on purchasing decisions, both partially and simultaneously. Theoretically, these findings reinforce the marketing concept that emphasizes the importance of brand perception and trust in shaping consumer behavior. A strong brand image provides a positive identity and perception of a product, while brand trust builds confidence and a sense of security for consumers in making purchases. Practically, these results provide an important foundation for companies like XL Axiata to strengthen their brand image and build sustainable customer trust. Marketing strategies focused on improving customer experience, transparency, and consistent brand communication are believed to improve consumer purchasing decisions. Based on these results, several strategic recommendations can be made for XL Axiata. First, the company is advised to develop a marketing communications program that highlights product advantages honestly and transparently to increase consumer trust. Second, it is necessary to improve the quality of customer service, particularly after-sales service, to strengthen loyalty and create a positive brand image. Third, optimizing the use of digital platforms and social media is crucial for building more personalized and responsive interactions, thereby strengthening emotional bonds with customers. Fourth, internal training for marketing and customer service teams needs to be improved to ensure consistent and effective delivery of brand values.

For further research, a larger and more diverse sample size is recommended to ensure the results are more valid and generalizable, in accordance with generalizability theory in quantitative research. Longitudinal research is also recommended to monitor changes in consumer perceptions and behavior over time, given the high dynamics in the telecommunications sector, which is influenced by technological innovation.

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