
THE INFLUENCE OF INFORMATION TRANSPARENCY AND BRAND TRUST ON PURCHASE DECISIONS FOR THE “BOOST JUICE” PRODUCT



Keysha Aulea Hamada¹
Universitas Islam Indonesia, Yogyakarta, Indonesia
21311232@students.uii.ac.id

Erlita Ridanasti^{2*}
Universitas Islam Indonesia, Yogyakarta, Indonesia
erlita.ridanasti@uui.ac.id*

Abstract

This study aims to analyze the influence of product health information transparency and brand trust on purchasing decisions for Boost Juice. The research was conducted on consumers at Yogyakarta, with a sample of 105 respondents selected through purposive sampling. A quantitative approach was used, applying multiple linear regression analysis to examine both the partial and simultaneous effects of the independent variables on purchasing decisions. The descriptive analysis showed that the average score for information transparency was 32.86 and for brand trust was 32.39, both reflecting positive consumer perceptions. The purchasing decision variable had an average score of 32.64, indicating strong consumer tendencies to choose Boost Juice. Partially, product health information transparency had a positive and significant effect on purchasing decisions, with a coefficient of 0.252 and a significance value of 0.003. Brand trust showed a stronger influence, with a coefficient of 0.676 and a significance value of 0.000. Simultaneously, both variables significantly influenced purchasing decisions, as evidenced by an F-statistic of 97.442 ($p = 0.000$). The model explains 65% of the variation in purchasing decisions (Adjusted $R^2 = 0.650$). These findings support Relationship Marketing Theory, emphasizing that transparency in information and strong brand trust are essential in building long-term relationships with customers and encouraging purchasing decisions for healthy beverage products.

Keywords: Information Transparency, Brand Trust, Purchasing Decision, Boost Juice, Marketing Management

INTRODUCTION

Public awareness of healthy lifestyles has significantly increased since the COVID-19 pandemic, driving a major shift in consumer behavior toward health-oriented choices. With 11.7% of Indonesians aged 15 and older suffering from diabetes and rising cases among urban adults unaware of their condition, the urgency for lifestyle and dietary changes has intensified. Reports show that 83% of consumers have reprioritized health, focusing more on nutritional value than taste or price. This trend, supported by government and media campaigns against sugar consumption, has led to greater demand for low-sugar, naturally sourced products with clear ingredient labeling. Consumers now value nutritional transparency and trust brands that offer clarity and minimal additives, pushing food and beverage companies to adapt their strategies accordingly.

In the beverage sector, the rise of natural drinks like infused water and smoothies reflects this growing health consciousness. Urban consumers increasingly seek products that are low in sugar, free from preservatives, and high in vitamins. Boost Juice exemplifies this shift by offering transparent, health-focused products that appeal to convenience-driven yet health-aware individuals. Information transparency—regarding ingredients, nutrition, and health claims—has become a vital factor influencing consumer trust and purchase decisions. Clear communication not only builds brand trust but also differentiates brands in competitive markets. Empirical studies confirm that brand credibility, reinforced by transparent health messaging, significantly boosts consumer loyalty and purchasing behavior.

While many studies have explored the link between information transparency and brand trust, few have directly examined how transparency of health information influences purchase decisions in the healthy beverage sector. This study addresses that gap by investigating the effects of health information transparency and brand trust on consumer purchase decisions for Boost Juice in Sleman Regency. The findings aim to offer strategic insights for industry players, highlighting the importance of transparent communication and brand credibility in shaping consumer behavior in Indonesia's growing health-conscious market.

REVIEW OF LITERATURE

Relationship Marketing, Transparency, and Consumer Purchase Decisions

Relationship Marketing Theory (RMT) highlights the shift from transactional to long-term relational strategies, with trust and value creation at its core (Vargo & Lusch, 2004; Bowden et al., 2015). In health-related sectors, trust built through transparent, consistent communication is crucial for reducing uncertainty and encouraging repeat purchases (Hunt et al., 2023; Huang, 2008). Transparency, especially in presenting accurate health information, strengthens brand credibility and fosters trust, which in turn mitigates perceived risks and boosts consumer confidence (Dove et al., 2020; Safeer et al., 2021). Together, transparency and trust significantly influence purchase decisions, leading to stronger brand loyalty and sustained consumer preference in the health beverage industry (Kotler & Keller, 2016; Siregar, 2024).

Hypothesis Development

Information Transparency and Purchasing Decisions

Transparent information reduces information asymmetry, builds consumer trust, and supports rational purchasing decisions (Ghazanfari et al., 2024; Erlingsdóttir et al., 2019). Clear and comprehensive product details help consumers align choices with health needs and increase post-purchase satisfaction (Gholami et al., 2024):

H1: Information transparency has a positive influence on purchasing decisions.

Brand Trust and Purchase Decisions

Brand trust plays a key role in consumer behavior, reducing uncertainty and strengthening purchase intentions (Nurhasanah et al., 2021; Hanaysha, 2022). It mediates marketing influences and enhances loyalty, repurchase likelihood, and brand advocacy (Simanjuntak et al., 2023; Brakebill, 2022):

H2: Brand trust has a positive influence on purchasing decisions.

Information Transparency, Brand Trust, and Purchasing Decisions

Information transparency and brand trust work together to shape confident purchasing behavior. Transparency boosts brand authenticity and trust, especially in high-risk product categories like health foods (Fu et al., 2022; Yang & Battocchio, 2021). Trust moderates and amplifies the impact of transparency on purchase decisions (Duong et al., 2024):

H3: Information transparency and brand trust have a simultaneous positive influence on purchasing decisions.

RESEARCH METHOD

This study investigates the impact of health information transparency and brand trust on consumer purchase decisions for Boost Juice. Using a quantitative approach, data were collected via an online survey with a structured questionnaire and a six-point Likert scale. Respondents were Yogyakarta residents familiar with Boost Juice’s health claims, selected through purposive sampling. The variables information transparency, brand trust, and purchase decision were measured using validated indicators. A pilot test confirmed the questionnaire's clarity, validity, and reliability. Data met all classical assumption tests, and multiple linear regression was used to analyze the relationships between variables.

RESULTS AND DISCUSSION

Descriptive Analysis of Respondent Profiles

Table 1. Responseedent Demographics Based on Gender, Age, Occupation, and Education

Category	Subcategory	Frequency	Percentage (%)
Gender	Male	45	42.9
	Female	60	57.1
Age	< 20 years	8	7.6
	20–25 years	41	39.0
	26–32 years	38	36.2
	> 32 years	18	17.1
Occupation	Student	43	41.0
	Private Employee	24	22.9
	Civil Servant/Military	23	21.9
	Entrepreneur/Freelancer	15	14.3

Education	Elementary–Junior High	5	4.8
	Senior High School	36	34.3
	Diploma/Bachelor’s Degree	57	54.3
	Master’s Degree or Higher	7	6.7
Total		105	100.0

Source: Processed Primary Data, 2025

The demographic analysis reveals that the majority of Boost Juice consumers are female (57.1%), predominantly aged 20–32 years (75.2%), and primarily composed of students (41.0%) and individuals with a Diploma or Bachelor's degree (54.3%). This indicates that the core market consists of young, educated females with a strong awareness of healthy lifestyle choices. Their educational background supports a greater capacity for evaluating nutritional information and health claims, aligning with their trust in brand transparency. Although males (42.9%) and other age or occupation groups also contribute significantly, the findings highlight that health-conscious decision-making is particularly prevalent among dynamic and informed consumer segments.

Descriptive Statistical Analysis

Table 2. Descriptive Statistical Test

Variables	Min	Max	Mean	Std. Deviation
Information Transparency	30	36	32,86	1,734
Brand Trust	29	36	32,39	1,707
Purchase Decision	29	36	32,64	1,830

Source: SPSS 26 data processing

Based on the descriptive analysis, the average score for Information Transparency was 32.86 with a standard deviation of 1.734, indicating that Respondents generally perceived Boost Juice’s information transparency positively and with minimal variation. Brand Trust had a mean score of 32.39 and a standard deviation of 1.707, suggesting that most Respondents considered Boost Juice a trustworthy brand in terms of product quality and information reliability, with relatively consistent perceptions. Meanwhile, Purchase Decision recorded an average score of 32.64 and a slightly higher standard deviation of 1.830, reflecting a generally positive tendency among Respondents to choose Boost Juice, albeit with slightly more variation. Overall, the data suggest favorable and consistent evaluations across all three variables: Information Transparency, Brand Trust, and Purchase Decision, highlighting a positive perception of Boost Juice with limited individual differences.

Descriptive Analysis of Key Variables

The results of the descriptive analysis show that respondents hold consistently positive perceptions across all three key variables: information transparency, brand trust, and purchase decision. For Information Transparency, the overall mean score was 5.47, with the highest-rated item being the clarity of health-related information (mean = 5.60), followed by ease of understanding packaging content (5.57) and accessibility of information through digital platforms (5.47). These findings reflect respondents’ strong agreement that Boost Juice communicates its product information clearly and credibly. For Brand Trust, the average score was 5.40, with respondents expressing strong trust in the brand’s honesty (5.55), safety standards (5.51), and consistent product experience (5.42). Although slightly lower, trust in health claims (5.27) and product information (5.22) still indicated overall

confidence in the brand’s reliability. Meanwhile, the Purchase Decision variable recorded an average score of 5.44, with the highest agreement on the appeal of superfood ingredients (5.60), followed by comfort in sticking with the brand and responsiveness to promotions (5.49). Trust-based preference and product comparisons also contributed positively, with scores above 5.30. Altogether, the data suggest that transparency and trust play a significant role in shaping favorable consumer decisions toward Boost Juice.

Classical Assumption Test

The classical assumption tests indicate that the regression model meets key requirements. The Kolmogorov-Smirnov test showed a significance value of 0.200 (> 0.05), indicating normally distributed residuals. The Glejser test revealed no heteroscedasticity, with significance values for Information Transparency (0.945) and Brand Trust (0.241) both exceeding 0.05, confirming homoskedasticity. Additionally, multicollinearity was not present, as evidenced by tolerance values of 0.549 and VIF scores of 1.823 for both independent variables, well within acceptable limits (Tolerance > 0.10; VIF < 10). These results validate the model for further regression analysis.

Research Results (Hypothesis Testing)

Table 3. Multiple Linear Regression Test Results

Variables	B	t count	Sig t	Information
(Constant)	2,476			
Information Transparency	0,252	3,046	0,003	Significant
Brand Trust	0,676	8,044	0,000	Significant
F count	97,442			
Sig F	0,000			
Adjusted R Square	0,650			

Source: SPSS 26 Output

Based on the table above, the calculation of multiple linear regression using the SPSS version 26 program produced the following results.:

$$Y = 2.476 + 0.252X_1 + 0.676X_2 + e$$

The partial test results indicate that both Information Transparency ($\beta = 0.252$; $p = 0.003$) and Brand Trust ($\beta = 0.676$; $p = 0.000$) have a positive and significant effect on Purchase Decision, with Brand Trust exerting a stronger influence. The constant value of 2.476 suggests that even when both independent variables are zero, the baseline level of Purchase Decision remains at that level. The F-test yielded a value of 97.442 with a significance level of 0.000 (< 0.05), confirming that both variables jointly have a significant effect on Purchase Decision. Furthermore, the R Square value of 0.656 and Adjusted R Square of 0.650 indicate that 65% of the variation in Purchase Decision can be explained by Information Transparency and Brand Trust, while the remaining 35% is attributed to other factors outside the model.

The Influence of Information Transparency on Purchase Decisions

The regression analysis reveals that Information Transparency significantly and positively influences Purchase Decision ($\beta = 0.252$, $p = 0.003$), indicating that clearer product information increases consumer willingness to buy. Although its effect is less pronounced than Brand Trust ($\beta = 0.676$), transparency remains a crucial factor by enhancing consumer understanding and confidence, consistent with Relationship Marketing Theory (RMT), which highlights honest communication as a trust-building mechanism (Schnackenberg &

Tomlinson, 2012). High mean scores for indicators like clarity of health claims (5.60) and label comprehension (5.57) reinforce this. The demographic profile, primarily young, educated females, further amplifies the role of transparency, as this group demands credible, accessible product information and demonstrates loyalty only to brands that fulfill such expectations (Van Buul & Brouns, 2015; Pratiwi & Isa, 2024). These results align with previous findings (Chatterjee et al., 2022; Vaddhano et al., 2023), confirming that production and nutritional transparency significantly foster trust and drive purchase intention. For health-oriented brands like Boost Juice, transparency is not only a regulatory and ethical necessity but also a strategic imperative for cultivating loyalty and sustained consumer engagement.

The Influence of Brand Trust on Purchase Decisions

The partial regression analysis confirms that Brand Trust significantly influences Purchase Decision ($\beta = 0.676$, $p = 0.000$), making it the most dominant factor in the model. Defined as consumers' belief in a brand's reliability and integrity, Brand Trust reduces perceived risk and fosters confidence in purchasing. Boost Juice's strong trust ratings—evidenced by a high average score of 5.40 out of 6—reflect consistent product quality, honest messaging, and a reliable brand experience. These findings align with Relationship Marketing Theory, which emphasizes trust as the cornerstone of long-term consumer relationships, and are supported by prior research (Jati et al., 2024; Cambier & Poncin, 2020; Šerić et al., 2020). Demographic insights also reveal that educated young adults aged 20–32, the brand's primary audience, highly value transparency and consistency. Therefore, maintaining message integrity and product excellence is crucial for sustaining trust, driving purchase behavior, and ensuring brand loyalty (Sansome et al., 2024; Al-Hafufi et al., 2022; Sandri et al., 2024).

The Influence of Information Transparency and Brand Trust on Purchase Decisions

The F-test results demonstrate that Information Transparency and Brand Trust jointly exert a significant influence on Purchase Decision, confirming that these variables meaningfully shape consumer behavior when considered together (Azizah et al., 2021). Partial regression further shows that Brand Trust ($\beta \approx 0.676$) has a stronger impact than Information Transparency ($\beta \approx 0.252$), indicating trust plays a more dominant role in driving purchase decisions. This supports Trust Transfer Theory, where trust developed in one context can extend to others (Duong et al., 2024), and aligns with Relationship Marketing Theory, emphasizing the role of consistent communication and brand behavior in building customer loyalty (Holloway, 2024). Additionally, the R^2 value of 0.338 suggests that 33.8% of the variance in Purchase Decision is explained by the two predictors, while the remaining 66.2% is likely influenced by other factors such as price, product quality, or brand image. Compared to previous studies with higher R^2 values (Azizah et al., 2021; Salsabila & Hasbi, 2021), this finding highlights the multifaceted nature of consumer decisions and the importance of integrating multiple variables for a more holistic understanding.

CONCLUSION

This study concludes that both Information Transparency and Brand Trust significantly influence consumers' Purchase Decisions regarding Boost Juice. Information Transparency ($\beta = 0.252$, $p = 0.003$) positively shapes purchasing behavior by enhancing

consumer confidence through clear and accurate product information, while Brand Trust ($\beta = 0.676$, $p = 0.000$) exerts a stronger effect, indicating that consumer perceptions of reliability and brand integrity are key drivers of purchase intention. Together, these factors explain 65% of the variance in Purchase Decision ($F = 97.442$, $p = 0.000$), supporting Relationship Marketing Theory (RMT), which underscores the role of transparency and trust in building lasting customer relationships. Practically, Boost Juice should focus on transparent communication and maintaining trust through consistent quality, ethical branding, and strategies such as health education, credible certifications, and authentic testimonials. Nonetheless, the study is constrained by its limited sample ($n = 105$) from a single location in Yogyakarta, a narrow focus on three variables, and a cross-sectional design, which may limit generalizability. Future research should broaden the demographic scope and explore additional factors like price, promotion, and brand image for a more holistic view of consumer behavior.

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