

The Influence of Brand Image, Brand Trust, and Digital Marketing on Consumer Purchase Decisions at Nibra's House Kraksaan

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ARTICLE HISTORY

Submitted : June 18, 2026
Reviewed : June 24, 2026
Revised : July 15, 2026
Accepted : July 17, 2026
Published : July 20, 2026

Conflict of Interest Statement:

The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

ABSTRACT

Purpose: This study aims to analyze the influence of brand image, brand trust, and digital marketing on consumer purchase decisions at Nibra's House Kraksaan.

Research Method: This study employed a quantitative approach using primary data collected through questionnaires distributed to consumers of Nibra's House Kraksaan. The population comprised 3,200 consumers, and 355 respondents were selected through purposive sampling. Data were analyzed using multiple linear regression in SPSS.

Results and Discussion: The findings indicate that brand image, brand trust, and digital marketing have positive and significant effects on consumer purchase decisions, both partially and simultaneously. Brand trust demonstrated the strongest influence among the independent variables. The coefficient of determination indicates that brand image, brand trust, and digital marketing jointly explain 41.3% of the variance in consumer purchase decisions, with the remaining 58.7% attributable to other factors beyond the scope of this study.

Implications: The results suggest that companies should strengthen their brand image, maintain consumer trust, and optimize their digital marketing strategies to influence consumer purchase decisions.

Originality: This study contributes to the marketing literature by examining the combined effects of brand image, brand trust, and digital marketing on consumer purchase decisions in the context of a local Muslim fashion retailer, namely Nibra's House Kraksaan, an area that has received limited empirical attention in previous studies.

Keywords: brand image; brand trust; digital marketing; purchase decision; muslim fashion.

1. Introduction

The rapid growth of Indonesia's Muslim fashion industry has created increasingly intense competition among businesses. The expansion of digital technology and changing consumer lifestyles have encouraged companies to adopt innovative marketing strategies to remain competitive and influence consumer purchase decisions. In addition, the widespread use of digital platforms has transformed the way businesses communicate with consumers, making digital marketing an essential component of modern marketing practices (DataReportal, 2025; Junaedi *et al.*, 2025). Consumer purchase decisions are influenced by various internal and external factors, including marketing strategies implemented by businesses. An effective marketing strategy can direct consumers to select a particular product or retail



outlet and significantly influence purchasing behavior (Hamzah & Febriana, 2025). In today's competitive market, companies must not only offer quality products but also establish a positive brand image, build consumer trust, and optimize digital marketing activities to create sustainable competitive advantages.

Among these factors, brand image plays an important role in shaping consumers' perceptions and associations with a product or company. A favorable brand image enhances consumers' confidence and strengthens their willingness to purchase products (Kotler & Keller, 2016). Consistent with this perspective, Umami Kulsum and Fahrudin (2025) found that a positive brand image significantly influences purchase decisions by fostering favorable consumer perceptions and increasing confidence in the products offered. Another important factor is brand trust, which reflects consumers' willingness to rely on a brand based on expectations of reliability, honesty, and consistent product performance (Kotler & Keller, 2016). Consumers who trust a brand tend to perceive lower purchase risk and are more likely to make purchases and maintain long-term relationships with the company. Previous studies have consistently reported that brand trust positively affects consumer purchase decisions across various industries (Nurkhalis *et al.*, 2024; Aida & Akbar, 2025). Furthermore, the rapid advancement of information technology has made digital marketing one of the most influential business strategies. Through websites, social media, online advertising, and mobile applications, businesses can interact directly with consumers and provide product information more effectively. According to Siregar (2024), digital marketing enables companies to expand market reach and improve communication efficiency. Similarly, Junaedi *et al.*, (2025) emphasized that digital marketing strategies that utilize platforms such as WhatsApp Business improve marketing performance and consumer engagement.

Several previous studies have demonstrated that brand image, brand trust, and digital marketing positively influence consumer purchase decisions. Ilmi *et al.*, (2023) concluded that digital marketing, supported by a strong brand image and brand trust, significantly affects purchase decisions in the fashion industry. Likewise, Lombok and Samadi (2022) and Aida and Akbar (2025) confirmed the significant effects of these variables on consumers' purchasing behavior. However, most existing studies were conducted in the contexts of e-commerce platforms, cosmetic products, smartphones, or large retail businesses. Despite the growing body of literature, empirical studies examining the simultaneous influence of brand image, brand trust, and digital marketing on consumer purchase decisions within local Muslim fashion retailers remain limited, particularly in the context of Nibra's House Kraksaan. In addition, few studies integrate these three variables in a single research model focusing on a regional Muslim fashion business. This limitation represents an important research gap that warrants further investigation.

Therefore, this study aims to analyze the influence of brand image, brand trust, and digital marketing on consumer purchase decisions at Nibra's House Kraksaan. The novelty of this research lies in its examination of the combined effects of these three marketing variables within the context of a local Muslim fashion retailer, providing empirical evidence that enriches marketing literature while offering practical recommendations for business managers seeking to strengthen competitiveness through integrated marketing strategies.

The remainder of this paper is organized as follows. The first section presents the introduction, followed by the literature review and hypothesis development. The third section explains the research methodology, while the fourth section discusses the research findings and analysis. Finally, the last section provides the conclusions, implications, limitations, and recommendations for future research.

2. Literature Review and Hypothesis Development

2.1 Literature Review

2.1.1 Brand Image

Brand image is the collection of perceptions, beliefs, and associations that consumers hold about a particular brand, based on their experiences and interactions. A strong and positive brand image enables consumers to recognize product quality, distinguish a brand from its competitors, and feel confident when making purchasing decisions. Consequently, brand image has become one of the most important intangible assets for businesses seeking to establish long-term relationships with consumers. According to Kotler and Keller (2016), brand image reflects consumers' overall perceptions of a brand, formed through various marketing activities and direct experiences with products or services. A favorable brand image can strengthen customer trust, increase perceived value, and create emotional attachment, all of which contribute to higher purchase intentions and decisions. In increasingly competitive markets, companies must continually maintain and enhance their brand image to sustain consumer loyalty and achieve a competitive advantage.

Recent empirical studies have confirmed the importance of brand image in influencing purchasing behavior. Talahatu (2024) reported that a positive brand image significantly affects consumers' purchase decisions by improving their perceptions of product quality and credibility. Similarly, Umami Kulsum and Fahrudin (2025) found that brand image has a positive and significant influence on purchase decisions on e-commerce platforms, indicating that consumers tend to prefer products associated with favorable brand perceptions. These findings suggest that strengthening brand image can increase consumer confidence and ultimately encourage purchasing decisions across different business sectors, including the Muslim fashion industry.

2.1.2 Brand Trust

Brand trust refers to consumers' willingness to rely on a particular brand, based on the expectation that it is reliable, honest, and capable of consistently delivering its promised value. Trust is developed through repeated positive experiences, product quality, and the company's ability to fulfill consumer expectations. In a highly competitive market environment, brand trust plays a crucial role in reducing consumers' perceived risk and uncertainty during the purchasing process. According to Kotler and Keller (2016), brand trust is an essential element in establishing long-term relationships between companies and consumers. A high level of trust encourages consumers to believe that the products or services offered will meet their needs and expectations, thereby increasing the likelihood of making a purchase. Furthermore, trusted brands are more likely to retain customers and foster long-term loyalty, making brand trust a valuable strategic asset for business sustainability.

Recent empirical studies have consistently demonstrated the positive relationship between brand trust and purchase decisions. Utami and Evelina (2024) found that brand trust significantly influences consumers' purchase decisions by strengthening confidence in product quality and reliability. Similarly, Sari *et al.*, (2025) reported that consumers with higher levels of trust in a brand are more likely to make purchasing decisions because they perceive lower risks and greater value. These findings indicate that strengthening brand trust is an effective strategy for encouraging consumer purchase decisions and maintaining competitive advantage, particularly in the retail and fashion industries.

2.1.3 Digital Marketing

Digital marketing refers to marketing activities that use digital technologies and internet-based platforms to promote products, services, and brands and facilitate interactions between businesses and consumers. The rapid advancement of information technology has transformed conventional marketing practices into more interactive and data-driven approaches, enabling companies to reach broader markets efficiently and strengthen customer engagement through various digital channels. According to Siregar (2024), digital marketing enables businesses to communicate product information more effectively, expand market reach, and improve customer relationships through online media. By leveraging digital platforms such as social media, websites, mobile applications, and e-commerce marketplaces, companies can provide timely information, respond quickly to consumer needs, and create personalized marketing experiences. Consequently, digital marketing has become an essential strategy for enhancing business competitiveness in the digital era.

Empirical evidence also supports the significant role of digital marketing in influencing consumer purchasing behavior. Saputra and Ardani (2020) found that digital marketing activities positively affect consumers' purchase decisions by increasing product visibility and accessibility. Likewise, Junaedi *et al.*, (2025) emphasized that implementing digital marketing via platforms such as WhatsApp Business improves promotional effectiveness and customer interaction, ultimately encouraging purchase decisions. Furthermore, Susanto and Sholahuddin (2024) highlighted that effective digital marketing strategies strengthen customer engagement and increase the likelihood of repeat purchases. These findings indicate that optimizing digital marketing is essential for businesses seeking to influence consumer purchase decisions and sustain growth.

2.1.4 Purchase Decision

The purchase decision is the process by which consumers identify their needs, evaluate available alternatives, and select a product or service that best satisfies their expectations. Various internal and external factors, including individual preferences, product characteristics, marketing strategies, and environmental conditions, influence this process. Understanding consumer purchase decisions is essential for businesses to develop effective marketing strategies and achieve sustainable competitive advantages. According to Kotler and Keller (2016), the purchase decision process consists of several stages, namely problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Consumers tend to make purchasing decisions after carefully considering product quality, price, brand reputation, and information from both traditional and digital marketing channels. Therefore, companies need to create marketing strategies that effectively address consumer needs and strengthen their confidence in the products offered.

Recent empirical studies have demonstrated that various marketing factors significantly influence purchase decisions. Hamzah and Febriana (2025) found that an effective marketing mix positively affects consumer purchase decisions by enhancing perceived value and satisfaction. Similarly, Umami Kulsum and Fahrudin (2025) reported that a positive brand image combined with promotional activities significantly encourages consumers to make purchasing decisions on e-commerce platforms. These findings indicate that product characteristics do not solely determine purchase decisions but are also influenced by consumers' perceptions of the brand and the effectiveness of marketing strategies implemented by businesses.

2.2 Hypothesis Development

The relationships among brand image, brand trust, digital marketing, and purchase decisions have been widely discussed in the marketing literature. Previous studies have consistently demonstrated that these variables play important roles in influencing consumers' purchasing behavior. Based on the theoretical perspectives and empirical findings presented in the previous sections, this study develops four research hypotheses to examine the effects of brand image, brand trust, and digital marketing on consumer purchase decisions at Nibra's House Kraksaan.

2.2.1 Effect of Brand Image on Purchase Decision

A positive brand image enables consumers to develop favorable perceptions and confidence in a product, thereby increasing their willingness to purchase. Consumers who perceive a brand positively are more likely to associate it with quality, credibility, and reliability, which ultimately encourages purchasing behavior. Empirical evidence from Talahatu (2024) and Umami Kulsum and Fahrudin (2025) indicates that brand image has a positive and significant influence on consumer purchase decisions.

H1: *Brand image has a positive and significant effect on consumer purchase decisions at Nibra's House Kraksaan*

2.2.2 Effect of Brand Trust on Purchase Decision

Brand trust reflects consumers' confidence in a brand's ability to consistently deliver expected benefits and fulfill its promises. Higher levels of trust reduce perceived risks and uncertainty, making consumers more willing to purchase products from the brand. Previous studies conducted by Utami and Evelina (2024) and Sari *et al.*, (2025) confirmed that brand trust positively influences purchase decisions across various business sectors.

H2: *Brand trust has a positive and significant effect on consumer purchase decisions at Nibra's House Kraksaan.*

2.2.3 Effect of Digital Marketing on Purchase Decision

Digital marketing provides businesses with opportunities to communicate product information effectively, engage with consumers, and expand market reach through online platforms. Effective digital marketing strategies enhance consumers' awareness of and access to products, thereby encouraging purchase decisions. Research by Saputra and Ardani (2020) and Junaedi *et al.*, (2025) demonstrated that digital marketing significantly improves consumer purchase decisions.

H3: *Digital marketing has a positive and significant effect on consumer purchase decisions at Nibra's House Kraksaan.*

2.2.4 Simultaneous Effect of Brand Image, Brand Trust, and Digital Marketing on Purchase Decision

Brand image, brand trust, and digital marketing are complementary marketing variables that collectively shape consumers' perceptions and influence their purchasing behavior. A favorable brand image, supported by strong consumer trust and effective digital marketing strategies, is expected to have a greater impact on purchase decisions than any single variable operating in isolation. Therefore,

examining their simultaneous influence is essential to provide a more comprehensive understanding of consumer behavior in the context of Muslim fashion retail.

H4: *Brand image, brand trust, and digital marketing simultaneously have a positive and significant effect on consumer purchase decisions at Nibra's House Kraksaan.*

3. Research Method

This study employed a quantitative research approach to examine the influence of brand image, brand trust, and digital marketing on consumer purchase decisions at Nibra's House Kraksaan. A quantitative approach was selected because the data were collected through structured questionnaires and analyzed using statistical techniques. This approach enables researchers to explain, interpret, and provide descriptive information regarding the relationships among the variables under study. The research used a descriptive and associative design. A descriptive design was used to describe the characteristics of respondents and to provide an overview of the research variables, namely Brand Image, Brand Trust, Digital Marketing, and Purchase Decision. Meanwhile, an associative design was employed to examine the effects of the independent variables (Brand Image, Brand Trust, and Digital Marketing) on the dependent variable (Purchase Decision). Therefore, this study not only describes consumer perceptions but also analyzes the extent to which the independent variables influence consumer purchase decisions at Nibra's House Kraksaan.

The collected data were analyzed using IBM SPSS Statistics version 16. The analysis procedures included validity testing, reliability testing, classical assumption tests, multiple linear regression analysis, coefficient of determination (R^2), t-test, and F-test. These analytical techniques were employed to determine the partial and simultaneous effects of Brand Image, Brand Trust, and Digital Marketing on consumer purchase decisions at Nibra's House Kraksaan. The measurement indicators for Brand Image, Brand Trust, Digital Marketing, and Purchase Decision were adapted from previous validated studies and are presented in Table 1.

Table 1. Variables and Measurement

Variable	Code	Indicator	Major Reference
Brand Image (X1)	BI.1	Strength of Brand Association	Kotler & Keller (2016)
	BI.2	Favorability of Brand Association	
	BI.3	Uniqueness of Brand Association	
Brand Trust (X2)	BT.1	Reliability	Priansa (2016)
	BT.2	Integrity	
	BT.3	Benevolence	
	BT.4	Consistency of Experience	
Digital Marketing (X3)	DM.1	Website Marketing	Kotler & Keller (2016)
	DM.2	Social Media Marketing	
	DM.3	Online Advertising	
	DM.4	Mobile Marketing	
Purchase Decision (Y)	KP.1	Product Confidence	Kotler, Keller, & Chernev (2021)
	KP.2	Habit of Purchasing the Product	
	KP.3	Recommendation to Others	
	KP.4	Repurchase Intention	

The study population comprised 3,200 consumers who purchased products from Nibra's House Kraksaan during the research period. The sample was determined using the Slovin formula with a 5%

margin of error, resulting in 355 respondents. The sampling technique used was purposive sampling, in which respondents were selected based on specific criteria relevant to the research objectives. Data were collected through questionnaires using a five-point Likert scale ranging from strongly disagree to agree strongly. The research instrument was developed based on indicators of Brand Image, Brand Trust, Digital Marketing, and Purchase Decision derived from previous studies and relevant marketing literature.

4. Results and Discussion

4.1 Analysis Results

The characteristics of the respondents were analyzed to provide an overview of the demographic profile of consumers participating in this study. The respondent characteristics are presented based on gender and age.

Table 2. Distribution of Respondents by Gender

No	Gender	Frequency	Percentage %
1	Man	145	41.9 %
2	Woman	210	59.0%
Total		355	100%

Source: Data compiled by the researcher (2026)

Based on Table 2, the majority of respondents were female, totaling 210 individuals (59.0%), while male respondents accounted for 145 individuals (41.9%). These findings indicate that female consumers dominate the customer base of Nibra's House Kraksaan, reflecting the business focus on Muslim fashion products primarily targeted at women.

Table 3. Distribution of Respondents by Age

No	Age Group	Frequency	Percentage %
1	15-20 Years	30	8.5%
2	21-25 Years	105	29.6%
3	26-30 Years	111	31.3%
4	31-35 Years	70	18.9%
5	36-40 Years	27	8.2%
6	> 40 Years	15	4.6%
Total		355	100%

Source: Data compiled by the researcher (2026)

Table 3 shows that the largest proportion of respondents was in the 26–30-year age group, comprising 111 individuals (31.3%), followed by the 21–25-year age group with 105 individuals (29.6%). These results suggest that the majority of consumers belong to the productive age group, which is generally more active in purchasing fashion products and engaging with digital marketing platforms.

4.2 Discussion

4.2.1 Effect of Brand Image on Purchase Decision

The results of the t-test indicate that Brand Image has a positive and significant effect on Purchase Decision, as evidenced by a t-value of 8.599 and a significance value of 0.000 (< 0.05). This finding suggests that consumers tend to make purchasing decisions when they perceive Nibra's House Kraksaan to have a favorable, reliable brand image. A positive brand image enhances consumer confidence, strengthens perceptions of product quality, and reduces uncertainty during the purchasing process. This result is consistent with the theory proposed by Kotler and Keller (2016), which states that a strong brand image creates positive consumer perceptions and influences purchasing behavior. Furthermore, the finding supports previous studies conducted by Talahatu (2024) and Umami Kulsum and Fahrudin (2025), both of which concluded that Brand Image has a positive and significant effect on Purchase Decision.

4.2.2 Effect of Brand Trust on Purchase Decision

The results of the t-test indicate that Brand Trust has a positive and significant effect on Purchase Decision, as evidenced by a t-value of 9.027 and a significance value of 0.000 (< 0.05). This finding suggests that consumers with high trust in Nibra's House Kraksaan are more likely to make a purchase. Brand trust enhances consumers' confidence in the reliability, integrity, and quality of the products offered, thereby reducing perceived risk and encouraging purchasing behavior. This finding is consistent with the theory proposed by Kotler and Keller (2016), which emphasizes that consumer trust in a brand plays an important role in influencing purchasing behavior and building long-term customer relationships. Furthermore, this finding supports previous empirical studies by Utami and Evelina (2024), which reported that Brand Trust has a positive and significant effect on Purchase Decision. Therefore, strengthening consumer trust should remain a strategic priority for Nibra's House Kraksaan to increase consumers' willingness to purchase its products.

4.2.3 Effect of Digital Marketing on Purchase Decision

The results of the t-test indicate that Digital Marketing has a positive and significant effect on Purchase Decision, as evidenced by a t-value of 8.374 and a significance value of 0.000 (< 0.05). This finding suggests that effective digital marketing activities implemented by Nibra's House Kraksaan can encourage consumers to make purchasing decisions. Through digital platforms, consumers can easily obtain product information, interact with the brand, and access promotional content, thereby increasing their interest and confidence in purchasing Muslim fashion products. This finding is consistent with the concept proposed by Kotler and Keller (2016), which emphasizes that digital marketing is an effective communication strategy for reaching consumers, strengthening engagement, and influencing purchasing behavior. Furthermore, this finding supports previous studies conducted by Ilmi *et al.*, (2023), Lestari and Azizah (2023), and Junaedi *et al.*, (2025), all of which concluded that Digital Marketing has a positive and significant effect on purchase decisions. Therefore, optimizing digital marketing strategies should remain a priority for Nibra's House Kraksaan to improve consumer engagement and stimulate purchasing decisions.

4.2.4 Simultaneous Effect of Brand Image, Brand Trust, and Digital Marketing on Purchase Decision

The results of the F-test indicate that Brand Image, Brand Trust, and Digital Marketing simultaneously have a positive and significant effect on Purchase Decision, as evidenced by an F-value of 83.951 and a significance value of 0.000 (< 0.05). In addition, the Adjusted R Square value of 0.413 indicates that Brand Image, Brand Trust, and Digital Marketing explain 41.3% of the variation in Purchase Decision. In comparison, the remaining 58.7% is attributable to other variables outside the scope of this study. These findings demonstrate that the combined effect of Brand Image, Brand Trust, and Digital Marketing influences consumers' purchase decisions. The integration of these three factors strengthens consumers' confidence, enhances positive perceptions of the brand, and improves the effectiveness of marketing communication. This finding is in line with Ilmi *et al.*, (2023), who found that Brand Image, Brand Trust, and Digital Marketing simultaneously have a positive and significant effect on Purchase Decision. The results suggest that businesses capable of maintaining a strong brand image, building consumer trust, and implementing effective digital marketing strategies are more likely to encourage purchasing decisions. Therefore, Nibra's House Kraksaan should continuously improve these three aspects as part of an integrated marketing strategy to sustain its competitive advantage.

5. Concluding Remarks and Recommendation

This study aimed to examine the influence of Brand Image, Brand Trust, and Digital Marketing on Purchase Decision at Nibra's House Kraksaan. The findings indicate that Brand Image, Brand Trust, and Digital Marketing have positive and significant effects on Purchase Decision, both partially and simultaneously. Among the independent variables, Brand Trust demonstrates the strongest influence on Purchase Decision. These findings provide practical implications for Nibra's House Kraksaan. The company should maintain a positive brand image, strengthen consumer trust through consistent product quality and reliable service, and optimize digital marketing strategies to enhance consumer purchase decisions. This study is limited to consumers of Nibra's House Kraksaan and examines only three independent variables. Therefore, future studies are recommended to incorporate additional variables, such as product quality, price, promotion, customer satisfaction, or customer loyalty, to provide a more comprehensive understanding of consumer purchase decisions.

Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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