

## THE IMPACT OF BRAND ON PURCHASING DECISIONS

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### ABSTRACT

Many factors influence purchasing decisions as they relate to several aspects. It becomes more complex when the choice is diverse and prices vary, including the influencing factors that provide freedom of choice. Brand is the concept of consumers and affects consumers' decision-making. Therefore, brand image and brand trust of consumers are linked to each other. Thus, brand image will affect brand trust of consumers. In addition, the brand also indirectly influences purchasing decisions due to the increasing number of products. To that end, this research's problem is whether the brand influences purchasing decisions. This research method employed regression analysis involving samples of 100 students from Faculty of Economics and Business, Universitas Muhammadiyah Surakarta representing the millennial generation. The results showcased that brand image did not affect purchasing decisions, but brand trust did. Further, limitations and suggestions are presented for theoretical deepening and further research.

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## 1. INTRODUCTION

Research on purchasing decisions is fascinating to study since the findings of several previous studies have shown mixed results. The study results of illustrated that brand image and brand trust positively impacted brand loyalty, brand image positively affected brand trust, and brand trust mediated brand image on brand loyalty [1]. This finding strengthens the previous research results that brand image and brand trust influenced the purchasing decision of Hotpot Haidilao restaurant in Jakarta [2].

The findings of these two studies justify the research results of that brand image and brand trust had a positive effect on student loyalty and satisfaction, while student satisfaction mediated brand image and brand trust on student loyalty [3]. Another interesting finding is that on the effect of brand image and brand trust variables on purchasing Oppo brand smartphones in Banjar City [4]. Therefore, these two variables are vital in studying purchase intentions and consumer loyalty intentions.

The study findings also provided an overview of the coffee shop case, which turned out that brand trust positively affected loyalty, while brand image had no effect [5]. Hence, the development of brand trust becomes essential in coffee shop marketing. Reinforces the research results for the case in China related to purchasing intention, stating that brand image affected brand trust and purchase intention, while brand trust influenced brand attachment [8]. Another finding from the research of Muslim, also explained the influence of brand image and brand trust on the purchase of sneakers [6]. Another interesting finding is from Surapto's (2020) research, which revealed the influence of brand image and brand trust on service quality, so it becomes a reference in developing quality for all services [7]. It demonstrates that all the above findings also corroborate Amron's (2018) research results that brand image and trust impacted MPV purchase intentions [9].

The explanation of various research results on purchasing decisions provides an overview of the complexities related to consumer behavior in making a purchase decision. It refers not only to upper-middle-class products, which are often referred to as premium products but also to lower-middle product classifications. Therefore, marketers need to pay close attention to consumer behavior related to purchasing decision cases so that a mapping of all the factors behind consumer decisions can be made [1].

Purchasing decisions are essentially a series of processes that indirectly demand attention from individuals before finally providing a final choice of existing alternatives. It indicates that purchasing decisions are not only related to the rational choice of various alternatives but also regarding the rationality of the existing options. It indirectly confirms the critical role of the stimulus on the cognitive of the individual before finally forming a positive attitude that leads to an action, i.e., the act of making a purchase decision [9].

The purchase decision is also a complex stage because a person must conduct a selective search for information related to the needs of the decision that must be made. Information search is carried out to solve problems associated with the importance of purchasing decisions from various choices. For that reason, the information search becomes a filter for assessing the various alternative options available. Thus, the decision-making stage is basically an introduction to the existing problems, evaluating all possible opportunities, searching for information as a filter medium to get the best, and finally, making a decision as a last resort. Even then, another stage, i.e., the post-purchase decision evaluation, continues with whether to commit loyalty and/or provide recommendations, including Word of Mouth (WoM).

Purchasing decisions are not easily made by consumers in the industrialization and globalization era since many products on the market promise to satisfy their needs and wants. Therefore, consumers must be observant, careful, thorough, and detailed before making a purchase decision, as it will significantly determine whether the evaluation after the purchase decision gives a satisfied and/or disappointed result [5].

The rational choice between being satisfied or disappointed impacts further decisions, whether to be loyal to the product/service or decide to purchase another product. It verifies that purchasing decisions are clearly a crucial issue in behavioral research, and this reality becomes a challenge as an anticipatory strategy in an era of increasingly fierce competition. On the one hand, marketers are certainly very interested in changes in various factors underlying a person's purchase decision, although, on the other hand, it must also be understood that various factors allow influence changes in consumer behavior.

Consumers have rational choices to determine the best decision before determining the best in fulfilling their needs and desires. Therefore, it is reasonable that consumers search for information from various sources so that the decision they choose becomes the best alternative from the many choices. It also confirms that internal and external factors play a critical role in consumer decision-making [5].

Errors in decision-making will have a systemic impact because they not only lead to disappointment but also regret, which ultimately recommends bad ones to the public. In fact, a bad recommendation indirectly becomes a testimonial that kills marketing. It is contrary to the purpose of marketing that seeks to create the best impression of public perception and then change their cognition, thereby influencing positive attitudes; finally, it can affect rational decision-making choices.

Generally, an overview of a person's purchase decision consists of several interrelated stages, such as identifying needs and wants. In fact, needs and wants are different, which certainly have a different level for each individual. Hence, identifying needs and wants is the key to fulfillment and satisfaction. The next stage is the search for detailed, complete, and thorough information. It is vital since consumers will make the best choice. Thus, without complete and detailed information, consumers will find it challenging to formulate choices and make a purchase decision. It suggests that inaccurate information-seeking will be fatal in decision-making [8].

The next stage is deciding, referring to identifying the problem of needs and desires based on the selection of information obtained. The primary stage will determine the following action, which is satisfied or disappointed. The rational choice between being satisfied or disappointed will indirectly determine whether consumers will provide the best recommendations or testimonials to the public. If what is obtained is satisfactory, consumers will make positive testimonials and recommendations; on the other hand, if consumers are not satisfied, they will definitely give negative recommendations or testimonials. If negative recommendations or testimonials are made, it will reduce the market's attractiveness because other consumers will think again before making a purchase.

The stages above illustrate that post-purchase decision evaluation is the keyword because this stage greatly determines consumer attitudes, whether to continue to consume (loyal) or switch to other products. It is because many choices exist in the market to fulfill needs and wants, all of which promise the best. Thus, producers and marketers are required to identify all stages of consumer behavior so that it is hoped that there will be no disappointed consumers and satisfied instead, who ultimately do testimonials and undoubtedly recommend to the public to consume the products. Therefore, this reality becomes a challenge for marketers [2].

The brand is an essential component in trade so that the existence of a brand indirectly becomes an identity and, at the same time, a differentiator compared to competing products in an era of increasingly fierce competition. As such, building a brand becomes vital as it involves many underlying aspects. Related to this, the brand components not only consist of logos and taglines but also tend to be complex, so it is necessary to identify all aspects that affect marketing success [9].

Research by Adlin Hokky and Bernarto, (2021) elucidated that the identification of loyalty related to purchasing an Apple iPhone smartphone is interesting to observe in Jakarta, influenced by brand image and

trust. It illustrates that efforts to support loyalty to the iPhone need to pay attention to the role of brand image and brand trust. Their research results also confirm that brand trust mediated brand image on brand loyalty. Therefore, it is necessary to strengthen the role of brand image and brand trust so that their influence on loyalty becomes relevant, and therefore, marketers need to pay close attention to the research results to support marketing and brand loyalty.

Juliana et al., (2021) study revealed that purchasing decisions in the Hotpot Haidilao Restaurant case in Jakarta were influenced by brand image and brand trust. Thus, it can be generalized that the attractiveness of brand image and brand trust had a positive impact on purchasing decisions, so producers need to pay attention to these two variables to spur marketing success, especially concerning the fact that competition is getting tougher. Consequently, the commitment to maintaining brand image and brand trust becomes a reference to winning the competition in the globalization era.

In addition, the research findings of Martin and Nasib, (2021) indirectly strengthen the argument in the globalization era about the importance of brand image and brand trust on loyalty and aspects of satisfaction with higher education. It explains the vital role that brand image and brand trust play, not only in the case of product services in the retail sector but also in the service sector, i.e., the case in higher education. It indicates that it is the basis for the importance of developing the role of brand image and brand trust in terms of winning competition in the global market. On the one hand, it becomes a reference in the competition process, although, on the other hand, it is also a challenge as it is not easy to spur the strength of the brand image and brand trust, especially in the case of competition in higher education.

The consistency of findings on the role of brand image and brand trust is also supported by the research results of Maulana et al., (2021) related to the influence of brand image and brand trust variables on purchasing Oppo smartphones in Banjar City. Therefore, their research results indicate that the role of brand image and brand trust in purchasing decisions is crucial, so marketers and producers need to pay close attention to the role of these two variables in winning the competition. Although many variables impact the success of marketing factors, research findings strengthen the importance of brand image and brand trust variables, so these two variables are essential to pay attention to.

Moreover, the vital role of brand image and brand trust has a positive influence on marketing success in the global era, although, on the other hand, research findings from Yohana F. C. P. Meilani, and Ian N. Suryawan, (2020) showed different results because the brand trust variable had a positive effect on loyalty, while brand image did not affect loyalty. The finding is in the case of coffee shop management, so the commitment to building brand trust is essential, while the essence of the brand image actually provides a different understanding. This result verifies the diversity of the results of several studies and, at the same time, displays an interesting research gap for further study, especially regarding the strategic role of brand image and brand trust in global marketing.

The results of several studies above further illustrate how brand image and brand trust are two essential variables to support marketing success and win the competition in the global market. It is reinforced by the research results of Kim and Chao, (2019) for the case in China that the two variables, brand image, and brand trust, affected the process of brand building among the younger generation in China. This finding can also explain the difference between high and low involvement of a product in purchasing decisions in China, considering the influence of brand image and brand trust. It demonstrates that the role of brand image and brand trust strengthens the urgency of building a brand to win the competition.

Other findings from Muslim, Mubarak and Wijaya, (2020) emphasized the importance of brand image and brand trust variables in the case of the sneaker community in Yogyakarta. Their research results indirectly showed that the two variables, i.e., brand image and brand trust, positively affected the intention to purchase sneakers in Yogyakarta. However, the purchase decision is also influenced by another variable, i.e., the reference group, which basically gives a positive message to take action according to the reference. Therefore, the findings actually reinforce the vital role of the brand image and brand trust variables in marketing and, at the same time, emphasize the urgency of these two variables to win the competition in the global market era, which increasingly demands competitiveness.

Furthermore, the diversity of research findings related to the role of brand image and brand trust variables is not only in product marketing but also strengthens its role in the case of service marketing. Therefore, the research findings of Surapto, (2018) are the basis for the importance of brand image and brand trust variables in service marketing, i.e., service quality. This case is related to services at the Universitas Terbuka, thus influencing the urgency of the brand image and brand trust variables in service quality. Hence, the role of brand image and brand trust can target all segments, not only related to product marketing cases but can also be practiced in service marketing.

The strength of the influence of brand image and brand trust also displays its importance in the case of buying MPV cars. Amron's (2018) research revealed that brand image and trust variables positively impacted MPV car purchasing decisions. However, the price effect was higher than the two variables of brand image and trust. It denotes that the role of these two variables could not be ignored in marketing.

Furthermore, perception generally illustrates that internal and external factors influence consumer behavior. In addition, emotional factors and social behavior are also interested in changing a person's behavior in purchasing a product/service. Hence, the fundamental aspect of this case becomes a note regarding the importance of understanding purchasing decisions. From the description of several research results above, this research's problem formulation is the influence of brand image and brand trust on purchase intention.

## 2. RESEARCH METHOD

As individuals, consumers have a perception of a product that can be described in purchasing decisions. As such, each individual can choose a product according to the decision by referring to various consideration aspects to support decision-making. This understanding provides an answer that brand image is basically an individual perception that can strengthen belief in a product [10].

In this regard, perceptions in the minds of consumers and all individuals, be they negative or positive, indirectly become a consideration in making decisions about a product or service. Therefore, brand trust cannot be separated from understanding all available information related to the brand, which is a reinforcement in decision-making. It suggests that brand trust also refers to understanding overall performance [9].

The urgency of brand image and trust indirectly emphasizes that in a global era with intense competition, all products/services are interested in getting a brand image and trust because both are strategies to win the competition. The underlying assumption is that a good brand image certainly affects the quality of brand trust so that the perception of a product/service will be more robust in the minds of consumers. Thus, the stimulus is carried out to build a good brand image to strengthen brand trust in the minds of consumers. However, it is recognized that building a brand image is difficult to create the best brand trust. The chain of creating a brand image and brand trust also cannot be separated from all production process stages, including raw materials and thorough involvement, which is then called total quality management.

In addition, the commitment to build brand image and brand trust is carried out gradually and continuously since the strength of the brand image and brand trust must also be supported by the best quality of a product/service. Accordingly, not good quality products/services cannot create and build a brand image; thus, brand trust should be created on an ongoing basis. Then, the perception of a good brand image will have a systemic impact on brand trust, although it must also be created from the good quality of a product/service. This synergy then emphasizes that marketers and producers must pay attention to the importance of quality assurance for the best brand image creation strategy, ultimately strengthening brand trust.

The best products have always been the desire of consumers to fulfill their needs and want, although the creation of the best products is also not easy; thus, the best product will indirectly be able to create a strong brand image in the minds of consumers. Therefore, marketers are interested in continuously trying to create the best brand image for all their products to strengthen the brand image in the public's mind.

Purchasing decisions are influenced by many factors that tend to be complex, so when consumers decide to make a purchase, it fundamentally refers to the arguments of several aspects that have been considered previously. The diversity related to the purchasing decision variables provides an opportunity to conduct an exploratory study of the potential of all existing variables. In this regard, several studies' findings reinforce the urgency of brand image in purchasing decisions in many cases [2, 4, 6, 8, 9]. Therefore, the first hypothesis in this research is:

$H_1$  = Brand image is assumed to affect purchase intention positively.

A strong brand image will guarantee the creation of brand trust in the minds of consumers so that the interest in building a brand image is fundamentally to create brand trust. Thus, brand trust is unlikely to be formed if there is no brand image, while brand image becomes part of product quality. Related to this, creating quality products is essentially a commitment to building a brand image and trust systematically and sustainably. Therefore, in an era of competition that increasingly demands the best competitiveness of products, it requires a commitment in the production process to create quality products so that they can affect the brand image, which in turn can actually increase brand trust in the minds of consumers. Hence, it is a challenge for marketers and manufacturers to create the best quality products for consumers consistently.

Further, the diversity of variables that strengthen purchasing decisions becomes an argument for conducting studies so marketers and producers can map variables that interest consumer perceptions. Besides the brand image variable, another variable is also important in forming positive perceptions of consumers' minds, i.e., brand trust. As a result, building an opinion on a product in the global market is inseparable from building brand trust. It suggests that brand trust is a reference for marketing success [2, 4, 6, 8, 9]. In this regard, the second hypothesis of this research is:

$H_2$  = Brand trust is assumed to affect purchase intention positively.

The explanation of the importance of brand image and brand trust variables refers to the findings of many previous studies, so this research model is as follows:

F (brand image and brand trust) = Purchase intention

The description of the research model above provides an overview of three variables: brand image, brand trust, and purchase intention. Therefore, the explanation of the three variables' indicators is as follows:

Table 1. Question indicators

NO	VARIABLE	INDICATOR	SOURCE
1	Brand Image	I feel this product is very well known to the public.	[5]
		I feel this product has a prestigious image.	
		I feel the product makes it easy to use.	[1]
		I feel the product has an advantage in terms of product design.	
		I feel the product has the advantage in terms of its technology.	
		I feel the product is innovative compared to its competitors.	
		I think the brand is good.	[8]
		I think the brand quality is good.	
2	Brand Trust	The brand has a considerable influence.	
		I trust the product brand.	[5]
		I feel this product can be trusted.	
		I feel this product offers a safe product.	
		I think this product has given as promised.	
		I think this product is a trusted brand.	[1]
		I feel this product is safe product to use.	
		I think this product is reliable.	
3	Purchase Intention	I think the product delivers what it promises.	
		I rely on the brand.	[8]
		I trust the brand.	
		How often have you bought the brand in the past?	[8]
		How often do you consume/use the brand?	
		Do you intend to buy the brand in the future?	

The importance of brand image and brand trust variables refers to the results of several previous studies. Meanwhile, the research method used regression analysis. As such, several classical assumptions become rigid procedures as a reference for generalization interests. Related to this, the data as this research's reference involved the millennial generation, so 100 students of the Management Study Program, FEB UMS, were selected.

### 3. RESULTS AND ANALYSIS

The respondents involved in this study were 100 students of FEB UMS, while the questionnaire was distributed utilizing the google form, which was conducted on Monday-Thursday on June 20-23, 2022. The number of questionnaires that could be processed was 100 because all of them returned, indicating that the response rate reached 100%. The explanation of respondent identification is as follows:

Table 2. Identification of respondents

IDENTIFICATION	DESCRIPTION	TOTAL
Gender	Male	21
	Female	79
Origin	Solo	65
	Outside of Solo	35
Residence	Boarding house	15
	Not boarding house	85
Consumption/month	< IDR 2 million	25
	≥ IDR 2 million	75

Source: Primary data processed

The table above explains the identification of respondents to generalize the results, other than for retesting through research replication.

Validity testing was carried out by trial and error, and several indicators were removed from the model: Brand image indicators 3, 4, 5, and 6 and brand trust indicators 1, 2, and 3. The validity testing results are shown in the following table:

Table 3. Validity test results

	Rotated Component Matrix <sup>a</sup>		
	Component		
	1	2	3
Brand Image 1		.630	
Brand Image 2		.758	
Brand Image 7		.669	
Brand Image 8		.831	
Brand Image 9		.841	
Brand Trust 4	.724		
Brand Trust 5	.801		
Brand Trust 6	.855		
Brand Trust 7	.697		
Brand Trust 8	.786		
Brand Trust 9	.822		
Brand Trust 10	.638		
Purchase Intention 1			.763
Purchase Intention 2			.676
Purchase Intention 3			.830

Afterward, a reliability test was conducted to assess how reliable the questionnaire was in searching for information [11, 12, 13]. Measurements with high reliability are those that can produce reliable data. The test results are presented in the table below:

Table 4. Reliability test results

Indicator	Mean	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
Brand Image 1	4.25	.823	.560	.804
Brand Image 2	4.23		.686	.771
Brand Image 7	4.05		.504	.829
Brand Image 8	4.10		.685	.767
Brand Image 9	4.20		.692	.767
Brand Trust 4	3.73	.901	.653	.893
Brand Trust 5	3.56		.777	.879
Brand Trust 6	3.46		.746	.883
Brand Trust 7	3.37		.722	.885
Brand Trust 8	3.62		.741	.883
Brand Trust 9	3.57	.688	.682	.890
Brand Trust 10	3.42		.642	.894
Purchase Intention 1	3.30		.480	.624
Purchase Intention 2	3.03		.501	.607
Purchase Intention 3	3.25		.551	.542

Normality testing was intended to assess whether the data were normally distributed. It indicates that the parametric test must be with normally distributed data so that if the data is not normal, it is recommended to do a test with a non-parametric test.

If the Z-value (test statistic) result is below 1.97, there is no difference between the theoretical and empirical distribution, so the data are normally distributed. In this study, the statistical test score was 0.18, below 1.97, meaning that this study's data were normally distributed.

A multicollinearity test was conducted to test whether there was a correlation between independent variables in the regression model. The case of multicollinearity means a perfect linear relationship exists between some or all the variables that explain the regression model. As such, the test was done by looking at

the Tolerance and Variance Inflation Factor (VIF) values in the regression model. The decision-making criteria regarding the multicollinearity test are:

The VIF value is  $<10$ , or the tolerance value is  $>0.01$  = no multicollinearity.

The VIF value  $>10$ , or the tolerance value  $<0.01$  = multicollinearity occurs.

The test results showed that the VIF value was 1.183, or less than 10, while the tolerance value was 0.846, or more than 0.01. From these results, it can be stated that there was no multicollinearity.

The heteroscedasticity test aimed to assess whether there was an inequality of variance from the residuals in one observation to another in a regression model. If the variances are different, it is called heteroscedasticity. One way to find out the case of heteroscedasticity in a multiple linear regression model is to look at the predicted value of the dependent variable, namely SRESID, with a residual error, i.e., ZPRED. A good research model does not occur heteroscedasticity. The test results revealed a significance value greater than 0.05, meaning there was no heteroscedasticity, and the test could be continued.

A regression model can be said to be good when it is free from autocorrelation. The autocorrelation problem can arise because consecutive observations over time are correlated to each other. This problem also arises because the residuals are not independent of one observation to another. Thus, the autocorrelation test aims to test whether there is a correlation between the confounding error in period  $t$  and the error in period  $t-1$  (previous) in a linear regression model. If there is a correlation, it is called an autocorrelation problem. In addition, this problem emerges since the residual (interference error) is not independent of one observation to another. Therefore, the autocorrelation problem becomes a classic issue, and the completion of the autocorrelation problem becomes vital in testing classical assumptions, although, on the other hand, there are considerations in testing for the case of time series data.

Autocorrelation is detected through the Durbin-Watson Test by determining the value of Durbin Watson (DW). The autocorrelation test is only conducted on time-series data and does not need to be carried out on the nature of cross-sectional data, such as in the questionnaire, where the measurement of all variables is carried out simultaneously at the same time. The autocorrelation test is also a test that must be conducted on linear regression with time series or panels. It is crucial because the resulting model can be biased if there is an autocorrelation disorder in the research model. Since this research's data were not time-series but cross-sectional ones through the distribution of questionnaires, there was no need to do an autocorrelation test.

Regression testing is intended to explain the relationship between the independent and the dependent variables in a model. Therefore, regression testing also aims to explain the hypothesis testing results and provide an overview of the relationship's strength simultaneously.

The test results revealed the relationship between variables in this research model that the influence of brand image and brand trust on purchase intention tended to be small since the R square value was 0.099. However, the interaction of the relationship was positive and significant, so other variables affected purchase intention, aside from the two variables built into this research model. The explanation of these interactions is shown in the following table:

Table 5. R-value

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314 <sup>a</sup>	.099	.080	.56069
a. Predictors: (Constant), Mean of Brand Trust, Mean of Brand Image				

The explanation of the relationship between variables in this research model was also supported by the significance value of the F-test, showing a value of 5.316 with a significance of 5%. Therefore, the model built in this study aligns with the theory of purchase intention. The test results are displayed in the following table:

Table 6. F-Test results

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3.342	2	1.671	5.316	.006 <sup>b</sup>
Residual	30.495	97	.314		
Total	33.837	99			
a. Dependent Variable: Mean of Purchase Intention					
b. Predictors: (Constant), Mean of Brand Trust, Mean of Brand Image					

Testing the hypothesis about the effect of brand image and brand trust on purchase intention showed that brand image did not have a significant effect, while the brand trust variable uncovered significant results. This finding becomes a reference for marketers to examine the phenomena that occur, especially those associated with the role of brand trust on consumer behavior related to purchase intentions. The significant role of brand trust is also a reference for how to commit to building brand trust amid increasingly fierce competition, particularly concerning competitiveness. However, it is recognized that it is not easy to build brand trust since there are many underlying aspects, so producers and marketers need to be more careful in responding to research findings. The test results are as follows:

Table 7. Hypothesis test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.471	.485		9.213	.000
Mean of Brand Image	.077	.118	.068	.653	.516
Mean of Brand Trust	.271	.101	.281	2.681	.009

The theory explains that many internal and external aspects influence purchase intention. Therefore, the perception of purchase intention cannot only refer to the quality of the product but also needs to consider other aspects. Related to this, the hypothesis testing in this research was to determine the effect of brand image and brand trust variables on purchase intention. On the one hand, the role of brand image on product quality is justified since the better the quality of a product, the better it indirectly affects the perception of brand image and vice versa. Hence, the role of the brand image becomes essential in building purchase intention.

The test results showed that brand image had no significant effect on purchase intention, so the first hypothesis was rejected. This finding is interesting since the theory confirms the crucial role of brand image on purchase intention due to its effect on product quality. However, this finding is also a note that in a pandemic situation, it turned out that the influence of brand image was not too much attention, so that other variables could influence consumer purchase intentions. It indicates that in the case of a normal situation, not a pandemic, the role of brand image is vital in supporting purchase intentions, but in a pandemic situation, it turned out that brand image was not an important consideration, so its effect on purchase intention was not proven. It contradicts several previous study results [2, 4, 6, 8, 9].

The second observed variable in this research was brand trust. The general perception verifies that brand image affects brand trust as there is confidence in the product image. Hence, the synergy built from product quality will influence the brand image, positively impacting brand trust. It demonstrates that the crucial role of brand trust is indirectly attached to brand image and product quality. It confirms that producers and marketers need to pay attention to the synergy between the influence of brand image and brand trust concerning purchasing intention.

The test results uncovered that brand trust significantly and positively affected purchase intention. Thus, testing the second hypothesis in this research was proven. In other words, there are interesting findings from this research that brand image did not affect purchase intention, while brand trust positively affected purchase intention. In fact, the theory of purchase intention elucidates the relationship between brand image and brand trust. Therefore, this finding becomes a reference that during a pandemic, it is necessary to pay attention to the relationship between brand trust and purchase intention since the strength of a person's trust will indirectly affect belief in a brand, which strengthens him to make a purchase. This finding also corroborates the results of several previous studies [2, 4, 6, 8, 9].

#### 4. CONCLUSION

Theoretically, purchase intention illustrates that the influencing variables are overly complex, internal and external factors [14, 15, 16]. This research's findings confirm that the brand image variable did not affect purchase intention, while the brand trust variable significantly affected purchase intention. The findings become a reference for marketers to spur the essential role of brand trust in purchase intentions, especially concerning the pandemic situation. On the other hand, brand trust also impacts competitiveness in the global era, which is both a challenge and an opportunity to win the competition.

Purchase intention behavior is influenced by various variables, although, on the other hand, the purchase intention behavior can be carried out by all consumer segments. In this regard, the selection of respondents involving the millennial generation is still representative to represent the consumer behavior characteristics. Nevertheless, the selection of students indirectly also reduced purchasing power, affecting purchase intention behavior. Therefore, the selection of respondents from millennials is this research's limitation.

The findings of this research become a reference for marketers to examine the factors behind purchase intentions. For this reason, this research's findings and limitations can be used as a reference for further research processes by considering the observation setting to enrich the existing theory and its relevance to theoretical, empirical, and practical benefits, especially regarding behavior in purchase intentions.

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