

**THE ROLE OF CONSUMER TRUST IN MEDIATING THE INFLUENCE OF BRAND IMAGE
ON DECISIONS TO PURCHASE LOCAL FASHION BRAND PRODUCTS AEROSTREET
(Study of Tokopedia Marketplace Consumers in Denpasar City)**

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Abstract

The rapid development of fashion is accompanied by the rapid circulation of information and the flow of globalization entering a country. Various fashion trends emerge, making changes in trends have an impact on a person's lifestyle. This can be a consideration for fashion companies to pay more attention to factors that can provide many benefits to the sale of their fashion products through purchasing decisions. One of the factors that influences purchasing decisions is a positive brand image, because having a strong brand image can cause the brand to stick in the minds of consumers. This research aims to explain the role of consumer trust as a mediator in the influence of brand image on purchasing decisions for local fashion brand Aerostreet products. The research was conducted on Tokopedia Marketplace consumers in Denpasar City who had previously purchased Aerostreet fashion products with a sample size of 100 respondents. Data collection was carried out through an online survey with a questionnaire tool in the form of a Google form. The analysis technique uses path analysis, Sobel test, and VAF test with the help of the SPSS for Windows program. The results of this research show that brand image has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on consumer trust, consumer trust has a positive and significant effect on purchasing decisions, and consumer trust plays a significant role in mediating the influence of brand image on purchasing decisions. The implications of this research can strengthen previous research and become a reference for Aerostreet in maintaining product quality and the benefits consumers feel about the Aerostreet brand.

Keywords: Consumer Trust, Brand Image, Purchasing Decisions

INTRODUCTION

People's lifestyle patterns have changed, including people's shopping patterns in making purchases. This shopping activity uses internet technology known as online shopping. The existence of e-commerce creates an electronic market that connects buyers and sellers, known as the Marketplace. Marketplace owners facilitate facilities for business actors to market their products and provide scope for communication

between sellers and buyers to make offers that lead to purchasing decisions. There are several examples of Marketplace businesses in Indonesia, such as Tokopedia, Shopee, Lazada, Bukalapak, Orami, BliBli.com, Ralali, Zalora, JD.ID, and other Marketplace businesses (CNN Indonesia, 2017).

The following is Table 1 of the Marketplace website visitor report according to Locad data (2023) which shows the total number of people who have visited Marketplace sites in Indonesia in the fourth quarter of 2023. It is possible that these visitors will increase every year considering the development of the internet and information technology increasingly fast and sophisticated.

Table 1. Number of Marketplace Visitors in the Fourth Quarter of 2023

Marketplace Name	Number of visitors
Tokopedia	147.790.000
Shopee	126.996.700
Bukalapak	29.460.000
Lazada	27.670.000
Blibli	18.440.000
Bhinneka	6.996.700
Orami	6.260.000
Ralali	5.123.300
Sociolla	1.800.000
Zalora	1.600.000

Source: Locad (2023)

Based on Table 1, competition between Marketplaces is quite tight in the fourth quarter of 2023. Tokopedia is in first place with the number of visits to Tokopedia reaching 147.7 million visitors in the fourth quarter of 2023, this proves that Tokopedia is one of the Marketplaces that is in great demand by consumers when compared to other Marketplaces such as Shopee, Bukalapak, Lazada, Blibli, and others.

One of the Marketplaces that is at the peak of its glory and is originally made by Indonesian children is Tokopedia, which was founded on February 6 2009 and officially launched to the public on August 17 2009 by William Tanuwijaya and Leontinus Alpha Edison. Tokopedia is an online buying and selling facility that allows individuals, small shops such as MSMEs and brands to carry out buying and selling or transactions online. Tokopedia is one of the pioneers of Marketplace that has developed in Indonesia (Ani et al., 2021).

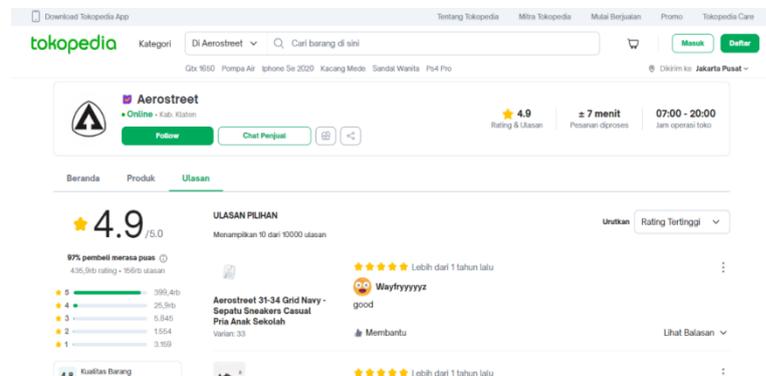
One of the products traded on Tokopedia is fashion products. The fashion products sold consist of various types, such as clothes, trousers, bags, shoes and accessories such as hats, rings, necklaces, etc. Fashion is an inseparable part of a person's daily appearance and style. The development of fashion today is very fast, because it goes hand in hand with the speed of information and the flow of globalization entering a country. Various fashion trends emerge over time, thereby

making the exchange of trends have an impact on a person's lifestyle (Sahrub, 2018).

The abundance of fashion products today provides many choices for consumers, this can be a consideration for companies, especially brands, to pay more attention to factors that can provide benefits to product sales through consumer purchasing decisions. Not only that, the shift in consumer shopping trends from offline to online means that companies need to prepare appropriate steps to increase consumer interest in making purchases. If the company does not prepare a mature strategy, the company will not survive because competitors with the same product will take over the company's market share (Farisi, 2018).

One of the fashion products that has changed its sales strategy from offline to online is the local brand Aerostreet. Aerostreet is a shoe and t-shirt brand produced by PT ADCO Pakis Mas. This brand, which started production in 2015, was originally a brand that only produced school shoes by distributing them from shop to shop or you could say offline. Following developments in shopping trends, to continue to maintain its survival, Aerostreet began to develop its products by starting to produce sports, casual and formal shoes to clothing such as t-shirts and hoodies by selling online (Warno and Rahmawan, 2022).

Aerostreet with its trademark slogan, namely "Lokal Undaunted" always tries to increase its sales with various strategies, even though Aerostreet does not have a special store, and only relies on the website, Marketplace and social media Instagram, this is not an obstacle for the Aerostreet brand in making sales. In fact, Aerostreet has always been popular with many groups, which can be seen from Figure 1 which shows that 97 percent of buyers of Aerostreet products on the Tokopedia Marketplace are satisfied, both in terms of product quality, seller service, product packaging and product price. Based on Figure 1, it can also be seen that 399.4 thousand buyers of Aerostreet products gave a rating of 5, followed by a rating of 4 as many as 25.9 thousand buyers out of 435.9 thousand total buyers of Aerostreet products who gave reviews on the Tokopedia Marketplace, this indicates that Aerostreet products has its own charisma or image in the eyes of consumers.



Source: Tokopedia.com (2023)

Figure 1. Number of Buyer Ratings for Aerostreet Products on the Tokopedia Marketplace

Aerostreet is one of the local shoe and t-shirt brands that has developed in Indonesia, but in March 2022, Aerostreet was accused of plagiarizing t-shirt designs belonging to the Kontakt Zero brand. The t-shirt design is accused of only being different in terms of the type of font. Plagiarism is an act that is detrimental to the creator of a work, because this action is similar to stealing someone else's work (Business Style, 2022).

BrandLocal fashion Aerostreet has been accused of plagiarism, which it denies could have an impact on consumers' feelings of disappointment with this brand. It can be seen that there is a phenomenon that is not in line with the problem of plagiarism cases at Aerostreet. Even though this case does not reduce the image of the Aerostreet brand, people's intention to carry out transactions with the Aerostreet brand is still quite high on the Marketplace platform. Based on Figure 1 which displays the average number of buyers' ratings for Aerostreet products on the Tokopedia Marketplace in 2023, it is 4.9/5.0. According to Mybest data (2023), the Aerostreet t-shirt brand was able to occupy fourth position out of the 10 best men's t-shirt brands in Indonesia with the title of popular men's t-shirt product on the Shopee, Tokopedia and Lazada Marketplaces, this indicates that purchasing decisions are used as a reference by a brand in developing and improving the quality of its products.

Purchasing decisions can be interpreted as an activity that is continuously carried out by consumers in planning to purchase, use and spend products and services, including procedures for expressing opinions and carrying out the actions in question (Yuliet and Yuliharsi, 2019). Kotler and Keller (2016:234) explain that smart companies will try to fully understand consumers' decision-making processes, all their experiences in learning, choosing and using products. Purchasing decisions can be seen when consumers feel they are prioritizing their own needs, prioritizing the benefits of the product they want to buy, the accuracy of the quality of the product offered, and deciding to purchase because the consumer has had a good experience with a brand. Consumer purchasing decisions can be viewed as a process where consumers will evaluate products by looking at the strength of various product attributes and the image that the product has (Oghojafor et al., 2012). It is important for a company, especially a brand, to know the factors that influence purchasing decisions (Nur'aini et al., 2022).

According to Tanady and Fuad (2020), one of the factors that influences purchasing decisions is a positive brand image factor, because having a strong brand

image can cause the brand to stick in the minds of consumers. Creating a good brand image for a product is not easy, because the brand must gain public trust and distance the company from negative issues that can cause the brand image to be damaged. Brand image can be seen from the superiority of a brand, the uniqueness inherent in a brand, the reputation a brand has, and when consumers feel they have clear advantages for their needs. Brand image refers to the schema of consumer thinking about a brand, the consumer's perception of thoughts and feelings towards the image of the brand which influences consumer purchasing decisions, so that companies or each brand need to create, develop and maintain a good brand image in the eyes of the public in order to compete with others. its competitors.

In line with research conducted by Susbiyanto and Ofeser (2021) regarding the influence of brand image which has a positive and significant effect on purchasing decisions on the Shopee, Tokopedia, Lazada and Bukalapak Marketplaces. Previous research conducted by Wadi et al. (2021) also stated that brand image has a positive and significant influence on the purchasing decisions of specs shoe consumers in East Lombok City, which means that brand image plays an important role in influencing the purchasing decisions of specs shoe users. The same results were stated by Nisa et al. (2022), that brand image has a positive and significant effect on purchasing decisions on the Tokopedia application. Pintubatu and Saputri (2021) in their research stated that brand image has a positive influence on purchasing decisions on Tokopedia.

A pre-survey was conducted on 20 respondents who had used Aerostreet products in Denpasar City to see the role of consumer trust as a mediating variable that bridges the influence of brand image variables on purchasing decisions. Based on the results of the pre-survey, it was discovered that 19 respondents had purchased local Aerostreet products on the Tokopedia Marketplace. As many as 17 out of 20 respondents felt they had a good impression of local Aerostreet products on the Tokopedia Marketplace. Meanwhile, 18 out of 20 respondents felt confident in making online purchasing decisions on local Aerostreet products on Tokopedia, so based on these results it supports the use of consumer trust as a mediator.

Trust is something that needs to be built between buyers and sellers when shopping online. According to Putri and Sukaatmadja, (2018) trust is when consumers are willing to bear all the risks caused by a brand because there is consumer hope that the brand will provide positive results, thus making consumers loyal because they already have trust in the brand. Consumer trust according to Setiawati et al. (2020) is a form of consumer support in an effort to get everything they want, through consumer trust they will provide support related to purchasing decisions. Consumer trust can be seen from the integrity, consistency, care and credibility of the company. The choice of consumer trust as a mediating variable is also supported by previous research conducted by Umma and Nabila (2023) which states that consumer trust is able to mediate and influence brand image on purchasing decisions. These results are in line

with research conducted by Fatmawati and Triastity (2017) that consumer trust is able to mediate brand image on purchasing decisions.

Research on the role of consumer trust as a mediator in the influence of brand image on purchasing decisions is important to carry out, considering the intense business competition between one brand and another. Research was conducted on Tokopedia Marketplace consumers in Denpasar City, to determine the role of consumer trust in mediating brand image on purchasing decisions for local Aerostreet products among Tokopedia consumers in Denpasar City. Based on the description of the background to the problem above, this research was conducted to determine "The Role of Consumer Trust in Mediating the Influence of Brand Image on Purchase Decisions for Local Fashion Brand Aerostreet Products (Study of Tokopedia Marketplace Consumers in Denpasar City)"

RESEARCH METHODS

This research is research that uses quantitative methods with an associative approach. This research aims to test the influence between variables, namely the influence of brand image as an independent (free) variable on purchasing decisions which is a dependent (bound) variable with consumer trust as a mediating variable. The type of research used is causal research with a questionnaire tool given to respondents to obtain the required data.

The population in this research is consumers of local Aerostreet brand products who use the Tokopedia Marketplace application in Denpasar City, whose population cannot be determined with certainty (infinite). In this study, 12 indicators were used, which means the number of samples required is a minimum of 60 (5x12) and a maximum of 120 (10x12). This research used a sample of 100 respondents, which means they met the criteria. The sampling method used in this research is a non-probability sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each member of the population to be selected as a sample (Rahyuda, 2020). The sampling technique used was purposive sampling, namely a sampling technique that prioritizes research objectives rather than the nature of the population in determining the research sample (Sugiyono, 2022: 133).

RESULTS AND DISCUSSION

Research Instrument Test Results

Test the validity of the instrument

Validity testing is carried out by calculating the Pearson Product Moment Correlation value. An instrument is said to be valid if the Pearson Product Moment Correlation (r) values are ≥ 0.30 with an Alpha error of 0.05 (Sugiyono, 2022:361). A valid instrument makes it possible to measure the variables that occur in research

correctly. Table 2 shows the validity results of each instrument in this research variable as follows:

Table 2. Instrument Validity Test Results

Variable	Indicator	Pearson Correlation	Information
Buying decision (Y)	As needed (Y1)	0.665	Valid
	Has benefits (Y2)	0.695	Valid
	Product accuracy (Y3)	0.667	Valid
	Good experience (Y4)	0.716	Valid
Brand Image (X)	Consumer benefits (X1)	0.712	Valid
	Brand advantages (X2)	0.769	Valid
	Special uniqueness attached to the brand (X3)	0.712	Valid
	Product reputation (X4)	0.730	Valid
Consumer Confidence (M)	Integrity (M1)	0.758	Valid
	Consistent (M2)	0.688	Valid
	Concern (M3)	0.759	Valid
	Credibility (M4)	0.754	Valid

Source: Processed Data, 2024

The results of the validity test in Table 2 conclude that the purchasing decision, brand image and consumer trust variables obtained a correlation coefficient (Pearson Correlation) with a total score for all indicators above 0.30, which proves that the statement items in this research instrument have met the requirements data validity.

Instrument reliability test

Reliability testing shows the extent to which a measurement tool can be trusted or reliable. Reliability testing in this research used the Cronbach's Alpha method. An instrument can be said to be reliable if it has a Cronbach Alpha coefficient value ≥ 0.60 . The results of the instrument reliability test in this study are presented in table 3 as follows:

Table 3. Instrument Reliability Test Results

Instrument	Cronbach's Alpha	Information
Buying decision	0.624	Reliable
Brand Image	0.707	Reliable
Consumer Confidence	0.724	Reliable

Source: Processed Data, 2024

The results of the reliability test in Table 3 show that the purchasing decision, brand image and consumer trust variables obtained a Cronbach's Alpha above 0.60, which proves that the statements in the questionnaire in this research can be said to be reliable and can be used to conduct research.

Data Analysis Results

Classic assumption test results

The classical assumption test is carried out with the aim of ensuring that the results obtained meet the basic assumptions in the regression analysis. The classic assumption tests carried out in this research are the normality test, multicollinearity test, and heteroscedasticity test. The results of the classical assumption test are processed with the help of SPSS for Windows software and are presented as follows:

1) Normality test

This test aims to find out whether the residuals from the regression model created are normally distributed or not. To test whether the data used is normal or not, it can be done using the Kolmogorov Smirnov test. If the coefficient Asymp.Sig. (2-tailed) is greater than 0.05 then the data is said to be normally distributed.

Table 4. Normality Test Results for Regression Equation 1

<i>Unstandardized Residual</i>	
N	100
Kolmogorov-Smirnov Z	0.088
Asymp.Sig. (2-tailed)	0.056

Source: Processed Data, 2024

Table 4 shows that the Kolmogorov Smirnov (KS) value is 0.088, while the Asymp.Sig (2-tailed) value is 0.056. This indicates that the regression equation model 1 is normally distributed because Asymp.Sig (2-tailed) 0.056 is greater than the alpha value of 0.05, so it can be concluded that the model meets the normality assumption.

Table 5. Normality Test Results for Regression Equation 2

<i>Unstandardized Residual</i>	
N	100
Kolmogorov-Smirnov Z	0.085
Asymp.Sig. (2-tailed)	0.069

Source: Processed Data, 2024

Table 5 shows that the Kolmogorov Smirnov (KS) value is 0.085, while the Asymp.Sig (2-tailed) value is 0.069. This indicates that the regression equation model 2 is normally distributed because Asymp.Sig (2-tailed) 0.069 is greater than the alpha value of 0.05, so it can be concluded that the model meets the normality assumption.

2) Multicollinearity test

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. The existence of multicollinearity can be seen from the tolerance value or variance inflation factor (VIF). If the tolerance value is more than 10 percent or the VIF is less than 10, it is said that there is no multicollinearity in the regression equation.

Based on Table 6, it can be seen that the tolerance and VIF values of the brand image and consumer trust variables in regression equation 2 show that the tolerance value for each variable is greater than 10 percent and the VIF value is smaller than 10, which means the regression equation model is free from multicollinearity.

3) Heteroscedasticity test

The heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from the residuals of one observation to another and this test is carried out using the Glejser Test. If the significance value is above 0.05 then it does not contain symptoms of heteroscedasticity.

Table 7. Heteroscedasticity Test Results for Regression Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,451	,589		2,461	.016
Brand Image	-.027	,034	-.079	-.785	,434

Source: Processed Data, 2024

In Table 7 it can be seen that the significance value of the brand image variable is 0.434. This value is greater than 0.05, which means there is no influence between exogenous variables on the absolute residual. Thus, the model equation created does not contain symptoms of heteroscedasticity.

Table 8. Heteroscedasticity Test Results for Regression Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,892	,638		1,397	,166
Brand Image	,042	,047	.138	,910	,365

Consumer Confidence	-.047	,055	-.129	-.853	,396
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Source: Processed Data, 2024

In Table 8 it can be seen that the significance value of the brand image variable is 0.365 and the significance value of the consumer trust variable is 0.396. This value is greater than 0.05, which means there is no influence between exogenous variables on the absolute residual. Thus, the model equation created does not contain symptoms of heteroscedasticity.

Path analysis results (path analysis)

Data testing in this research uses path analysis techniques, where path analysis is an extension of multiple linear regression analysis to test the causal relationship between 2 or more variables. The path coefficient calculation was carried out using regression analysis using SPSS for Windows software, the results obtained were shown through the following stages:

1) Formulate hypotheses and structural equations

First model: The influence of brand image on consumer trust.

Hypothesis 1: Brand image has a positive and significant effect on consumer trust.

Data processing shows the results as presented in table 9 as follows:

Table 9. Results of Path Analysis of Regression Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,279	,993		6,324	,000
Brand Image	,634	,057	,745	11,065	,000
F					
R ² = 0.555	Statistic	Sig F = 0.000			
	= 122.439				

Source: Processed Data, 2024

Based on the results of substructural path analysis 1 as in the data presented in Table 9, the structural equation is as follows:

$$M = \beta_2 X + e_1$$

$$\widehat{M} = 0,745 + e_1$$

The brand image variable (X) has a Standardized Beta Coefficient of 0.745, which means that brand image has a positive influence on consumer trust. The magnitude of the influence of exogenous variables on endogenous

variables as shown by the total determination value (R Square) of 0.555 means that 55.5 percent of variations in consumer trust are influenced by variations in brand image.

Second model: The influence of brand image and consumer trust on purchasing decisions.

Hypothesis 2: Brand image has a positive and significant effect on purchasing decisions.

Hypothesis 3: Consumer trust has a positive and significant effect on purchasing decisions.

Data processing shows the results as presented in Table 10 are as follows:

Table 10. Results of Path Analysis of Regression Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,527	1,014		4,467	,000
Brand Image	,416	,074	,516	5,627	,000
Consumer Confidence	,317	,087	,335	3,652	,000
F		Statistic		Sig F = 0.000	
R12 = 0.637		= 85.061			

Source: Processed Data, 2024

Based on the results of substructural path analysis 2 as in the data presented in Table 10, the structural equation is as follows:

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$\hat{Y} = 0,516 + 0,335 + e_2$$

The brand image variable (X) has a Standardized Beta Coefficient of 0.516, which means that brand image has a positive influence on purchasing decisions. The consumer trust variable (M) has a Standardized Beta Coefficient of 0.335, which means consumer trust has a positive influence on purchasing decisions. The magnitude of the influence of exogenous variables on endogenous variables as shown by the total determination value (R Square) of 0.637 means that 63.7 percent of the variation in purchasing decisions is influenced by variations in brand image and consumer trust.

2) Forming a path coefficient diagram

(1) Direct effect (direct effect)

- (1) The influence of the brand image variable (X) on the purchasing decision variable (Y) is shown by the regression coefficient of $\beta_1 = 0,516$
- (2) The influence of the brand image variable (X) on consumer trust (M) is shown by the regression coefficient of $\beta_2 = 0,745$
- (3) The influence of the consumer trust variable (M) on purchasing decisions (Y) is shown by a regression coefficient of $\beta_3 = 0,335$

(2) Indirect influence (indirect effect)

The influence of brand image (X) on purchasing decisions (Y) with consumer trust as a mediating variable (M), namely:

$$\begin{aligned} \text{Indirect effects} &= \beta_1 \times \beta_3 \\ &= 0,516 \times 0,335 \\ &= 0,172 \end{aligned}$$

(3) Total Influence

$$\begin{aligned} \text{Total effect} &= \beta_2 + (\beta_1 \times \beta_3) \\ &= 0,745 + (0,516 \times 0,335) \\ &= 0,917 \end{aligned}$$

3) Test the value of the coefficient of determination (R²) of the variable error (e)

Based on substructural model 1 and substructural 2, a final path diagram model can be prepared. Before constructing the final path diagram model, the standard error value is first calculated as follows:

$$\begin{aligned} e &= \sqrt{1 - R^2} \\ e_1 &= \sqrt{1 - R^2} = \sqrt{1 - 0,555} \\ e_1 &= \sqrt{0,445} = 0,667 \\ e_2 &= \sqrt{1 - R^2} = \sqrt{1 - 0,637} \\ e_2 &= \sqrt{0,363} = 0,602 \end{aligned}$$

Table 11. Value Test Results Standard Error

Test result	Standard Error Value	Information
Pe1	0.667	Standard error of brand image variable e1
Pe2	0.602	Standard error purchasing decision variable e2

Source: Processed Data, 2024

Based on the calculation of the influence of the Pe1 error, the results show that the influence of the Pe1 error is 0.667 and the influence of the Pe2

error is 0.602. The results of the total coefficient of determination are as follows:

$$\begin{aligned}
 R^2m &= 1 - (Pe_1)^2 - (Pe_2)^2 \\
 &= 1 - (0,667)^2 - (0,602)^2 \\
 &= 1 - (0,4448) - (0,3624) \\
 &= 1 - 0,8072 \\
 &= 0,1928
 \end{aligned}$$

Table 12. Total Determination Coefficient Test Results

Test result	Coefficient of Determination	Information
R ² m	0.8388	The influence of the independent variable on the dependent variable in combination

Source: Processed Data, 2024

The resulting total coefficient of determination value of 0.8388 means that 83.88 percent of the variation in the purchasing decision variable (Y) can be explained by the brand image (X) and consumer trust (M) variables, while the other 16.12 percent of the variation is explained by factors not included in the research model. In other words, the exogenous variables used are able to explain most of the variation in the endogenous variables of purchasing decisions.

4) Calculating path coefficients simultaneously (overall)

Based on the results of the tests that have been carried out, a significance level of F of 0.000 < 0.05 is obtained, which means that the brand image variable (X) and the consumer trust variable (M) simultaneously influence the purchasing decision variable (Y).

5) Calculating path coefficients partially (individually)

(1) The influence of brand image on purchasing decisions

H₀: There is no positive and significant influence between brand image on purchasing decisions.

H₁: There is a positive and significant influence between brand image on purchasing decisions.

Based on the results of the analysis of the influence of brand image on purchasing decisions, a significance value of 0.000 was obtained with a beta

coefficient value of 0.516. A significance value of $0.000 < 0.05$ means that H_0 is rejected and H_1 is accepted. These results mean that brand image has a positive and significant influence on purchasing decisions.

(2) The influence of brand image on consumer trust

H_0 : There is no positive and significant influence between brand image and consumer trust.

H_1 : There is a positive and significant influence between brand image and consumer trust.

Based on the results of the analysis of the influence of brand image on consumer trust, a significance value of 0.000 was obtained with a beta coefficient value of 0.745. A significance value of $0.000 < 0.05$ means that H_0 is rejected and H_1 is accepted. These results mean that brand image has a positive and significant effect on consumer trust.

(3) The influence of consumer trust on purchasing decisions

H_0 : There is no positive and significant influence between consumer confidence and purchasing decisions.

H_1 : There is a positive and significant influence between consumer confidence and purchasing decisions.

Based on the results of the analysis of the influence of consumer trust on purchasing decisions, a significance value of 0.000 was obtained with a beta coefficient value of 0.335. A significance value of $0.000 < 0.05$ means that H_0 is rejected and H_1 is accepted. These results mean that consumer trust has a positive and significant effect on purchasing decisions.

Table 13. Direct, Indirect, and Total Influence of Brand Image (X), Consumer Trust (M), Purchasing Decisions (Y)

Influence of Variables	Direct Influence	Indirect Influence Through Consumer Trust (M) ($\beta_1 \times \beta_3$)	Total Influence
XM	0.745		0.745
XY	0.516	0.172	0.917
MY	0.335		0.335

Source: Processed Data, 2024

Sobel test

The Sobel test is an analytical tool to test the significance of the indirect relationship between exogenous variables and endogenous variables which are mediated by the mediator variable. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between endogenous variables and exogenous variables.

The Sobel test calculations in this research are as follows:

$$z = \frac{\beta_1\beta_3}{\sqrt{\beta_3^2s\beta_1^2+\beta_1^2s\beta_3^2+s\beta_1^2s\beta_3^2}}$$

$$z = \frac{(0,745)(0,335)}{\sqrt{(0,335)^2(0,057)^2+(0,745)^2(0,087)^2+(0,057)^2(0,087)^2}}$$

$$z = \frac{0,2495}{0,0677} = 3.68$$

Based on the calculations that have been carried out, a Z value of 3.68 > 1.96 is obtained. These results state that the mediating variable, namely consumer trust, significantly mediates the influence of brand image on purchasing decisions for consumers of local fashion brand Aerostreet products at the Tokopedia Marketplace in Denpasar City.

VAF Test

Variance Accounted For(VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula for calculating the VAF value is as follows:

$$VAF = \frac{Direct\ Influence}{Direct\ Influence + Indirect\ Influence}$$

$$VAF = \frac{0.172}{0.516 + 0.172}$$

$$VAF = 0.25 = 25\ percent$$

Based on the VAF test results, the calculated value of 25 percent can be categorized as a partial mediator because the value is in the range of 20 - 80 percent, so it can be concluded that consumer trust partially mediates the influence of brand image on purchasing decisions for local fashion brand Aerostreet products at the Tokopedia Marketplace in Kota. Denpasar.

Discussion of Research Results

The influence of brand image on purchasing decisions

The results of hypothesis testing in this research show that brand image has a positive and significant effect on purchasing decisions. The better the image of the Aerostreet brand, the higher the consumer's purchasing decision, so the first hypothesis is accepted. This is in line with the Consumer Behavior Model which states that consumer perceptions of a positive brand can increase the psychological

stimulation of consumers who will respond to the purchasing decision process. The analysis results obtained from the distribution of respondents' answers to brand image with the highest average value of 4.44 in the statement "Aerostreet fashion brand has good product quality" are included in the very good category. The lowest average score of 4.09 for the statement "I feel the Aerostreet fashion brand is superior to competitors" is in the good category. The results of the distribution of respondents' answers to purchasing decisions with the highest average value of 4.39 in the statement "I buy Aerostreet products because they have benefits" are in the very high category. The lowest average value of 4.17 for the statement "I buy Aerostreet fashion brand products because of necessity" is in the high category. The results of this analysis prove that image, namely consumers' perceptions, images and impressions of the brand, can influence consumers in making purchasing decisions for the Aerostreet brand. The positive image of the Aerostreet fashion brand is able to make consumers feel confident in purchasing Aerostreet products. These results are in accordance with research by Wadi et al. (2021) who found that brand image had a positive and significant effect on consumer purchasing decisions for specs shoes in East Lombok City. The results of this research are also in accordance with previous research from Susbiyantoro and Ofeser (2021) which stated that brand image has a positive effect on purchasing decisions on the Shopee, Tokopedia, Lazada and Bukalapak Marketplaces. Previous research conducted by Sanjaya and Seminari (2021) stated that brand image had a positive and significant effect on purchasing decisions for the Bali Tangi beauty brand. Research by Nisa et al. (2022) also stated that brand image has a positive and significant influence on purchasing decisions on the Tokopedia application.

The influence of brand image on consumer trust

The results of hypothesis testing in this research show that brand image has a positive and significant effect on consumer trust. The better the image the Aerostreet brand has, the higher consumer trust in the Aerostreet brand, so the second hypothesis is accepted. The analysis results obtained from the distribution of respondents' answers to brand image with the highest average value of 4.44 in the statement "Aerostreet fashion brand has good product quality" are included in the very good category. The lowest average score of 4.09 for the statement "I feel the Aerostreet fashion brand is superior to competitors" is in the good category. As well as the results of the distribution of respondents' answers to consumer trust with the highest average value of 4.36 in the statement "The Aerostreet fashion brand consistently provides the best quality" in the very high category. The lowest average value of 4.13 for the statement "The Aerostreet fashion brand fulfills consumer complaints" is in the high category. The results of this analysis prove that the better the image of the Aerostreet product brand, the level of consumer trust in the Aerostreet brand will also increase. These results are in accordance with research by Putri and Sukaatmadja (2018), Pratama and Santoso (2018), Faizal and Nurjanah (2019), Maramis et al. (2022), Sudirman et al. (2020), Wiratama et al. (2023) which states that brand image has a positive and significant effect on consumer trust.

The influence of consumer trust on purchasing decisions

The results of hypothesis testing in this research show that consumer trust has a positive and significant effect on purchasing decisions. The higher the consumer's trust in the Aerostreet brand, the higher the consumer's purchasing decision, so the third hypothesis is accepted. This is in line with the Consumer Behavior Model which states that if consumer confidence in a brand is high, the consumer's psychological stimulation will respond to the purchasing decision process as well. The analysis results obtained from the distribution of respondents' answers regarding consumer trust with the highest average value of 4.36 in the statement "The Aerostreet fashion brand consistently provides the best quality" is in the very high category. The lowest average score of 4.13 for the statement "The Aerostreet fashion brand fulfills consumer complaints" is in the high category. As well as the results of the distribution of respondents' answers to purchasing decisions with the highest average value of 4.39 in the statement "I bought Aerostreet products because they have benefits" in the very high category. The lowest average value of 4.17 for the statement "I buy Aerostreet fashion brand products because of necessity" is in the high category. These results prove that the stronger the consumer's sense of trust in the Aerostreet fashion brand, the greater the consumer's confidence in making purchases of Aerostreet products. These results are in accordance with research by Anggraini et al. (2023), Tirtayasa et al. (2021), Lailiya (2020), Sulastri (2022), Fahmilia and Adinugraha (2022), Agesti et al. (2021), as well as research by Sobandi and Somantri (2020) states that consumer trust has a positive effect on purchasing decisions.

The role of consumer trust mediates the influence of brand image on purchasing decisions

The results of hypothesis testing in this research show that consumer trust significantly mediates the influence of brand image on purchasing decisions. Based on the VAF test results, it shows that consumer trust plays a partial mediating role in the influence of brand image on purchasing decisions by 25 percent, meaning that consumer trust plays an important role in explaining the influence between brand image and purchasing decisions. This shows that brand image not only directly influences purchasing decisions, but also indirectly through increasing consumer trust. In other words, consumers trust the Aerostreet fashion brand because of the brand's image, so consumers are confident in making purchasing decisions on the Aerostreet fashion brand. The results of this research are also strengthened by research conducted by Fatmawati and Triastity (2017) who found that consumer trust plays a significant role in mediating the influence of brand image on purchasing decisions among Surakarta batik barn consumers. The results of this research are also in accordance with previous research from Ghaisani and Purbawati (2020) which stated that consumer trust plays a significant role in mediating the influence of brand image on purchasing decisions for E-Commerce Zalora.co.id in Semarang City. Previous research conducted by Umma and Nabila (2023) stated that consumer trust plays a significant role in mediating the influence of brand image on purchasing decisions for

Shopee Marketplace users.

CONCLUSION

Based on the results of data analysis and research discussion regarding the influence of each variable, it can be concluded as follows:

- 1) Brand image has a positive and significant influence on purchasing decisions for local fashion brand Aerostreet products among Tokopedia Marketplace consumers in Denpasar City. These results show that the better the image the Aerostreet product brand has, the higher the purchasing decision for the Aerostreet brand.
- 2) Brand image has a positive and significant effect on consumer trust in local fashion brand Aerostreet products among Tokopedia Marketplace consumers in Denpasar City. These results show that the better the brand image attached to Aerostreet products, the higher the consumer's trust in Aerostreet products.
- 3) Consumer confidence has a positive and significant effect on purchasing decisions for local fashion brand Aerostreet products among Tokopedia Marketplace consumers in Denpasar City. These results show that the higher the consumer's trust in Aerostreet products, the higher the level of consumer decision making in purchasing Aerostreet products.
- 4) Consumer confidence able to partially mediate the influence of brand image on purchasing decisions for local fashion brand Aerostreet products among Tokopedia Marketplace consumers in Denpasar City. These results show that a good brand image can increase consumers' decision to purchase Aerostreet brand products through high consumer trust in Aerostreet fashion brand products.

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