



The Influence of Brand Awareness and Brand Trust on Purchasing Decisions for Oronamin C Products

Muhammad Daffa Bachtiar^{1*}, Sri Indriani², Reni Rupianti³

^{1, 2, 3} Institut Teknologi Nasional Malang, Malang, Indonesia

Abstract

In the context of product marketing, brand awareness and brand trust are key factors that influence consumer purchasing decisions. For this reason, a company needs the right strategy to increase brand awareness and brand trust of the products it offers. This research aims to analyze the influence of brand awareness and brand trust on purchasing decisions, with a focus on Oronamin C products. This type of research is quantitative, with a sample size of 110 individuals who consume Oronamin C products. Data collection in this research uses a questionnaire distributed to respondents using a purposive sampling technique. This data was analyzed using multiple linear regression using SPSS version 24. The results of this research show that the level of brand awareness and brand trust has a positive and significant influence on the decision to purchase Oronamin C products. This research provides insights for academics and companies in the packaged drinks and vitamin drinks industries on how to enhance purchasing decisions for ion-packed beverage products in Indonesia.

Keywords: Brand Awareness, Brand Trust, Purchase Decision, Oronamin C

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***Corresponding Author:**

daffabachtiar@gmail.com

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INTRODUCTION

The beverage industry in Indonesia is experiencing rapid growth, driven by increased public awareness of healthy lifestyles. Globalization has helped shift the lifestyle of Indonesians who are becoming busier by the day, resulting in increased consumption of ready-to-eat food (crifasia, 2024). This increase in household consumption has contributed to shaping the structure of the Indonesian economy today and is one of the triggers for the development of the food and beverage supply business.

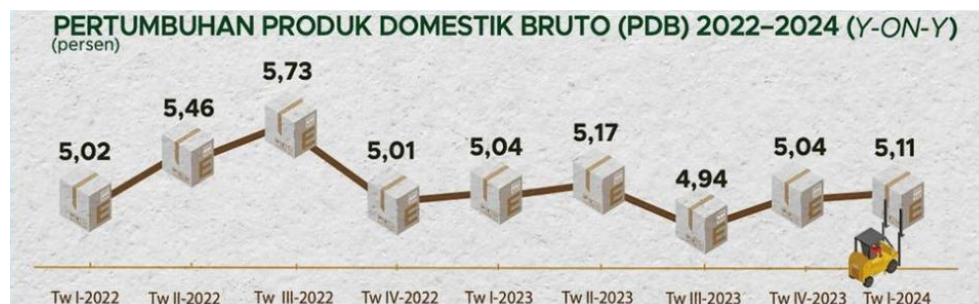


Figure 1. Top Brand Index List of Vitamin C Beverage Category in 2020-2024
(Source: <https://www.topbrand-award.com/>)

Adapting to trends is very important, the changing culture and lifestyle of the people is a challenge for businesses (Egitim, 2022). One product that continues to try to exist in this industry is Oronamin C. However, the absence of a ranking in the Top Brand Index shows that this product is still losing out to the competition. This makes the company must have innovation for sustainability in increasingly fierce business competition, especially in increasing competitiveness to influence consumer purchasing decisions.

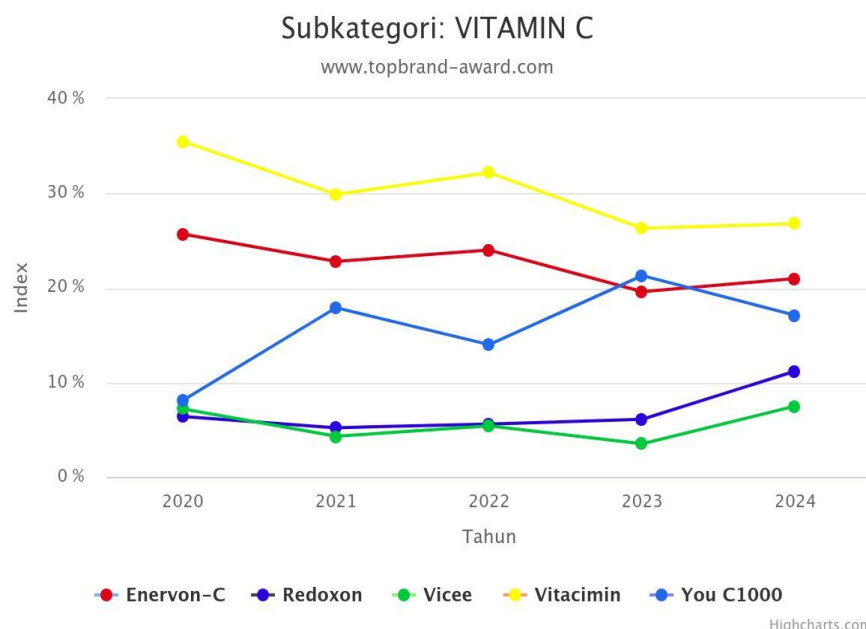


Figure 2. Top Brand Index List Category Vit. C
(Source: <https://www.topbrand-award.com/>)

According to (Kotler & Keller, 2020), there are four indicators of purchasing decisions, namely: stability in a product, habit of buying products, giving recommendations to others, making repeat purchases (Kholick & Kaihatu, 2021). One of the factors that influence purchasing decisions for a product is brand awareness. Brand awareness is an important factor influencing

purchasing decisions (Kehinde, 2024). Consumers tend to choose products that are well known and have a good reputation. In addition, brand trust also plays a role in building long-term relationships with consumers. Trust in the brand can increase loyalty and encourage consumers to make repeat purchases (Mansouri et al., 2022; Silalahi et al., 2017).

In the context of the Indonesian market, Oronamin C must be able to build brand awareness and consumer trust in order to compete with other brands that are better known. Therefore, this study focuses on analyzing the influence of brand awareness and brand trust on purchasing decisions for Oronamin C products in Malang City. In addition, this study contributes to further examining the research gap that exists in previous studies. Thus, the results of this study can be an additional source of reference in purchasing decisions, especially about brand awareness and brand trust.

THEORETICAL FOUNDATION

Theory of Planned Behaviour (TPB)

Grand theory refers to describe social experience, history, or human life. TPB is a theory proposed by Ajzen (1991) which shows the relationship between beliefs and behavior which is proven to be the best way to predict individuals on consumption intentions (Rupianti & Nashohah, 2023). TPB provides a social psychological framework and integrates concepts in social science in predicting behavioral intentions. Attitude (A), subjective norms (SN), and perceived behavioral control (PBC) have a positive effect on consumer purchasing decisions (Halder et al., 2016).

Brand Awareness

According to Durianto et al, (2014), expressing his opinion that brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category (Rais et al., 2023). Brand awareness is one of the basic dimensions of a brand's equity which is often considered as one of the requirements for a consumer's purchasing decision, because it is an important factor in considering a brand (Amperawati et al., 2024; Markonah et al., 2024). Sugiyono (2017) states that brand awareness indicators include:

- 1) Brand recall is how far consumers can remember when asked what brands they remember.
- 2) Brand recognition is how far consumers can recognize the brand in a particular category.
- 3) Consumption is consumers buying a brand because the brand has become the top of mind of consumers.

Brand Trust

Brand trust is defined as consumer confidence that a brand can be relied upon to keep the promises it makes and is consistent in providing quality and positive experiences (Kusumajaya et al., 2024).

According to Riana (2008) in Putra (2018), there are three factors that influence trust in brands. These three factors relate to the three entities included in the relationship between brands and consumers (Durianto et al., 2010). The relationship between these three factors and brand trust becomes a measuring tool for brand trust, namely:

- 1) Brand characteristics are brand trust built on brand reputation, brand predictability and brand competence.
- 2) Company characteristic is consumer knowledge about the company behind a product brand is the initial basis for consumer understanding of a product brand. These characteristics include a company and the company's desired motivation.
- 3) Consumer brand characteristic is trust in the brand. This characteristic includes the similarity between consumers' emotional concepts and experiences with the brand.

Purchase Decision

According to Kotler (2022), purchasing decisions are the process consumers go through to choose, buy, use, and evaluate products or services offered by a brand or company.

Sunyoto (2020) which explains the indicators of purchasing decisions including the following:

- 1) Problem recognition with external and internal encouragement consumers can understand the problems that arise and provide conclusions from these problems.
- 2) Information search can generally be divided into four groups: personal, advertising, mass media and experience to obtain information about the product to be purchased.
- 3) Alternative evaluation is the absence of a single process used by consumers in purchasing situations. Consumers make purchasing decisions generally based on conscience and judgment.
- 4) Post-purchase behavior is obtained by comparing expectations and performance of products that have been purchased.

METHOD

The type of research used in this study is descriptive research using quantitative methods. The population in this study was consumers who consumed Oronamin C products, with a sample taken of as many as 110 respondents. The sampling technique used was nonprobability sampling, which is a sampling technique where the sample group is targeted to have certain attributes. While determining the number of respondents (samples) is done through purposive sampling techniques. The sample used in this study amounted to 110 respondents. The number of respondents was taken from residents of Malang City. The purpose of this research is to find out how the relationship between the 2 variables, namely brand awareness and brand trust.

Based on the table of indicator variables (Table 1), this study examines the influence of Brand Awareness (X1) and Brand Trust (X2) on Purchase Decisions (Y). The Brand Awareness variable refers to the extent to which consumers recognize and remember a brand, which is measured through three main indicators: brand recall (the ability of consumers to remember the brand without assistance), brand recognition (the ability to recognize the brand with help), and the level of consumption of the product. These three indicators refer to Sugiyono's theory (2017), which emphasizes the importance of brand awareness in the consumer decision-making process.

Furthermore, the Brand Trust variable reflects the extent to which consumers trust a brand based on three important aspects: brand characteristics, company characteristics, and consumer brand characteristics, including the overall element of trust. A reference from Riana (2008) in Putra (2018) emphasizes that consumer trust is formed by the perception of brand quality and consistency as well as company credibility.

The dependent variable, namely Purchase Decision (Y), is measured through four stages of the consumer decision process: problem identification, information search, alternative evaluation, and post-purchase behavior. These four indicators refer to consumer behavior models according to Sunyoto (2020), which describe the complex processes that consumers go through before and after making a purchase. By examining the relationship between these variables, the study aims to understand how brand awareness and trust affect consumers' decision to buy a product.

Table 1. Research variable indicators

No	Variabel	Indicator	Source
1.	Brand Awareness (X1)	1. Brand recall 2. Brand recognition 3. Consumption	Sugiyono (2017)

No	Variabel	Indicator	Source
2.	Brand Trust (X ₂)	1. Brand characteristic 2. Company characteristic 3. Consumer brand characteristic 4. Belief	Riana (2008) in Putra (2018)
3.	Purchase Decision (Y)	1. Problem identification 2. Information search 3. Alternative evaluation 4. Post-purchase behavior	Sunyoto (2020)

RESULTS AND DISCUSSION

Validity Test

Table 2. Validity Test Results

Variable	Item	R count	R table	Description
Brand Awareness (X ₁)	1	0,893	0,187	Valid
	2	0,886	0,187	Valid
	3	0,815	0,187	Valid
Brand Trust (X ₂)	1	0,871	0,187	Valid
	2	0,880	0,187	Valid
	3	0,892	0,187	Valid
	4	0,832	0,187	Valid
Purchase Decision (Y)	1	0,715	0,187	Valid
	2	0,821	0,187	Valid
	3	0,850	0,187	Valid
	4	0,848	0,187	Valid

The table above is the result of obtaining *r* count of all items declared valid because all variable statement items have a greater value, or *r* count > *r* table. Therefore, all indicators are suitable for use in this study. Based on the results of the validity test in Table 2, all indicator items from the variables Brand Awareness (X₁), Brand Trust (X₂), and Purchase Decision (Y) were declared valid because the *r*-count value of each item was greater than the *r* table of 0.187. This indicates that each question item in the questionnaire is capable of measuring the construct of the variable in question precisely.

For the Brand Awareness variable, the three items have a very high *r* count value, ranging from 0.815 to 0.893. This indicates that the items consistently reflect respondents' perception of their level of brand recognition. Similarly, the Brand Trust variable, with four items, also showed a very high *r* count value (0.832–0.892), indicating that all four items can be trusted to accurately describe the extent to which consumers place trust in the brand.

Meanwhile, for the Purchase Decision variable, all four items also showed excellent validity with *r*-counts ranging from 0.715 to 0.850. This indicates that the questions in the research instrument accurately captured the purchasing decision-making process of the respondents. Thus, all of these research instruments have met the validity requirements and are suitable for use in further analysis.

Reliability Test

Table 3. Reliability Test

Variabel	Alpha	Description
Brand Awareness (X1)	0,832	Reliable
Brand Trust (X2)	0,891	Reliable
Purchase decision (Y)	0,824	Reliable

The results above state that all independent and dependent variables are worth Cronbach Alpha > 0.60. This means that all statements on the variables of brand awareness, brand trust and purchasing decisions can be used as measuring instruments in this study.

Classical Assumption Test

The following is a summary table of the classic assumption test in this study:

Table 4. Classical Assumption Test Results

Test Type	Destination	Results	Conclusion
Normality Test	Knowing whether the data is normally distributed	the presence of data points that spread around the diagonal line, as well as the distribution of data points in the direction of following the diagonal line.	Assumption passed
Multicollinearity Test	Test whether there is a correlation between independent variables	The VIF value is 2.085 and the tolerance value is 0.480. So that the VIF value < 10 and the Tolerance value > 0.1	No multicollinearity
Heteroscedasticity Test	Test whether there is unequal variance in the residuals	The sig value for the BA variable is 0.200 and the BT variable is 0.223. so that with the glacier method, the significance value of all variables is greater than 0.05.	No heteroscedasticity
Autocorrelation Test	Find out if there is a correlation between residuals	The Durbin Watson value is 2.223. so the Durbin-Watson value is in the range 1.5 - 2.5.	No autocorrelation

Test Coefficient of Determination (R^2)

Table 5. Test Results of the Coefficient of Determination (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.754 ^a	.568	.560	2.04319	2.223

a. Predictors: (Constant), Brand Trust, Brand Awareness

b. Dependent Variable: Purchase Decision

Based on the results of the coefficient of determination above, the amount of Adjusted r square is 0.560. The results of this statistical calculation mean that the ability of the independent

variables (brand awareness, and brand trust) to explain changes in the dependent variable (purchase decision) is 56%, the remaining 44% is explained by other variables outside the regression model analyzed.

Partial Effect Significance Test (T Test)

Table 6. Partial Effect Significance Test Results (T Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.121	.890		5.755	.000
Brand Awareness	.346	.103	.309	3.367	.001
Brand Trust	.440	.081	.500	5.453	.000

a. Dependent Variable: Purchase Decision

Based on the table above, it can be seen that brand awareness has a t-count value of 3.367, which is greater than the t-table value of 1.9823. This indicates a significant level of 0.001 (<0.05), where H_0 is rejected and H_1 is accepted. Therefore, brand awareness has a significant impact on purchasing decisions. Brand trust has a t-count value of 5.453, which is greater than the t-table value of 1.9823, with a significant level of 0.000 ($p < 0.05$). Therefore, H_0 is rejected and H_2 is accepted. Therefore, brand trust significantly influences purchasing decisions.

Simultaneous Significance Test (F Test)

Table 7. Simultaneous Significant Test Results (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	587.905	2	293.953	70.414	.000 ^b
Residuals	446.685	107	4.175		
Total	1034.591	109			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Trust, Brand Awareness

Based on the results above, the F-count value of 70.414 $>$ 3.08 f_{table} and significant for brand awareness and brand trust, is 0.000 or less than 0.05. So, the brand awareness and brand trust regression model simultaneously affect purchasing decisions. The majority of respondents in this study were aged 18-22 years (50%), female (55.45%), students (68.18%), and had an income of Rp1,500,000 - Rp2,500,000 (54.55%). The results of this study indicate that Brand Awareness and Brand Trust play an essential role in consumer purchasing decisions, especially for Oronamin C. When consumers have a high level of brand awareness, they have a high level of brand trust. When consumers have a high level of brand awareness of a product, they tend to remember and recognize the product more easily, which in turn increases the likelihood of purchase. In addition, brand trust strengthens purchasing decisions by providing a sense of security and confidence that the chosen product can meet consumer expectations.

This finding aligns with previous research, which suggests that the higher the brand awareness, the more likely consumers are to choose the product (Kotler & Keller, 2020). In addition, trust in the brand encourages customer loyalty and increases the likelihood of repeat purchases (Hariadi & Ariyanti, n.d.; Kusumajaya et al., 2024; Sharp et al., 2024).

However, this study also found that although brand awareness has a positive influence, the brand trust factor is more dominant in determining purchasing decisions. This indicates that

consumers not only consider the popularity of a brand but also its quality and credibility (Wang et al., 2023). This empirical fact shows that Oronamin C still needs to strengthen consumer trust in its products in order to compete with other brands that are better known.

In the context of TPB theory, brand awareness can be attributed to aspects of consumer attitude towards a product, while brand trust contributes to subjective norms and perceived behavioral control. When these two factors synergize, they strengthen consumers' intention to buy, which ultimately leads to a purchase decision (Indah Sepwina Putri & Annisa Dewi Akbari, 2021; Ogiemwonyi, 2024; Pratama & Yuliati, 2021; Wibowo et al., 2024).

This research provides novelty in understanding how two key factors in marketing, especially brand awareness and brand trust, can influence consumer behavior in the health beverage industry. These findings can be the basis for more effective marketing strategies for manufacturers in building customer loyalty.

Discussion

The results showed that brand awareness and brand trust simultaneously had a significant effect on purchasing decisions, as shown by the F_{cal} value of 70.414 which was greater than F_{tabel} (3.08) and a significance level of 0.000 ($p < 0.05$). This shows that these two variables together have an important contribution in influencing consumer behavior, especially for Oronamin C products. A high level of brand awareness makes it easier for consumers to remember and recognize a product, thereby increasing the chances of consumers making a purchase (Kotler & Keller, 2020).

In the context of respondent demographics, the majority are students aged 18–22 years with limited income. This segment tends to be sensitive to quality and brand image, so trust in the brand is an important factor in shaping purchasing decisions. These findings are reinforced by Wang et al. (2023), who show that trust in brands has a greater influence than brand awareness in driving loyalty and purchase decisions, especially in products related to health and healthy lifestyles.

Furthermore, within the framework of the Theory of Planned Behavior (TPB), brand awareness plays a role in shaping consumer attitudes towards products, while brand trust contributes to subjective norms and perceptions of behavioral control. When the two synergize, consumers' intention to buy will be stronger and ultimately lead to actual purchasing behavior (Ogiemwonyi, 2024; Pratama & Yuliati, 2021). This confirms that the marketing strategy is not only enough to build brand popularity, but must also strengthen consumer trust in product quality.

Although brand awareness has a positive influence, the results of the study show that brand trust is more dominant in influencing purchasing decisions. This is in line with the findings of Sharp et al. (2024), who reveal that in a competitive market, trust in a brand is the main differentiator between rational and emotional purchasing choices. As such, companies need to focus on value creation, transparency of product information, and maintaining quality consistency in order to build and maintain consumer trust.

These findings make a practical and theoretical contribution to the development of marketing strategies in the health beverage industry. In the context of modern marketing, a deep understanding of the relationship between brand awareness and brand trust is essential in forming sustainable consumer loyalty. Therefore, companies need to integrate data-driven approaches and consumer psychology to create a positive and trustworthy brand experience (Kusumajaya et al., 2024; Hariadi & Ariyanti, n.d.). With the strengthening of these two aspects, Oronamin C has the potential to improve its competitive position in the market.

CONCLUSION

The results of this study indicate that brand awareness and brand trust have a positive and significant influence on purchasing decisions for Oronamin C products. High brand awareness increases the likelihood of consumers choosing familiar products, while brand trust plays an important role in creating trust and loyalty to the brand. Simultaneously, these two variables contribute significantly in driving consumer purchasing decisions.

Based on these findings, companies are advised to improve marketing strategies to strengthen brand awareness, such as through broader advertising campaigns and digital promotions. In addition, building consumer trust through product transparency, customer testimonials, and improving service quality can strengthen consumer loyalty. Further research can consider other variables, such as brand loyalty and perceived quality, to gain a more comprehensive understanding of the factors that influence purchasing decisions for Oronamin C products.

This study has several limitations that should be taken into account. First, the research was conducted solely in Malang City, with a sample of 110 respondents who consume Oronamin C. This geographic concentration limits the generalizability of the findings to other regions that may have different socio-economic conditions, consumer behaviors, or market dynamics. Second, the study focuses only on two variables brand awareness and brand trust whereas other influential factors such as brand loyalty, perceived quality, pricing strategy, and consumer lifestyle were not examined. Third, data collection relied on self-reported questionnaires and employed a purposive sampling method, which may lead to response bias and reduce the representativeness of the sample. Lastly, the study was conducted within a specific time frame, which restricts its ability to capture long-term trends in consumer behavior.

This study offers both theoretical and practical implications. Theoretically, it enriches the existing literature by supporting the Theory of Planned Behavior (TPB), particularly emphasizing the psychological dimension of consumer behavior, such as brand trust, in shaping purchase intentions.

From a practical standpoint, the findings suggest that brand trust plays a more significant role than brand awareness in influencing purchasing decisions. Therefore, companies particularly Oronamin C should prioritize strategies that build and maintain consumer trust. Specific recommendations include:

- Social media-based promotional campaigns to engage directly with younger demographics and promote brand credibility.
- Health education campaigns, highlighting the nutritional benefits of Oronamin C, to increase perceived value and relevance.
- Transparency-focused marketing, such as showcasing quality certifications and using customer testimonials to reinforce product reliability.
- Collaboration with health influencers or fitness communities to enhance authenticity and trust.
- User-generated content initiatives to strengthen emotional engagement and foster a loyal customer base.

Future research is encouraged to expand the variable set by including constructs like brand loyalty, customer satisfaction, and perceived value. In addition, employing longitudinal study designs can provide insights into evolving consumer preferences over time, while mixed-method approaches may uncover deeper psychological and emotional motivators behind purchasing behavior.

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