



The Effects of Product Knowledge, Brand Image, and Brand Trust on Purchasing Decisions of Isotonic Drink PRT in Sidoarjo Regency

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Abstract: This study examines the influence of product knowledge, brand image, and brand trust on purchasing decisions among consumers of isotonic drink PRT. The research aims to identify the partial and simultaneous effects of these variables on consumer buying behavior. A quantitative approach with an explanatory research design was applied to explain causal relationships. The population consisted of isotonic drink PRT consumers in Sidoarjo City, with 130 respondents selected using purposive sampling. Data were collected through a structured questionnaire measured using a Likert scale. The collected data were analyzed using multiple linear regression with the assistance of SPSS software. Several statistical procedures were conducted, including validity tests, reliability tests, classical assumption tests, and hypothesis testing using t-tests and F-tests. The results indicate that product knowledge has a positive and significant effect on purchasing decisions, showing that consumers who understand product characteristics are more likely to make purchases. Brand image also has a positive and significant influence, reflecting the importance of favorable perceptions toward the brand. Brand trust demonstrates the strongest positive effect, indicating that consumer confidence plays a crucial role in purchasing decisions. Simultaneously, product knowledge, brand image, and brand trust significantly influence purchasing decisions. The adjusted R-squared value of 0.777 indicates that 77.7 percent of variations in purchasing decisions are explained by the independent variables. These findings suggest that companies should improve consumer knowledge, maintain a positive brand image, and strengthen brand trust. Results strengthen practical marketing strategy.

Keywords: Product knowledge, brand image, brand trust, purchasing decision, Isotonic drink prt

Received: date

Revised: date

Accepted: date

Published: date

Curr. Ver.: date



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1. Introduction

Indonesia's economic growth has shown significant development in recent years, particularly within the manufacturing sector [25]. In 2025, the food and beverage industry recorded a substantial contribution to the national economy, accounting for 41 percent of the non-oil and gas industrial Gross Domestic Product (GDP) in the second quarter, with a growth rate of 6.15 percent, surpassing the national economic growth of 5.12 percent [2]. This positive trend highlights the strategic role of the food and beverage subsector in supporting Indonesia's economic performance. Furthermore, export values from this sector reached approximately US\$14.66 billion between January and April 2025, generating a trade

surplus of US\$13.14 billion [3]. This development aligns with the increasing public awareness of healthy lifestyles and growing knowledge regarding health-related issues [1].

The rapid growth of the beverage industry has intensified market competition, requiring companies to adopt more adaptive and effective marketing strategies, particularly in influencing consumer purchasing decisions [1]. In highly competitive environments, understanding consumer behavior becomes essential for business sustainability. Consumer purchasing behavior is influenced by various factors, including product functionality, quality, brand preferences, and perceived value associated with a brand [13]. Moreover, companies that effectively understand the decision-making process can minimize customer dissatisfaction risks by aligning product quality, brand reputation, and pricing with consumer expectations. When products meet consumer perceptions positively, purchasing decisions are more likely to occur, leading to increased customer satisfaction and brand loyalty [20].

One of the major factors influencing purchasing decisions is product knowledge [5]. Consumers with higher levels of knowledge about a product tend to make more efficient and confident purchasing decisions. Product knowledge positively affects consumer interest and ultimately leads to higher purchasing likelihood [8]. Conversely, limited product knowledge may result in lower purchase intentions. This highlights the importance of providing clear and accurate product information to consumers in order to strengthen market competitiveness [15].

In addition to product knowledge, brand image plays a critical role in shaping purchasing behavior. Brand image represents the identity and perception of a product in consumers' minds, serving as a valuable intangible asset for companies [2]. Strong and positive brand image positioning enhances consumer memory and increases the likelihood of repeat purchases [9]. Companies must continuously reinforce brand image through appropriate marketing strategies to maintain strong market positioning [25]. A well-established brand image enables businesses to differentiate themselves in competitive markets and strengthens long-term consumer relationships [11].

Brand trust is another essential determinant of purchasing decisions. Brand trust refers to consumers' confidence in a brand's ability to fulfill promised value and prioritize customer interests [12]. High levels of trust are associated with stronger customer loyalty and resilience in competitive markets [8]. Furthermore, trust develops through past experiences and previous purchase satisfaction, influencing long-term purchasing behavior (Saputra, 2017 in [3]). However, previous research presents inconsistent findings, as some studies indicate that brand trust does not significantly influence purchasing decisions [13]. These inconsistencies suggest the need for further investigation into the relationships among product knowledge, brand image, brand trust, and purchasing decisions [14].

The isotonic beverage market in Indonesia has experienced rapid growth, driven by increased public awareness of health, hydration, and physical endurance [17]. Market estimates indicate that the isotonic beverage sector reached a market size of approximately Rp7–8 trillion annually, with a stable compound annual growth rate (CAGR) of around 10 percent. This growth is supported by rising consumer demand for products that quickly restore body fluids and provide energy, particularly in regions with high activity levels and extreme weather conditions.

Prt is one of the most recognized isotonic beverage brands in Indonesia, consistently maintaining a leading position in the Top Brand Award rankings with an index score of 62 percent. Despite its strong market position, the increasing number of competitors poses continuous challenges that may influence consumer purchasing behavior. Therefore, maintaining strong product knowledge dissemination, positive brand image, and high brand trust remains essential for sustaining market leadership.

Sidoarjo Regency represents a region with active lifestyles and climatic conditions that increase the need for optimal hydration solutions. In this context, purchasing decisions are not solely driven by physiological needs but are also influenced by how well consumers recognize and trust a brand. While numerous studies have examined the effects of product knowledge, brand image, and brand trust on purchasing decisions, the findings remain varied and inconclusive.

Considering these factors, this research intends to investigate how product understanding, brand perception, and trust in the brand affect the buying choices of Isotonic drink prt products in Sidoarjo Regency. The study aims to offer factual evidence on consumer actions

in the isotonic drink sector and aid in the creation of marketing strategies in the competitive beverage landscape.

2. Literature review and hypothesis/es development

2.1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a socio-psychological framework that explains the relationship between individual beliefs and behavior, particularly in predicting behavioral intentions [19]. According to Ajzen (1991) in [21], TPB is considered one of the most effective theories in forecasting consumer behavioral intentions because it integrates key concepts from social sciences. The theory proposes that consumer behavior is preceded by behavioral intention, which reflects an individual's readiness to perform a certain action. This intention is influenced by three main determinants: attitude toward the behavior, subjective norms, and perceived behavioral control [21].

Attitude toward the behavior refers to an individual's positive or negative evaluation of performing a particular action [23]. A favorable attitude indicates that the individual perceives beneficial outcomes from the behavior, increasing the likelihood of intention formation. Subjective norms represent perceived social pressure from important individuals or groups, such as family, friends, or society, regarding whether the behavior should be performed. Meanwhile, perceived behavioral control (PBC) relates to the individual's perception of their ability to carry out the behavior, including access to resources, opportunities, and self-confidence. Together, these three factors shape behavioral intention, which subsequently influences actual behavior.

Empirical findings support the relevance of TPB in consumer behavior research. Attitude, subjective norms, and perceived behavioral control have been proven to exert positive effects on consumer purchase decisions (Ahmed et al., 2021) in [21]. This indicates that consumers are more likely to make purchasing decisions when they possess positive attitudes toward a product, receive social encouragement, and feel capable of completing the purchase. Moreover, literature suggests that additional factors such as past behavior and self-identity may further strengthen behavioral intention within the TPB framework, although the core components remain the primary predictors.

In the context of purchasing decisions, TPB provides a strong theoretical foundation for understanding how cognitive evaluations, social influences, and perceived control interact in shaping consumer behavior. The theory emphasizes that intention acts as the closest antecedent to actual purchasing behavior. Therefore, by examining factors related to product knowledge, brand image, and brand trust, this study aligns with TPB's perspective in explaining how internal beliefs and external influences contribute to consumers' decisions to purchase Isotonic drink products in Sidoarjo Regency.

2.2 Product Knowledge

Product knowledge represents the extent to which consumers possess information and understanding regarding product attributes, benefits, and performance, which subsequently influence their evaluation and purchasing decisions. Product knowledge refers to consumers' comprehension of products and services that is interpreted and utilized as a basis for determining subsequent actions. Consumers with higher levels of product knowledge tend to demonstrate stronger cognitive abilities, including better memory and analytical skills, allowing them to process product information more thoroughly and critically. This enhanced understanding enables consumers to compare product alternatives based on strengths and weaknesses, leading to more rational and confident purchasing decisions [5].

Furthermore, product knowledge plays a crucial role in shaping consumer attitudes toward products and determining purchase behavior. [16] emphasize that consumers require sufficient knowledge of product characteristics before making purchasing decisions, as inadequate information may result in incorrect choices. Consumers with comprehensive product knowledge are more capable of recognizing product attributes, such as physical features and abstract perceptions, understanding both functional and psychosocial benefits, and evaluating the level of satisfaction a product can deliver. Consequently, high product knowledge contributes positively to the quality of consumer decision-making processes, reducing uncertainty and increasing purchase confidence.

In the context of consumer behavior, product knowledge not only enhances information processing but also strengthens consumers' perceived value of a product. When consumers are aware of product benefits and satisfaction outcomes, they are more likely to develop favorable attitudes toward the product, which can ultimately influence their purchasing decisions. Therefore, product knowledge is considered an essential determinant in understanding consumer purchase behavior, particularly in competitive markets where consumers are exposed to numerous product alternatives.

2.3 Brand image

Brand image refers to the overall perception and impression held by consumers toward a particular brand, shaped by beliefs, experiences, and information accumulated over time. [11] defines brand image as a collection of ideas, impressions, and perceptions embedded in the minds of individuals or communities regarding a brand. This perception plays a vital role in influencing consumer behavior, as brand image often serves as a key reference point in the purchasing process. A strong and positive brand image enhances consumer trust and attraction, encouraging purchase intentions and actual buying behavior [22].

Consumers typically evaluate brand image prior to assessing product quality, indicating that image functions as an initial filter in decision-making. However, brand image and product quality are closely interconnected [21]. [22] explain that consistent product quality contributes significantly to the formation of a positive brand image, as satisfactory experiences reinforce favorable perceptions. When a brand continuously delivers high-quality products, consumers tend to associate the brand with reliability and superiority, strengthening its position in the market.

Several factors influence the development of brand image, including promotional activities, product quality, pricing strategies, branding consistency, social media presence, and word-of-mouth communication [14]. Promotional efforts serve as a communication channel that shapes consumer awareness and perceptions, while appropriate pricing aligned with perceived value contributes to positive impressions. In the digital era, social media has emerged as a powerful platform for shaping brand image through interaction, information dissemination, and public engagement. Additionally, word of mouth remains one of the most influential factors, as consumers often rely on recommendations and experiences shared by others.

Brand image can be conceptualized through dimensions such as strength, uniqueness, and favorability. Keller in [23] highlights that strength relates to the brand's tangible and functional advantages compared to competitors, uniqueness refers to distinctive attributes that differentiate the brand in the marketplace, and favorability reflects how easily the brand is remembered and preferred by consumers. Together, these dimensions form a comprehensive perception that influences consumer attitudes and purchasing decisions.

A strong brand image not only enhances consumer recognition but also fosters emotional connections and loyalty [18]. When consumers perceive a brand as unique, reliable, and favorable, they are more likely to select it over competing alternatives. Therefore, brand image serves as a critical factor in shaping consumer purchase decisions and sustaining long-term brand competitiveness [15].

2.4 Brand trust

Brand trust refers to consumers' willingness to rely on a brand based on expectations of reliability, consistency, and positive outcomes derived from previous experiences and interactions. Ferrinadewi in [4] explains that brand trust is formed through repeated transactional experiences in which consumer expectations regarding product performance and satisfaction are consistently fulfilled. Trust emerges when consumers believe that a brand will act in accordance with their needs and interests, reducing perceived risks associated with purchasing decisions.

Similarly, Kotler (2022) defines brand trust as consumers' confidence that a brand is dependable in fulfilling its promises and consistently delivering quality products and positive experiences. This perspective highlights the role of credibility and consistency in shaping long-term consumer relationships with brands. When consumers perceive that a brand consistently meets or exceeds expectations, emotional assurance is developed, which strengthens purchase intention and loyalty.

Brand trust is influenced by several organizational activities that demonstrate reliability and commitment to consumers. Mandasari in [4] identifies three major efforts that contribute to building brand trust. First, achieving results refers to the company's ability to fulfill promises and deliver product performance in line with consumer expectations. Second, acting with integrity emphasizes consistency between company statements and actions, which fosters sincerity and credibility in the eyes of consumers. Third, demonstrating concern involves showing empathy and responsiveness toward consumer needs, particularly in handling complaints and service recovery, which reinforces trust perceptions.

In addition to organizational actions, brand trust can be assessed through characteristics associated with the brand itself, the company behind the brand, and the consumer-brand relationship. Delgado in [17] explains that brand characteristics such as reputation, predictability, perceived quality, and brand associations play a crucial role in shaping consumer trust. Company characteristics, including corporate integrity, transparency, social responsibility, and crisis management, further strengthen consumers' confidence in the brand. Moreover, consumer-brand characteristics such as emotional attachment, loyalty, past experiences, and perceived value alignment contribute significantly to trust development.

Overall, trust in a brand serves as an important psychological factor that alleviates doubts in buying choices [12]. When customers have confidence in a brand, they are more inclined to make repeat purchases and suggest the brand to others. Thus, brand trust is viewed as a crucial factor influencing consumer buying habits, especially in competitive markets where shoppers encounter numerous options [11].

2.5 Purchase decision

Purchase decision represents a complex process through which consumers identify needs, search for information, evaluate alternatives, and ultimately select a product or brand that best satisfies their requirements [10]. Tjiptono in [19] describes purchase decision-making as a series of stages beginning with problem recognition, followed by information search and evaluation of available product or brand alternatives, which leads to the final decision to purchase. This process reflects both cognitive and behavioral responses as consumers attempt to minimize risks and maximize perceived benefits.

[10] further explains that purchase decision involves consumers choosing among two or more available alternatives to fulfill their needs. This emphasizes the evaluative nature of consumer behavior, where individuals combine knowledge, experience, and perceptions to determine the most suitable option. The purchasing process is not merely transactional but is influenced by psychological, social, and situational factors that shape consumer preferences and priorities.

The purchase decision process can also be understood through the AIDA model, which consists of attention, interest, desire, and action stages Kotler & Keller in [18]. At the attention stage, consumers become aware of a product's existence and begin to notice its presence in the market. This awareness then develops into interest, where consumers seek additional information and develop curiosity toward the product. The desire stage reflects emotional and rational motivation to own the product, driven by perceived benefits and value. Finally, the action stage occurs when consumers make the actual purchase decision [9].

This model illustrates how consumers gradually move from awareness to actual buying behavior through both cognitive and emotional engagement. Each stage plays a crucial role in shaping the final purchase outcome. Therefore, understanding the factors that influence attention, interest, desire, and action is essential for explaining consumer purchasing behavior.

In the context of marketing research, purchase decision serves as a key dependent variable influenced by various factors such as product knowledge, brand image, and brand trust. Consumers who possess adequate product knowledge, perceive positive brand images, and trust a brand are more likely to proceed through the decision-making stages effectively and complete the purchasing process [7].

2.6 Research gap and Hypotheses

Previous studies have shown that product knowledge, brand image, and brand trust play important roles in influencing consumer purchase decisions. Product knowledge helps consumers evaluate product benefits and quality, while brand image shapes perceptions and

attractiveness of a brand. Brand trust reduces perceived risk and strengthens consumer confidence in making purchase decisions.

However, empirical findings remain inconsistent, as some studies indicate that certain variables do not always significantly influence purchase decisions in different contexts. In addition, limited research has specifically examined these relationships in the isotonic beverage industry, particularly at the regional level such as Sidoarjo. Therefore, this study seeks to analyze the effects of product knowledge, brand image, and brand trust on the purchase decision of Isotonic drink prt .

Based on the theoretical framework and previous studies, the following hypotheses are proposed:

H1: Product knowledge has a positive and significant effects on the purchase decision of Isotonic drink prt .

H2: Brand image has a positive and significant effects on the purchase decision of Isotonic drink prt .

H3: Brand trust has a positive and significant effects on the purchase decision of Isotonic drink prt .

H4: Product knowledge, brand image, and brand trust simultaneously have a positive and significant effects on the purchase decision of Isotonic drink prt .

3. Methodology

This research utilizes a quantitative explanatory approach to explore how product knowledge, brand image, and brand trust impact the purchasing choices of Isotonic drink prt buyers in Sidoarjo. Quantitative research focuses on gathering numerical information and using statistical methods to clarify the connections between different variables [6]. The explanatory method aims to uncover causal links between independent and dependent variables through hypothesis testing.

The participants in this study are individuals who consume Isotonic drink prt in Sidoarjo. The sampling method used is non-probability sampling with purposive sampling, which selects respondents based on specific criteria, such as being between 17 and 40 years old and having bought Isotonic drink prt at least once. According to [24], sampling is necessary to represent the larger population when it's impractical to include everyone. The minimum sample size is based on suggested guidelines, indicating that the sample should be 5 to 10 times the number of indicators. With 13 indicators in total, this study requires 130 participants.

Data collection involved both primary and secondary methods. Primary data were gathered through a structured questionnaire that was distributed online via Google Form to Isotonic drink prt consumers. The questionnaire featured closed-ended questions measured on a Likert scale from 1 (strongly disagree) to 5 (strongly agree) to evaluate the variables of product knowledge, brand image, brand trust, and purchasing decisions [24]. Secondary data were sourced from literature, websites, and prior research findings pertinent to the study.

The gathered information was examined using the Statistical package for Social Science (SPSS) version 24. To analyze the influence of independent variables on the dependent variable, multiple linear regression analysis was utilized. Before testing the hypotheses, tests for the validity and reliability of the instruments were carried out to ensure the quality of the data. Validity was determined by comparing the calculated correlation coefficient (r -count) against the r -table value, while reliability was assessed through Cronbach's Alpha, using a cutoff of 0.6 [24].

In addition, classical assumption tests were conducted, including a normality test employing the One-Sample Kolmogorov-Smirnov method, a multicollinearity test based on tolerance and Variance Inflation Factor (VIF) metrics, a heteroskedasticity test through the examination of significance values, a linearity test utilizing the Test of Linearity, and an autocorrelation test to identify correlations among residuals [24].

Hypothesis testing consisted of the coefficient of determination (R^2) to measure the explanatory power of independent variables, partial test (t-test) to examine individual variable effects, and simultaneous test (F-test) to analyze the collective influence of independent variables on purchase decisions. The regression model used in this study is expressed as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

where Y represents purchase decision, X1 denotes product knowledge, X2 refers to brand image, X3 indicates brand trust, a is the constant, and b1, b2, b3 are regression coefficients.

4. Result and discussions

4.1. Multiple Linear Regression Analysis

A multiple linear regression analysis was utilized to investigate how Product Knowledge, Brand Image, and Brand Trust influence Purchase Decision. This analysis was carried out with the help of SPSS software. The findings of the regression are shown in Table 1.

Table 1. Multiple Linear Regression Results

		Coefficients ^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.235	.714		1.729	.086
	Product Knowledge	.279	.102	.230	2.735	.007
	Brand Image	.228	.110	.167	2.079	.040
	Brand Trust	.725	.116	.534	6.245	.000

a. Dependent Variable: Purchase decision

Based on the regression output, the following equation was obtained:

$$Y = 1.235 + 0.279X_1 + 0.228X_2 + 0.725X_3$$

The unwavering figure of 1.235 signifies that when Product Knowledge, Brand Image, and Brand Trust are considered absent, the score for Purchase Decision stands at 1.235. The coefficient for Product Knowledge is 0.279, indicating that a rise in Product Knowledge results in a 0.279 unit increase in Purchase Decision. The coefficient for Brand Image is 0.228, implying a beneficial effects on Purchase Decision. In comparison, Brand Trust has the highest coefficient at 0.725, showing that Brand Trust exerts the most significant impact on Purchase Decision relative to the other factors.

4.2. Coefficient of Determination (R²)

The coefficient of determination was employed to examine the ability of the independent variables, namely product knowledge, brand image, and brand trust, in explaining variations in purchasing decisions. The analysis was conducted using the Adjusted R² value, as it provides a more accurate estimation by considering the number of predictors included in the regression model.

Table 2. Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.884 ^a	.782	.777	1.805	1.710

a. Predictors: (Constant), Brand Trust, Brand Image, Product Knowledge

b. Dependent Variable: Purchase decision

As shown in Table 2, the Adjusted R² statistic is 0.777, meaning that 77.7% of the differences in consumer buying choices can be accounted for by product knowledge, brand image, and brand trust. This finding illustrates that the proposed regression model effectively predicts buying behavior regarding Isotonic drink products in Sidoarjo Regency.

In addition, the elevated R² value indicates that the chosen independent variables significantly influence consumer purchasing decisions. On the other hand, the leftover 22.3% of the variation is linked to other factors not analyzed in this research, including price perception, promotional efforts, product availability, and consumer lifestyles. In summary, these results affirm that product knowledge, brand image, and brand trust are crucial factors affecting

purchasing decisions and validate the appropriateness of the regression model utilized in this study.

4.3. Partial Hypothesis Testing (t-test)

Partial hypothesis evaluation was carried out to analyze the separate influence of each independent factor, which includes product knowledge, brand perception, and brand confidence, on buying choices. The t-test was utilized by contrasting the computed t-value (t-count) against the critical t-value (t-table) at a significance level of 5% ($\alpha = 0.05$). The outcomes of the partial significance evaluation are shown in Table 3.

Table 3. Results of Partial Hypothesis Testing (t-test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.235	.714		1.729	.086
	Product Knowledge	.279	.102	.230	2.735	.007
	Brand Image	.228	.110	.167	2.079	.040
	Brand Trust	.725	.116	.534	6.245	.000

a. Dependent Variable: Keputusan Pembelian

Based on the results shown in Table 3, product knowledge obtained a t-count value of 2.735, which is greater than the t-table value of 1.978, with a significance level of 0.007, which is less than 0.05. This indicates that product knowledge has a positive and statistically significant effects on purchasing decisions. Therefore, the first hypothesis (H1) is accepted, confirming that higher consumer understanding of product features and benefits leads to increased purchasing decisions.

Additionally, the t-count value for brand image was recorded at 2.079, surpassing the t-table value of 1.978, with a significance level of 0.040, which is lower than the 0.05 benchmark. This finding indicates that brand image significantly affects buying choices. Therefore, the second hypothesis (H2) is accepted, pointing out that a favorable perception of the brand increases the likelihood of consumers purchasing Isotonic drink products.

On the other hand, brand trust attained the highest t-count of 6.245, which is well above the t-table value of 1.978, with a significance level of 0.000. This result reveals a very strong and statistically relevant impact of brand trust on purchasing decisions. Consequently, the third hypothesis (H3) is accepted, suggesting that consumer trust in the brand plays a crucial role in influencing buying behavior. In summary, the results from the partial tests indicate that each independent variable product knowledge, brand image, and brand trust—significantly influences purchasing decisions on its own.

4.4. Simultaneous Hypothesis Testing (F-test)

The joint significance examination (F-test) was carried out to assess if the independent variables product knowledge, brand image, and brand trust collectively impact purchasing decisions in a significant way. The findings of the F-test are shown in Table 4.

Table 4. Results of Simultaneous Hypothesis Testing (F-test)

		ANOVA ^a				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1477.249	3	492.416	150.294	.000 ^b
	Residual	412.820	126	3.276		

Total	1890.069	129
a. Dependent Variable: Keputusan Pembelian		
b. Predictors: (Constant), Brand Trust, Brand Image, Product Knowledge		

Based on the ANOVA findings presented in Table 4, the regression model yielded an F-count of 150.294. This value surpasses the F-table figure of 2.68, with a significance level of 0.000, which falls below 0.05. This suggests that the independent factors have a meaningful impact on the dependent variable as a group.

The regression sum of squares amounting to 1477.249 indicates that a significant amount of the variation in purchasing choices can be attributed to the combined effects of product knowledge, brand image, and brand trust. On the other hand, the residual sum of squares, which is 412.820, shows the variation that is not explained by factors included in the research.

Consequently, it can be inferred that product knowledge, brand image, and brand trust together have a noteworthy positive impact on purchasing decisions. Therefore, the fourth hypothesis (H4) is validated, indicating that the suggested regression model effectively captures consumer purchasing behavior regarding Isotonic drink prt products.

5. Discussion

This study examined the influence of product knowledge, brand image, and brand trust on purchasing decisions of isotonic drink prt consumers in Sidoarjo. The findings indicate that all independent variables have significant effects both partially and simultaneously, confirming the proposed hypotheses.

The results reveal that product knowledge has a positive and significant effect on purchasing decisions. Consumers with higher understanding of product attributes, benefits, and advantages tend to make stronger purchasing decisions. This supports the view of [9], who stated that increased product knowledge enhances consumers' confidence in evaluating products and encourages purchasing behavior. The findings are also consistent with the Theory of Planned Behavior, where behavioral beliefs contribute to positive attitudes toward purchasing. Younger consumers, who actively seek information through digital media, appear to develop stronger product knowledge, which subsequently influences their buying decisions.

Furthermore, brand image was found to significantly affect purchasing decisions. A positive brand image creates favorable perceptions and emotional attachment, increasing the likelihood of consumers choosing the product. This aligns with [23], who emphasized that a strong brand image encourages consumer interest and purchase intention. In the context of Isotonic drink prt, its well-established reputation as a reliable isotonic drink reinforces consumer preference. From the TPB perspective, brand image contributes to social influence and perceived attractiveness of the product, strengthening consumers' intention to purchase.

Brand trust demonstrated the strongest influence among the three variables. High levels of trust encourage repeat purchases and long-term consumer commitment. This result supports [17], who argued that trust reflects consumers' belief in a brand's reliability and quality, as well as [8], who found that trusted brands tend to build stronger consumer loyalty. In relation to TPB, brand trust can shape subjective norms, where consumers are influenced by positive social perceptions and reputational credibility of the brand.

Simultaneously, product knowledge, brand image, and brand trust were found to significantly influence purchasing decisions, with a high explanatory power of 77.7%. This indicates that the combination of cognitive understanding, positive brand perception, and emotional trust plays a crucial role in shaping consumer behavior. These findings are in line with [20], who highlighted that integrated branding strategies significantly enhance purchasing outcomes. Product knowledge enables consumers to evaluate product benefits, brand image enhances recognition and preference, while brand trust ensures confidence in product quality.

In general, the findings indicate that improving consumer awareness about product advantages, preserving a good brand image, and fostering strong consumer confidence are crucial approaches for boosting buying choices. This is especially true for younger shoppers who frequently encounter digital content; comprehensive digital marketing efforts, clear communication about products, and ongoing brand interaction can significantly improve buying patterns.

6. conclusion

6.1. Conclusion

This study examined the effects of product knowledge, brand image, and brand trust on purchasing decisions of Isotonic drink prt consumers in Sidoarjo. The findings indicate that product knowledge has a positive and significant influence on purchasing decisions, suggesting that consumers with better understanding of product attributes and benefits are more likely to choose Isotonic drink prt.

Brand image was also found to significantly affect purchasing decisions. A positive perception of the brand and company reputation increases consumer preference and strengthens their intention to purchase the product.

Moreover, brand trust emerged as the strongest determinant of purchasing decisions. Consumers' confidence in product quality, reliability, and company credibility plays a crucial role in encouraging repeated purchases.

Simultaneously, product knowledge, brand image, and brand trust significantly influence purchasing decisions, indicating that cognitive understanding, positive brand perception, and emotional trust collectively shape consumer behavior. These results confirm that integrated branding strategies are essential in enhancing purchasing decisions for isotonic beverage products such as Isotonic drink prt .

6.2. Limitation

Despite its valuable insights, this research has some drawbacks. Firstly, the participants were confined to those in Sidoarjo, which could limit how applicable the results are to different areas. Secondly, the research examined only three independent variables, while other elements like brand loyalty, perceived worth, and marketing strategies might also impact buying choices. Lastly, relying on a quantitative method may not adequately reflect the more nuanced feelings and motivations of consumers.

6.3. Suggestion

Based on the research findings, companies are encouraged to enhance consumer product knowledge through digital marketing strategies, interactive content, and educational campaigns that highlight product benefits and usage. Strengthening brand image can be achieved by maintaining consistent product quality, engaging in sports event sponsorships, and delivering positive brand communication to reinforce the product's reputation as a trusted isotonic beverage. Furthermore, building brand trust should remain a priority by providing transparent product information, ensuring consistent quality, and implementing corporate social responsibility programs to strengthen consumer confidence and emotional connection with the brand.

For future research, it is recommended to include additional variables such as brand loyalty, perceived value, and customer satisfaction to gain a more comprehensive understanding of purchasing decisions. Expanding the research scope to different regions and employing larger sample sizes may improve the generalizability of the findings. In addition, applying qualitative or mixed-method approaches could provide deeper insights into consumer perceptions and behavioral motivations.

From the consumer perspective, individuals are advised to make purchasing decisions more critically by considering product quality, brand reputation, and trustworthiness. Actively seeking product information and using personal experiences or recommendations from others can help consumers select products that best meet their needs and expectations.

6.4. Acknowledgement

The writer wishes to express gratitude to everyone who took part in this study and contributed important information that made the research feasible. Thanks are also extended to peers and friends for their support and inspiration throughout the research journey. Lastly, the writer conveys sincere appreciation to family members for their unwavering assistance, patience, and compassion during the course of this study.

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