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## The Influence of Brand Image and Perceived Value on Purchasing Decisions with Brand Trust as Mediation

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### Abstract

This study investigates the impact of brand image and perceived value on purchasing decisions for H&M fashion products, with brand trust serving as a mediating factor. The sample consists of 100 respondents, and data were collected using a survey method with questionnaires as the research instrument. Data analysis was performed using the outer model, inner model, and hypothesis testing in the SmartPLS 3.2 program. The research results show that brand image has a positive and significant effect on purchasing decisions. Perceived value has a positive and significant effect on purchasing decisions. Brand trust has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on brand trust. Perceived value has a positive and significant effect on brand trust. Brand trust significantly mediates the relationship between brand image and purchasing decisions. Brand trust significantly mediates the relationship between perceived value and purchasing decisions. These results highlight the important role of brand trust in enhancing the influence of brand image and perceived value on consumer purchasing decisions.

### Keywords

Brand Image, Perceived Value, Purchase Decision, Brand Trust.

## 1. Introduction

Purchasing decision is a process of a consumer making a buying decision from a variety of alternative choices that are influenced by various factors. Consumer purchasing decisions involve a role, namely between two or more accessible ones (Schiffman & Kanuk, 2014). There are several factors that influence purchasing decisions, namely brand image, perceived value and brand trust (Prasetyo & Suseno, 2015; Aeni & Ekhsan, 2021; Pramesti & Sujana, 2023). Brand image is the result of consumer views or research on a product. A positive brand image can attract new customers and retain regular customers. A strong brand image will bring benefits in the form of attractiveness to consumers, usually consumers use brand image as a guide in making purchasing decisions. Dewi & Ekawati (2021) stated that brand image has a positive and significant influence on purchasing decisions. Ali et al. (2019) state that brand image has no significant influence on purchasing decisions. The results of this study indicate that good or bad brand image on fashion products does not affect purchasing decisions.

Another factor that can influence purchasing decisions is perceived value. Perceived value is very important because customers who consider a product or service worthy, these customers will pay more. Perceived value can increase customers' desire to buy and reduce consumers' desire to look for other alternatives (Nawarini, 2019). The influence of perceived value on purchasing decisions is supported by previous research which explains that perceived value has a positive and significant influence on purchasing decisions (Prasetyo & Suseno, 2015; Suryani et al., 2022). Different research results state that perceived value has no significant influence on purchasing decisions (Firnandi & Samiono, 2019; Nihlah et al., 2018).

Purchasing decisions can also be influenced by brand trust. According to Firmansyah (2019) brand trust is a brand that succeeds in creating a memorable brand experience in a consumer on an ongoing basis in the long term, based on the integrity, honesty and strength of the brand. When brand trust has been formed strongly, it will influence consumer decisions in making purchases and potentially create high-value relationships (Lombok & Samadi, 2022). The results of Adiwidjaja & Tarigan (2017) and Aeni & Ekhsan (2021) prove that brand trust has a positive and significant influence on purchasing decisions. Brand trust plays an important role in mediating the influence of brand image and perceived value on purchasing decisions. A good brand image can generate emotional values from consumers, therefore it is important for companies to improve their brand image (Dewi & Ekawati, 2021). Brand image can directly influence purchasing decisions. Besides that, brand image can indirectly influence purchasing decisions mediated by brand trust. When a customer has little knowledge of a product, consumers usually use brand image as a guide in making purchasing decisions.

Perceived value has a positive and significant influence on purchasing decisions (Andrenata et al., 2022). Besides that, perceived value can indirectly influence purchasing decisions mediated by brand trust. Perceived value plays an important role in encouraging the achievement of purchasing decisions by increasing product benefits (Sari & Musadad, 2023). Research on purchasing decisions on H&M fashion products is important to do considering the diverse expectations or tastes of consumers so that it is necessary to study the factors that influence purchasing decisions. Another fundamental reason is that based on the results of previous research, it shows a variety of different research results so that there are still research gaps that need to be further tested. This research is designed and carried out with the aim of finding out about the influence of brand image and perceived value on purchasing decisions for H&M fashion products with brand trust as mediation.

## **2. Literature Review**

Purchasing decisions are a crucial part of the decision-making process that involves evaluating a product, both goods and services, and then making a choice based on that evaluation (Tarigan & Siregar, 2019). To achieve success in running a company, marketers must pay attention to each stage in the purchasing decision process. This process begins with problem recognition, where consumers become aware of a need or problem that requires resolution. Following this, consumers conduct an information search to find potential solutions, using both internal sources such as personal experience and external sources such as recommendations or product reviews. The next stage is alternative evaluation, where consumers compare various options based on specific criteria like price, quality, and features. After completing the evaluation, consumers make the purchase decision, selecting the product that best meets their needs and preferences. However, this process does not end here. Post-purchase behavior, including satisfaction or dissatisfaction with the product, plays a significant role in future purchasing decisions and consumer loyalty. Marketers who understand and effectively manage each of these stages can increase their chances of success in attracting and retaining customers.

Brand image is a collection of associations that emerge in consumers' memories about a brand. It represents and encompasses all perceptions of the brand, consisting of prior knowledge and experience related to a particular brand (Sudirman, 2019). A well-formed brand image significantly influences purchasing decisions and can even foster brand loyalty among consumers. This image serves as a mental shortcut, guiding consumers in their decision-making processes by providing a comprehensive understanding of what the brand stands for. It includes various elements such as brand personality, reputation, and perceived quality, which collectively shape consumers' attitudes and expectations towards the brand. By creating and maintaining a positive brand image, companies can enhance their market positioning and build lasting relationships with their customers.

Perceived value is a customer's assessment of a product's worth, based on the benefits received compared to the effort and costs expended to obtain it (Putra & Keni, 2020). It represents the consumer's overall evaluation of the product's usefulness, taking into account what is gained versus what is sacrificed (Dewi, 2021). This concept is crucial in understanding consumer behavior as it influences purchasing decisions and customer satisfaction. Perceived value is shaped by various factors such as product quality, price, convenience, and personal preferences. A high perceived value can lead to increased customer loyalty, positive word-of-mouth, and a competitive advantage for businesses. By enhancing the perceived value through superior product offerings and customer experiences, companies can attract and retain customers more effectively.

Brand trust is the sense of security consumers feel as a result of their interactions with a brand, based on the perception that the brand is reliable and looks out for their interests and safety (Adiwidjaja, 2017). This trust significantly influences consumer purchasing decisions, as it reassures them that the brand will consistently deliver on its promises. When consumers trust a brand, they are more likely to develop strong, loyal relationships with it, leading to repeat purchases and long-term customer retention (Putra & Sulistyawati, 2019). Brand trust is built through consistent quality, transparency, and positive customer experiences. It also involves the brand's responsiveness to customer needs and issues. High levels of brand trust can differentiate a brand in a competitive market, fostering a loyal customer base and enhancing the brand's overall value and reputation.

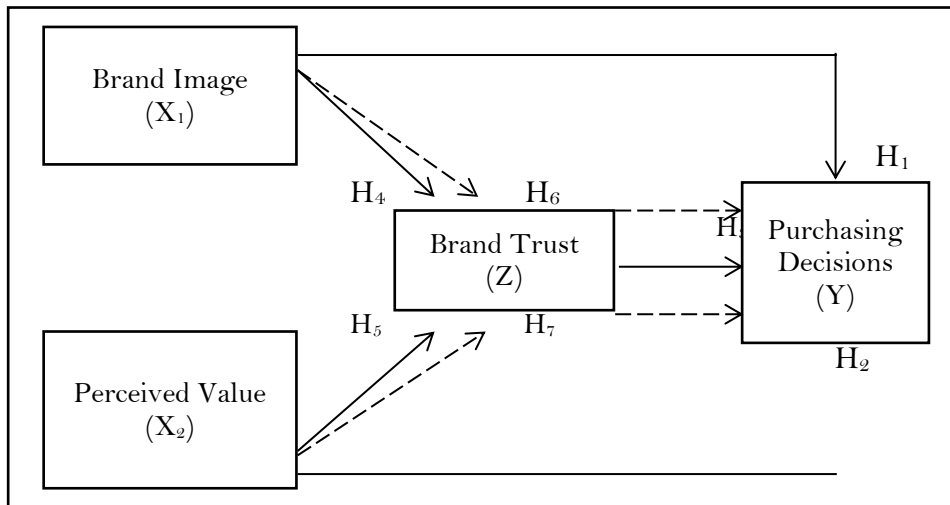


Figure 1. Conceptual Framework

- H1: Brand image has a positive influence on purchasing decisions
- H2: Perceived value has a positive influence on purchasing decisions
- H3: Brand trust has a positive influence on purchasing decisions
- H4: Brand image has a positive influence on brand trust
- H5: Perceived value has a positive influence on brand trust
- H6: Brand image influences purchasing decisions through brand trust as mediation
- H7: Perceived value influences purchasing decisions through brand trust as mediation

### 3. Method

This study is causal associative research employing a quantitative approach and is explanatory in nature. The population consists of customers from Fashion H&M at Pakuwon Mall Yogyakarta, with a sample of 100 customers who had made two or more purchases at this location. The researchers utilized a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure the research indicators. Brand image was assessed through indicators such as good image/reputation, conformity to product quality, positive impression in appearance, social class symbol, and uniqueness (Izzati, 2019; Sastrawan & Pramudana, 2022). Perceived value was measured using indicators like functional value, emotional value, quality value, price value, and comfort value (Prameka, 2016; Enjela et al., 2022). For brand trust, the indicators included brand honesty, customer satisfaction, consistency, loyalty, and trust in the brand (Al-Huwaishel & Al-Meshal, 2018). The study also examined purchasing decisions through indicators such as purchase timing, payment method, price relative to quality, need for the product, willingness to recommend to others, and repurchase intention (Aeni & Ekhsan, 2021). Data analysis was conducted using Structural Equation Modeling (SEM) with the SmartPLS 3.2.9 application.

### 4. Result

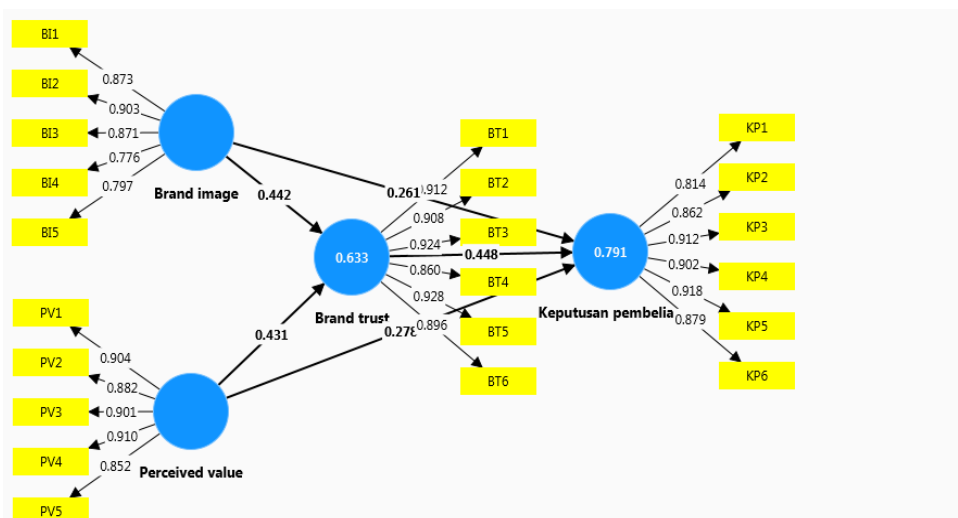
Data analysis was conducted using Structural Equation Modeling (SEM) with the SmartPLS 3.2.9 application, following a two-stage process. The first stage, known as the Outer Model, tests the validity of each indicator in reflecting its respective variable. This involves assessing the outer loading, which should be  $\geq 0.7$ , and ensuring discriminant validity by examining the cross-loading values, where each indicator's loading on its construct must be higher than on other constructs. Construct validity is confirmed with an Average Variance Extracted (AVE) value of  $\geq 0.5$ , and reliability is established with a Composite Reliability (CR) value of  $\geq 0.7$

and a Cronbach Alpha value of  $\geq 0.7$ . The second stage, known as the Inner Model, involves testing to predict causal relationships between latent variables, which are variables that cannot be directly measured. This stage aims to understand the underlying structural relationships within the model.

**Table 1.** Respondent Profile

Basic Classification	Sub-classification	Total	%
Sex	Male	46	46,0
	Female	54	54,0
Age	18-20 years	16	16,0
	21-23 years	59	59,0
	24-26 years	22	22,0
	> 26 years	3	3,0
Last education	High School / Equivalent	45	45,0
	Diploma (D1/D2/D3)	4	4,0
	S1	50	50,0
	S2	1	1,0
Pocket money/income	Less than Rp. 2,000,000	43	43,0
	Rp. 2,000,000 - Rp. 4,000,000	41	41,0
	More than Rp. 4,000,000	16	16,0
Frequency of shopping	2 times	56	56,0
	3 times	17	17,0
	More than 3 times	27	27,0
Sources of information	Colleagues/Friends	45	45,0
	Social Media	53	53,0
	Print Media Ads	2	2,0

Based on Table 1, it is known that most H&M fashion users based on gender are women, namely 54%. The age of most respondents is 21-23 years old by 59%. Based on the level of education, the most respondents are S1 by 50%. The most respondents' pocket money or income is less than Rp. 2,000,000 by 43%. Most respondents have shopped 2 times by 56%. The source of information most respondents get from social media by 53%.



**Figure 2.** Structural Model

Based on the results of testing hypothesis 1, it has been proven that brand image has a positive and significant influence on purchasing decisions. This indicates that a better brand image of H&M fashion leads to a stronger urge to make purchases. Conversely, if the brand image is perceived as unfavorable, it reduces the customer's desire to make a purchase. The image of a brand relates to consumer attitudes, including trust and preference for the brand. Consumers with a positive image of a brand are more likely to make a purchase. The H&M brand image is reflected through indicators such as a good reputation, conformity to product quality, a positive impression in appearance, a symbol of social class, and uniqueness. The results of this study are supported by previous research conducted by Pramesti & Sujana (2023), Aeni & Ekhsan (2021), and Dewi & Ekawati (2021), which also found that brand image has a positive and significant influence on purchasing decisions.

Based on the results of testing hypothesis 2, it has been proven that perceived value has a positive and significant influence on purchasing decisions. This indicates that the better the value customers perceive in H&M fashion, the more likely they are to make purchases. Conversely, if customers perceive a low value in the product, their desire to purchase diminishes. Perceived value is crucial in driving purchasing decisions by enhancing the perceived benefits of the product. The perceived value of H&M is reflected through indicators such as functional value, emotional value, quality value, price value, and comfort value. The findings of this study are supported by previous research conducted by Prasetyo & Suseno (2015), Suryani et al. (2022), and Sari & Musadad (2023), which also found that perceived value has a positive and significant influence on purchasing decisions.

Based on the results of testing hypothesis 3, it has been confirmed that brand trust has a positive and significant influence on purchasing decisions. This indicates that higher levels of trust in the H&M fashion brand positively motivate customers to make purchases. Conversely, lower levels of trust diminish the customer's inclination to buy. Brand trust is built over time through consistent brand experiences that emphasize integrity, honesty, and the overall strength of the brand. When brand trust is firmly established, it significantly impacts consumer purchasing decisions and has the potential to foster enduring, high-value relationships. Indicators of H&M brand trust include brand honesty, customer satisfaction, consistency, loyalty, and overall trust in the brand. These findings align with previous research conducted by Aeni & Ekhsan (2021) and Ali et al. (2019), which similarly concluded that brand trust exerts a positive and significant influence on purchasing decisions.

Based on the results of testing hypothesis 4, it has been confirmed that brand image has a positive and significant influence on brand trust. This indicates that a stronger brand image of H&M fashion enhances trust in the brand. Conversely, a less favorable brand image diminishes trust. The image associated with H&M fashion products, known for its fast-fashion clothing, plays a crucial role in building consumer confidence, particularly among teenage consumers. Consumers assess brand image based on the company's reputation and the perceptions of other customers who use the products. Positive perceptions aligned with customer expectations can significantly boost trust in specific brands produced by the company (Susilawati & Wufron, 2017). These findings are supported by previous research conducted by Susilawati & Wufron (2017), Izzati (2019), and Sastrawan & Pramudana (2022), all of which affirm that brand image positively influences brand trust.

Based on the results of testing hypothesis 5, it has been confirmed that perceived value has a positive and significant influence on brand trust. This means that when consumers perceive higher value in H&M fashion brand products, their trust in the brand increases. Conversely, if consumers perceive lower value, their trust diminishes. Positive perceptions of product value enhance consumer confidence in

using H&M fashion products, leading to continued consumer loyalty. Consumer assessments of product value play a crucial role in building brand trust. When consumers perceive a product positively, it fosters confidence that the product or service will deliver satisfaction, thereby strengthening trust in the brand (Daulay & Lubis, 2024). These findings are supported by previous research conducted by Prameka et al. (2016) and Pratiwi & Sunaryo (2021), which also found that perceived value significantly influences brand trust.

Based on the results of testing hypothesis 6, it has been confirmed that brand trust significantly mediates the influence of brand image on purchasing decisions. This means that a positive brand image of H&M fashion enhances trust in the brand, which in turn encourages customers to make purchases. The mediating role of brand trust in influencing purchasing decisions through brand image has been supported by previous studies such as Atmaja & Menuh (2019), Aeni & Ekhsan (2021), and Aurellia & Sidharta (2023). Similarly, based on the results of testing hypothesis 7, it has been proven that brand trust significantly mediates the influence of perceived value on purchasing decisions. This indicates that a favorable perception of the H&M fashion brand's value enhances trust in the brand, leading to increased purchase intention among customers. Previous research by Prameka et al. (2016) and Enjela et al. (2022) has also affirmed the mediating role of brand trust in linking perceived value to purchasing decisions.

## **5. Conclusion**

In accordance with the results of the discussion previously described, this study shows that brand image has a positive and significant influence on purchasing decisions. The second result is that perceived value has a positive and significant influence on purchasing decisions. The third result is that brand trust has a positive and significant influence on purchasing decisions. The fourth result is that brand image has a positive and significant influence on brand trust. The fifth result is that perceived value has a positive and significant influence on brand trust. The sixth result is that brand trust significantly mediates the influence of brand image on purchasing decisions. The seventh result is that brand trust significantly mediates the influence of perceived value on purchasing decisions. H&M fashion product companies should display the impression of luxury or quality products by selling elegantly by not distributing brochures on the side of the road, advertising graphic design should be made with good taste, brand ambassadors should also be chosen who have an image that suits the middle class. Fashion products that are sold should follow trends or be up to date according to the times. H&M fashion product companies need to maintain product quality, set product prices according to market prices, and create consistent promotional programs. Therefore, for further research, examine the purchasing decision behavior of H&M customers in general.

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