The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community

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Article Info	ABSTRACT
Keywords: Brand Awarness, Brand Image, Brand Trust, Purchase Decision	The personal computer industry, especially in the classification of laptop, is one of the largest industries in Indonesia, which has massive sales. In this sector, products from several global-scale computer companies have long been the choice of Indonesian consumers, including HP as its one of leading brand for laptop. This aim to analyze the effect of brand awarness, brand image, brand trust on HP laptop purchasing decisions in Jabodetabek who use HP Laptop. The population in this study were 100 then the whole was taken to be sampled who use HP laptop. Methods of data analysis using the validity and reliability of the questionnaire, multiple regression analysis. The results of this study indicate that the brand awarness, brand image and brand trust variables simultaneously and partially have a significant effect on purchasing decisions (a survey of HP laptop users specifically for the Jabodetabek area). The coefficient of determination is 0.772 which indicates that the ability of the independent variables to predict the dependent variable is 77%. 23% is influenced by other factors not examined by the author
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INTRODUCTION

Nowadays, technology products have become a major necessity because in this modern era, devices are needed to get more information. More effective, efficient, and size-appropriate devices help consumers use them every day, especially workers who need devices every day. If we talk about devices, then there are many types of devices, but over time, one of the devices that are juxtaposed with cellphones is laptops. Laptops have become one of the products needed by almost all levels of society, ranging from workers, students, to students. This is because laptops are easy to carry anywhere and are much smaller in size than computers in general. HP laptop is one of the laptop brands that has been recognized by the wider community with a myriad of advantages ranging from features and functions to Dewi et al., (2020).

HP brand laptops are one of the laptops that are in great demand by consumers because the advantages of HP laptops make consumers interested in buying them. Dell experienced the sharpest decline compared to 2022. Dell's decline was 19.5% and in second place was Apple with a decline of 18.4%. Furthermore, ASUS, ACER, and

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1271 | P a g e

Lenovo experienced a double-digit decline. The conditions in 2023 are indeed very severe. Interestingly, HP is still one of those who experienced a decline but only a single digit, namely as much as 4.5%. This is proven and quoted by Bhinneka Gartner Blogspot that the sales trend of major laptop brands in 2023 is as follows.

Table 1. Shipment and sales data of laptops in 2022 - 2023

Company	2023 Shipments	2023 Market Share (%)	2022 Shipments	2022 Market Share (%)	2023-2022 Growth (%)
Lenovo	59,275	24.7	69.047	24.3	-13.5
HP Inc.	52,896	21.9	55.366	19.5	-4.5
Dell	40,238	16.6	50.008	17.6	-19.5
Apple	21,877	9.0	26.825	9.4	-18.4
Asus	17,061	7.1	20.651	7.3	-17.4
Acer	15,887	6.6	18.708	6.6	-15.1
Others	34,206	14.1	43.448	15.3	-21.3
Total	241,891	100.0	284.052	100.0	-14.8

Source: Bhinneka 2024

From the data above, it can be seen that HP laptops have a better downward trend than other laptop brands. A good trend like this should be maintained and evaluated every month or even year because in this open market era entrepreneurs are required to improve their company's performance in order to get the quality that customers like. One of the things that needs to be done is by determining the marketing strategy. According to Yulianti et al ., (2019)Yulianti et al., (2019) marketing strategy is a procedure for determining marketing costs, marketing mix, marketing allocation in accordance with the environment and competition. Tight competition requires companies to adjust consumer desires by showing product advantages so that consumers can be attracted Nazarudin et al ., (2023).

Many factors influence purchasing decisions ranging from brand awarness, brand image, and brand trust. Research on purchasing decisions still shows inconsistent results such as Brand Image, Brand Awarness and Brand Trust Purchasing has a significant positive effect on purchasing decisions Pramesti et al ., (2023) Furthermore, Habibah et al., (2022), Astuti et al., (2021) Putri et al., (2023) Saputra et al., (2024) Brand Image has a significant positive effect on purchasing decisions. Research by Wijaya et al., (2021) shows that brand images do not directly have a significant effect on purchasing decisions. according to Wisesa et al., (2021) Brand Awarness and product quality influence purchasing decisions, but not with Gunawan et al., (2021) Brand Awarness variables have a positive and insignificant effect on purchasing decisions. Wijaya et al., (2020) and Hanaysha et al., (2022) Brand Trust has a significant positive effect on purchasing decisions.

In Zaerofi (2020) Journal research, brand trust consists of three dimensions, namely psychological, cognitive and intentional, then research with the title *The Impact of Customer Experience and Electronic Word of Mouth on Brand Trust* by Nursakinah et

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1272 | P a g e

al ., (2024). The results showed that Electronic Word of Mouth has a positive and significant effect on Brand Trust with a coefficient value of 0.196. The significance value of Electronic Word of Mouth on brand trust is 0.013 <0.05. So this study found H2 accepted, meaning that Electronic Word of Mouth has a significant effect on brand trust.

This phenomenon observes the success of the marketing strategy implemented by the company in the face of a competitive and dynamic market environment. Nonetheless, in the face of growing competitive pressures, HPs need to continuously evaluate and improve their marketing strategies. This includes in-depth market analysis to understand consumer preferences, relevant product innovation, and strengthening key elements of brand management.

First, careful market analysis will help HP understand its targeted market segments and consumer behavior in the Greater Jakarta area and the broader market. With a better understanding of consumer needs and preferences, HP can tailor their marketing strategies more precisely and effectively. In addition, continuous product innovation will be key in maintaining consumer interest. HP needs to continue to develop products with high quality and innovative features that can meet the evolving needs of consumers.

In addition, strengthening brand awareness, brand image, and brand trust are also crucial steps in the marketing strategy. Through creative and effective marketing campaigns, a strong presence on social media, and participation in industry events, HP can increase brand awareness among consumers (Yulianti et al., 2019). In addition, focusing on building a positive brand image by maintaining high product quality, good customer service, and commitment to corporate social responsibility will help strengthen brand image.

Finally, building brand trust through transparency in communication with consumers, consistency in delivering on brand promises, and quality assurance programs will be key in maintaining consumer loyalty. By continuously evaluating and adjusting their marketing strategies based on feedback from the market, HP can maintain a better downward trend and continue to strengthen its position in the laptop market, especially in the Greater Jakarta area.

Specifically, this research is also driven by the need to fill the knowledge gap in the academic literature on how brand awareness, brand image, and brand trust jointly influence consumer purchase decisions, especially in the context of technology products such as laptops. Through a better understanding of these dynamics, HP companies and other stakeholders can develop more effective marketing strategies to maintain and increase their market share in the Greater Jakarta area

METHODS

Awareness, (X2) Brand Image, (X3) Brand Trust on the dependent variable, namely (Y) purchasing decisions. this research is quantitative research. The analysis method used is descriptive analysis by applying simple linear regression with the following equation (Sugiyono, 2013):

$$Y = \beta 0 + \beta 1 X1 + \beta 2 X12 + \beta 3 X3 + e$$

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1273 | P a g e

Where:

β0	: Constant
β1, β2, β3	: regression coefficients
X1	: Brand Awarness
X2	: Brand Images
X3	: Brand Trust
Y	: Purchase Decision
e	: Galat

The sampling technique used is non-probability sampling, namely purposive sampling or samples with certain criteria. The research data is primary data collected by distributing questionnaires to 100 people with *gform* to HP laptop users spread across in the Jabodetabek area. Measurement of each statement item is carried out on a Likert scale 1 means strongly disagree to 5 strongly agree. Furthermore, data processing will be carried out with the SPSS 22 application, namely the validity test, and the reliability test is carried out so that all statements used in the study are valid and reliable statements. Furthermore, hypothesis testing is carried out to prove variables.

Table 2 . Responden Profile

Catagory	Frequently	Responden (Percentage)
Gender:		
Male	67	67
Female	34	34
Domicile:		
Jakarta	20	20
Bogor	20	20
Depok	20	20
Tangerang	20	20
Bekasi	20	20
Revenues:		
< Rp. 1.000.000	37	37
RP. 1.000.000 – Rp.5.000.000	56	56
> Rp. 10.000.000	7	7
Recommend for buy by:		
Family	53	53
Friends	17	17
Website	18	18
Social Media	12	12

Source: Data processed (2024)

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1274 | P a g e

In the questionnaire information section, the respondents are asked about their name, domicile, Revenues, Recommend for buy by. There are 66 men (66%) and 34 women (34%). The next characteristic is the domicile of the respondent, 20 (20%) of the respondents live in Jakarta, Bogor 20 (20%), Depok 20 (20%), Tangerang 20 (20%), Bekasi 20 (20%). Next, the characteristics are based on income below RP. 1,000,000 as many as 37 (37%), income Rp. 1,000,000-5,000,000 as many as 56 (56%), and income greater than Rp. 10,000,000 as much as 7 (%). and the last one is the characteristics based on which we recommend buying an HP laptop. Respondents were recommended by family as many as 53 (53%), friends 17 (17%), websites 18 (18%), and from social media as many as 12 (12%)

Table 3 . Variables, Indicators, Questionnaire Items

Variables	Indicator	Indicator Item
Brand Awarness	Mind	When I want to buy a laptop, HP is the first brand I think of.
	View	I can recognize an HP Laptop just by looking at its product display
	Media	I remember one of the advertisements for HP brand laptops on television or online media
	Color	I can tell the HP laptop product by looking at the color combination of the product.
Brand Images	Specialty	HP brands have unique features
	Good Value	HP brand gives good value to its users
	Trust	The HP brand improves the way I am perceived by others
	Environment	HP brand gives me a good social outlook
Brand Trust	Satisfaction	Satisfaction with HP brand laptop products results in trust in the HP brand
	Emotional	I trust the HP laptop brand because I feel confident when using it.
	Motivation	Trust in the HP laptop brand motivates me to buy the same brand in the future
Purchase decision	Brand Name	HP Laptop product packaging provides a good appearance so that I am interested in buying it
	Size	HP laptops have a product size that is comfortable when carried anywhere
	Ease	The features contained in the HP laptop are very easy to understand and understand so I am interested in buying it.
	Benefits	The features on the HP laptop have the benefits I need so I want to buy it

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1275 | P a g e

RESULTS AND DISCUSSION

Table 4. Validity and Reliability Test Results

Variables	Statement Item	r-Count	Significant	Cronchbach alpha
Brand Awarness	X1.1	0,729	0,000	0.824
	X1.2	0,727	0,000	
	X1.3	0,711	0,000	
	X1.4	0,696	0,000	
Brand Images	X2.1	0,514	0,000	0.717
	X2.2	0,663	0,000	
	X2.3	0,643	0,000	
	X2.4	0,732	0,000	
Brand Trust	X3.1	0,783	0,000	0.843
	X3.2	0,791	0,.000	
	X3.3	0,793	0,000	
Purchase Decision	Y1.1	0,821	0,000	0.849
	Y1.2	0,816	0,000	
	Y1.3	0,835	0,000	
	Y1.4	0,835	0,000	

Source: Data processed (2024)

Note: *Valid if r count > r table (0.195) or sig < 0.05

** Reliable if *Cronbach's Alpha* > 0.60

The validity test results show that all statement items have a calculated r value greater than the table value of 0.195 and the significant value is smaller than 0.05, so it is concluded that all statement items are valid. Furthermore, the reliability test, all variables have a *Cronbach's Alpha* value greater than 0.60, it is also concluded that all variables are reliable.

Table 5 . Normality Test

N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,93424211
Most Extreme Differences	Absolute	,046
	Positive	,029
	Negative	-,046
Test Statistic		,046
Asymp. Sig. (2-tailed)		,200[c,d]

Source: Data processed (2024)

Notes: *Normal if Asymp. Sig. (2-tailed) > 0.05

The Kolmogorov Smirnov normality test result is 0.200. This figure is higher than the significance sig. > 0.05. This means that the data used is normally distributed.

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1276 | P a g e

Heteroscedasticity Test

The regression analysis shows that this model has an intercept value of 2.327 (t = 4.391, p < 0.001), indicating that when all independent variables are set at zero value, the dependent variable has a value of 2.327. The variable X1 has a coefficient of -0.059 (t = -1.324, p = 0.189), indicating an insignificant negative relationship with the dependent variable. The X2 variable has a coefficient of -0.101 (t = -1.784, p = 0.078), indicating a negative relationship that is close to significance with the dependent variable. Meanwhile, variable X3 has a coefficient of 0.127 (t = 1.920, p = 0.058), indicating a positive relationship that is close to significance with the dependent variable. Thus, from the results of this analysis, only variable X3 shows a potential influence on the dependent variable, although it does not reach the generally accepted level of significance (p < 0.05).

The Glejser test results show that all independent variables have a sig. > 0.05. This means that there is no statistically significant independent variable affecting the dependent variable ABS_RES1. It is concluded that the regression model does not have heteroscedasticity symptoms.

Multicollinearity Test

The collinearity statistical analysis indicates that this regression model may have multicollinearity problems. The low tolerance values for variables X1 (0.449), X2 (0.430), and X3 (0.371) indicate that each independent variable has a high level of dependence on other variables in the model. This is reinforced by the Variance Inflation Factor (VIF) values that exceed the value of 2, which is a common limit used to indicate the presence of multicollinearity. The X3 variable has the highest VIF of 2.695, indicating that this variable contributes the most to the multicollinearity problem in this model. Therefore, the regression results need to be interpreted with caution, and further assessment of the data or consideration of the reuse of variables in the model is necessary. Based on the description above, it can be concluded that there is no high multicollinearity between variables, because the VIF value of each independent variable is below 10.

Multiple Linear Regression Equation

The regression analysis shows that this model has an intercept (constant) of -2.273 with a standard error of 0.925. This means that when all independent variables (X1, X2, and X3) have a value of zero, the dependent variable is estimated to have a value of -2.273. The X1 variable has a regression coefficient of 0.287 with a standard error of 0.078. This indicates that each one-unit increase in variable X1 is associated with an increase of 0.287 units in the dependent variable, with an estimation accuracy of 0.078. The X2 variable has a regression coefficient of 0.289 with a standard error of 0.098. This indicates that each one-unit increase in the X2 variable is associated with an increase of 0.289 units in the dependent variable, with an estimation accuracy level of 0.098.

The X3 variable has a regression coefficient of 0.727 with a standard error of 0.115. This indicates that each one-unit increase in the X3 variable is associated with an increase of 0.727 units in the dependent variable, with an estimation accuracy of 0.115. This result indicates that variable X3 has the most significant influence on the dependent variable compared to X1 and X2. However, for a more accurate interpretation, it is important to also

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1277 | P a g e

consider the confidence interval and significance test for each of these regression coefficients. Based on the table above, the multiple linear regression equation is obtained as follows: Y = -2.273 + 0.287 X1 + 0.289 +0.727.

Hypothesis Testing

Table 6. T-test

	Model	T	Sig.
1	(Constant)	-2,457	,016
	X1	3,680	,000
	X2	2,943	,004
	X3	6,302	,000

Source: Data processed (2024)

Notes: *H1 is accepted if t count > t table (1.985) or Sig.<0.05

With *alpha* level = 0.05. The calculated t value of all independent variables in table 7 is greater than the t table, namely 1.985, then the sig value in table 7 is also greater than 0.05, then H1, H2, H3 are accepted, which means that Brand Awarness, Brand Images, Brand Trust have a significant positive effect partially on purchasing decisions.

Table 7. F test

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	1306,972	3	435,657	112,917	,000[b]
1	Residuals	370,388	96	3,858		
	Total	1677,360	99			

Source: Data processed (2024)

Notes: *H1 is accepted if t count > f table (2.966) or Sig.<0.05

With *alpha* level = 0.05. The degree of freedom (df) (N1) = k-1 = 3 and (df) (N2) = n-k = 96. The calculated F value of 112.917 is greater than the F table 2.699, then the sig value of 0.000 is smaller than 0.05, then H4 is accepted, which means that Brand Awarness, Brand Images, Brand Trust have a significant positive effect simultaneously on purchasing decisions.

Table 8. Test Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,883[a]	,779	,772	1,96423

Source: Data processed (2024)

The Adj R Square value is 0.772 or 77%. The coefficient of determination shows that the variables *Brand Awarness, Brand Images, Brand Trust* can explain the variable purchase decision for the HP brand laptop by 77%, while the remaining 23% is explained by other variables.

Discussion

The Effect of Brand Awarness on Purchasing Decisions.

The results show that partially brand awareness significantly influences purchasing decisions with a t value of 3.680 greater than t table 1.985 with a sig value of 0.000 smaller than 0.05 in line with the results of research conducted by Habibah et al., (2018), Wisesa et al., (2021) Pramesti et al., (2023) and Gunawan et al., (2021) which state that brand awarness has a significant positive effect on purchasing decisions. this shows that the better the brand awarness, it will increase the purchasing decisions of HP laptop customers in the Jabodetabek area. The test results show that the loading value of the mind, appearance, media and color factors from the research results show that the factor of consumer thoughts about goods is the most influential. So the better the general consumer's mind towards goods, it can increase purchasing decisions. In order for HP brand laptops to sell well, promotional efforts and quality control of products are carried out so that good thoughts are created.

The influence of Brand Image on Purchasing Decisions.

The research output shows that partially brand images have a significant effect on purchasing decisions 2.943 greater than t table 1.985 or sig value 0.004 smaller than 0.05 in accordance with the results of research conducted by Saputra et al., (2024) Pramesti et al., (2023) Astuti et al,. (2021) Wijaya et al., (2021) and Putri et al., (2023) which state that brand images have a significant positive effect on purchasing decisions. this shows that the better the brand images, it will increase the purchasing decisions of HP laptop customers in the Jabodetabek area. The test results show that the loading value of the privilege factor, good value, trust, environment from the research results shows that environmental factors have the most influence on purchasing decisions. The more HP laptop users in the consumer environment, the higher the chance for HP laptops to be purchased by other consumers. In order for the HP laptop brand to continue to exist, environmental factors that greatly influence this purchasing decision must be maintained by providing the best service from sales, promotion through online promotions.

The influence of Brand Trust on Purchasing Decisions.

The results showed that partially brand trust has a significant positive effect on purchasing decisions of 6.302 greater than 1.985 or a sig value of 0.000 smaller than 0.05 in line with the results of research conducted by   Pramesti et al., (2023), Hanaysha et al., (2022) Wijaya et al., (2021) and Putri et al., (2023) which state that brand images have a significant positive effect on purchasing decisions. this shows that the better the brand images, it will increase the purchasing decisions of HP laptop customers in the Jabodetabek area. The test results show the loading value of the satisfaction, emotional, and motivation factors from the research results show that the motivation factor for goods is the most influential on purchasing decisions. the better the motivation of consumers who come because of trust in goods can increase purchasing decisions. So that, HP brand laptops can sell well, efforts are made to increase trust which can motivate HP laptops to carry out regular quality control and make innovations.

The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1279 | P a g e

CONCLUSION

Based on the results of this study, it can be concluded that brand awarness, brand images, brand, brand trust have a significant impact on purchasing decisions for HP brand laptops. Therefore, companies that produce HP laptops must pay attention to brand awarness, brand images, brand trust because they greatly influence purchasing decisions which in turn will help increase profitability and a positive image of the company. Although the results of this study provide new insights, there are limitations that need to be considered for future research. One limitation is the limited geographical coverage, which is only in the Jabodetabek area. Future research can expand its geographical coverage to get a more representative picture of the relationship between Islamic marketing ethics and customer satisfaction in various geographical contexts. In addition, future research can also involve more relevant variables, brand satisfaction, e-WOM, promotion to further deepen the understanding of the factors that influence purchasing decisions in the laptop production industry.

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The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1280 | P a g e

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The Influence Of Brand Awareness, Brand Image, And Brand Trust On The Decision To Purchase HP Laptops In The Jabodetabek Community—Gian Muktabar Anggoro Jati et.al

1281 | P a g e