

The influence of brand image and sales promotion on purchasing decisions mediated by trust (Empirical study of Sunyi, House of Coffee & Hope Jakarta)

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ABSTRACT

Keywords:

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trust

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This study aims to examine the influence of Brand Image and Sales Promotion on Purchase Decisions mediated by Trust. The research involved 173 respondents who had made purchases at Sunyi, House of Coffee & Hope Jakarta. Data collection was conducted using an online questionnaire. The analytical method used is Structural Equation Modeling (SEM) with SmartPLS 3.0 software. The results of this study indicate that Brand Image and Sales Promotion have a positive and significant impact on Trust. Additionally, Brand Image and Sales Promotion also positively and significantly affect Purchase Decisions. Trust positively and significantly influences Purchase Decisions and partially mediates the effect of Brand Image and Sales Promotion on Purchase Decisions. This research provides empirical evidence that Brand Image and Sales Promotion are crucial factors in building Trust and influencing Purchase Decisions among consumers at Sunyi, House of Coffee & Hope Jakarta. The managerial implications of this study highlight the importance for Sunyi, House of Coffee & Hope Jakarta to continuously build a positive Brand Image and enhance effective Sales Promotion strategies to strengthen consumer Trust and drive Purchase Decisions.

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INTRODUCTION

The food and beverage industry continues to evolve over time with various innovations that keep emerging. This industry also plays a significant role in supporting Indonesia's economic growth. One of the sectors that greatly contributes to Indonesia's food and beverage industry is the coffee industry. Bahrudin (2020) mentions that coffee was first discovered in Ethiopia before the 9th century, spread to Europe in the 17th century, and became popular across the continent. Initially, some people responded to the presence of this beverage with suspicion or fear, calling it a bitter invention of the devil. Over time, coffee, which was initially enjoyed only for its aroma and taste, has become an integral part of Indonesian social life, known as "Ngopi" (coffee drinking).

According to data from the International Coffee Organization (ICO) for 2020/2021, Indonesia's coffee consumption in 2019 was 3.6 million bags of 60kg, while in 2020, it reached 5 million bags. Over the past ten years, consumption has grown by 3.7%, the second highest among coffee-producing countries (Sutrisno, 2022). The tradition of "Ngopi" initially took place in simple coffee stalls before the advent of modern coffee shops. Traditional coffee stalls, which have been operating from the 1990s to the present, are typically found in rural areas with modest decor (Widyaningsih et al., 2022). These traditional coffee stalls have now been replaced by more prestigious coffee shops. This trend is evidenced by the emergence of new coffee shops. A study conducted by Toffin Indonesia (2020) found that the number of coffee shops in Indonesia nearly tripled from 1,000 outlets in 2016 to 2,950 outlets. This growth is also supported by Ferreira et al. (2021), who note that the increase in the number of coffee shops is accompanied by a shift in coffee consumption habits. Coffee shop facilities have also become more diverse, ranging from basic to fully equipped options, catering to consumers' preferences with varying prices, from affordable to quite expensive. Every coffee shop strives to highlight its strengths to satisfy customers and dominate the market share.

Amidst this fierce competition, the coffee shop "Sunyi, House of Coffee & Hope" (referred to in this study as Cafe Sunyi) stands out with a unique concept that not only focuses on profit but also on humanitarian values by employing people with disabilities. Cafe Sunyi was founded by Mario P. Hasudungan Gultom in 2019. This coffee shop employs people with disabilities, ranging from parking attendants to chefs and baristas. The idea behind the creation of this coffee shop is driven by Mario's passion for business and humanitarian causes, particularly the issue of equality among people. He aims to create something for people with disabilities that goes beyond just giving "donations" but provides a sustainable platform for them throughout their lives.

With this novel concept, Cafe Sunyi needs to build a strong brand image to make customers aware of its unique concept and create additional appeal to influence their purchasing decisions. According to Arianty & Andira (2021), there are two key variables between consumers' purchase intention and actual purchase. The value of a company's product increases when customers have a positive impression of the company. Arianty & Andira (2021) suggest that if customers have a favorable perception of a brand, they are more likely to be interested in purchasing its products. Creating positive associations between a product and its brand among consumers is crucial in strengthening brand reputation. According to Wydyanto & Ilhamalimy (2021), brand image is something that endures over the long term, making it difficult to establish and even harder to change once it is formed.

In addition to brand image, sales promotion also influences an individual's purchase decision. According to Purwianti & Suryani (2021), sales promotion is a persuasive promotional activity in which the sender defines a commodity or service with the goal of influencing the audience's mindset. Well-designed and executed advertising campaigns can attract potential buyers. Promotional discounts on goods or services tend to attract customers, and another benefit of product or service promotion is that it helps build relationships with consumers, as each buyer will negotiate terms that best suit them.

Aside from brand image and sales promotion, consumer trust is one of the factors that influence consumers' final choices. Trust is established in the minds of consumers as a result of satisfying experiences with a product or service, which can lead to a purchase decision. Paluri & Mishal (2020) define trust as a set of beliefs that others will fulfill expected commitments, and customer trust is essential in an increasingly competitive environment. This is supported by Purwianti & Suryani (2021), who state that trust is a relationship built on long-term, impressive brand experiences for consumers, based on integrity, honesty, and brand politeness. With consumer trust in Cafe Sunyi, consumers can make repeat purchases without hesitation and are more likely to recommend it to others.

Brand image and sales promotion are factors that consumers may consider when making a purchase decision. They also help build consumer trust in purchasing food and beverages at Cafe Sunyi. Here, trust mediates the influence of brand perception and sales promotion on consumer choice. Trust is the connecting variable between Brand Image and Sales Promotion and their impact on Consumer Buying Intentions. Customer trust in a business is crucial for the success of any relationship-building effort. Building trust with clients requires demonstrating that the organization cares about their needs.

Brand image has been shown to positively influence consumer trust, as supported by previous research (Aeni & Ekhsan, 2020; Havidz & Mahaputra, 2020; Heliani et al., 2022; Islahiyah & Utama, 2023; Wydyanto & Ilhamalimy, 2021). Similarly, sales promotions also impact trust (Gultom et al., 2022; Pramezwarly et al., 2021; Purwianti & Suryani, 2021; Tojiri & Afipah, 2023; Wydyanto & Ilhamalimy, 2021; Zarkasi, 2023), which in turn affects purchase decisions (Aeni & Ekhsan, 2020; Heliani et al., 2022; Islahiyah & Utama, 2023; Pramezwarly et al., 2021; Purwianti & Suryani, 2021; Wydyanto & Ilhamalimy, 2021; Zarkasi, 2023). Furthermore, the study hypothesizes that brand image and sales promotions positively affect purchase decisions, either directly or mediated by trust, based on supporting research findings (Ardiansyah & Nurdin, 2020; Elpanso & Helmi, 2022; Sumartono, 2023).

This study aims to examine the influence of Brand Image and Sales Promotion on Purchase Decisions mediated by Trust. The research contribution of this study lies in its examination of the relationships between Brand Image, Sales Promotion, and Purchase Decisions, with Trust acting as a mediating factor. By investigating how brand image and sales promotions influence purchase decisions both directly and indirectly through trust, the study provides insights into consumer behavior and decision-making processes. This contribution is significant as it highlights the role of trust in mediating these effects, offering a deeper understanding of how brands can leverage their image and promotional strategies to build consumer trust and drive purchase decisions.

The hypotheses used were:

- 1) H1: Brand Image has a positive and significant effect on Trust
- 2) H2: Sales Promotion has a positive and significant effect on Trust
- 3) H3: Brand Image has a positive and significant effect on Purchase Decisions
- 4) H4: Sales Promotion has a positive and significant effect on Purchase Decisions
- 5) H5: Trust has a positive and significant effect on Purchase Decisions
- 6) H6: Brand Image has a positive and significant effect on Purchase Decisions mediated by Trust

METHOD

The object of this study includes consumer experiences and responses about Kafe Sunyi, the promotions conducted by Kafe Sunyi, the level of consumer trust in transactions, and consumer purchase decisions. The participants are individuals who have made purchases at Kafe Sunyi in Jakarta. Data collection is conducted through an online survey using a questionnaire distributed via Google Forms. The population consists of individuals who have purchased food or drink at Kafe Sunyi. A pilot study with 31 respondents yielded valid and reliable results. The sample size is based on a ratio of five times the number of indicators, leading to a minimum of 140 participants, with a total sample of 173 respondents. The study employs purposive sampling, selecting individuals who meet specific criteria set by the researcher. Data analysis is conducted using Structural Equation Modeling (SEM) with the Smart PLS 3.0 software for statistical calculations.

RESULTS AND DISCUSSION

Results of Outer Model Test

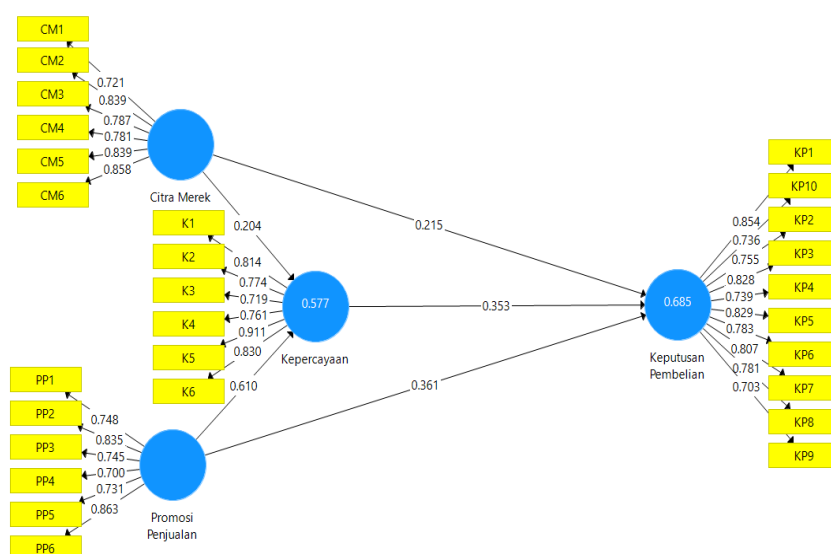


Figure 1. Results of Outer Model Test

From the data in Figure 1, it can be seen that the Brand Image variable with 6 measurement items or indicators is CM1 = 0.721, CM2 = 0.839, CM3 = 0.787, CM4 = 0.781, CM5 = 0.839, and CM6 = 0.858, all having loading factor values ≥ 0.70 , thus these items are valid. Next, for the Sales Promotion variable with 6 measurement items or indicators, namely PP1 = 0.748, PP2 = 0.835, PP3 = 0.745, PP4 = 0.700, PP5 = 0.731, and PP6 = 0.863, all having loading factor values ≥ 0.70 , these items are valid. For the Trust variable with 6 measurement items or indicators, namely K1 = 0.814, K2 = 0.774, K3 = 0.719, K4 = 0.761, K5 = 0.911, and K6 = 0.830, all having loading factor values ≥ 0.70 , these items are valid. Lastly, for the Purchase Decision variable with ten measurement items or indicators, namely KP1 = 0.854, KP2 = 0.755, KP3 = 0.828, KP4 = 0.739, KP5 = 0.829, KP6 = 0.783, KP7 = 0.807, KP8 = 0.781, KP9 = 0.703, and KP10 = 0.736, all having loading factor values ≥ 0.70 , these items are valid. Thus, all indicators for the Brand Image, Sales Promotion, Trust, and Purchase Decision variables have loading factor values above 0.70. Therefore, the indicators forming the constructs of Brand Image, Sales Promotion, Trust, and Purchase Decision are categorized as valid.

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability
Brand Image	0,891	0,917
Sales Promotion	0,865	0,898
Trust	0,890	0,916
Purchase Decision	0,930	0,940

Source: Processed Data (2024)

Based on Table 1, the Cronbach's Alpha values for the Brand Image = 0.891, Sales Promotion = 0.865, Trust = 0.890, and Purchase Decision = 0.930, all exceed the minimum required value of > 0.70 . The Composite Reliability values for Brand Image = 0.917, Sales Promotion = 0.898, Trust = 0.916, and Purchase Decision =

0.940 also meet the minimum required value of > 0.70 . Therefore, it is reasonable to assume that all constructs in this study are valid and suitable for further exploration.

Based on the evaluation of the measurement model or outer model, it can be concluded that this study has acceptable convergent and discriminant validity. Additionally, the study can proceed with further testing as it has adequate internal consistency reliability according to Cronbach's Alpha and Composite Reliability.

Results of R-Square Test

Table 2. R-Square

	R Square
Trust	0,577
Purchase Decision	0,685

Source: Processed Data (2024)

Based on Table 2, the R-Square value for Purchase Decision is 0.685, which means that the variability in Purchase Decision can be explained by the Brand Image, Trust, and Sales Promotion variables in the model by 68.5%, and is categorized as moderate. The R-Square value for Trust is 0.577, which means that the variability in Trust in the model is 57.7%, also categorized as moderate.

Results of Hypothesis Testing

Table 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
CM → K	0,204	0,202	0,066	3,096	0,002	Accepted
CM → KP	0,215	0,215	0,066	3,257	0,001	Accepted
K → KP	0,353	0,355	0,066	5,340	0,000	Accepted
PP → K	0,610	0,614	0,053	11,414	0,000	Accepted
PP → KP	0,361	0,362	0,075	4,802	0,000	Accepted

Source: Processed Data (2024)

Table 4. Mediation Effect Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CM → K → KP	0,072	0,073	0,030	2,361	0,019
PP → K → KP	0,215	0,218	0,048	4,520	0,000

Source: Processed Data (2024)

Based on Tables 3 and 4, the hypothesis test results show that all five hypotheses have T-Statistics values exceeding 1.96, indicating that these hypotheses are accepted. Below is an explanation of the hypothesis testing results from Tables 3 and 4:

1. Hypothesis 1 (H1): Brand Image has a positive and significant effect on Trust. The beta coefficient is 0.204 (positive), which means that a higher Brand Image at Kafe Sunyi will increase consumer trust. The T-Statistic value is 3.096 (greater than 1.96) with a P-Value of 0.002 (less than 0.05), indicating that Brand Image has a positive and significant effect on Trust, thus H1 is accepted.
2. Hypothesis 2 (H2): Sales Promotion has a positive and significant effect on Trust. The beta coefficient is 0.610 (positive), indicating that higher Sales Promotion at Kafe Sunyi will increase consumer trust. The T-Statistic value is 11.414 (greater than 1.96) with a P-Value of 0.000 (less than 0.05), indicating that Sales Promotion has a positive and significant effect on Trust, thus H2 is accepted.

3. Hypothesis 3 (H3): Brand Image has a positive and significant effect on Purchase Decision. The beta coefficient is 0.215 (positive), indicating that a higher Brand Image at Kafe Sunyi will increase the Purchase Decision. The T-Statistic value is 3.257 (greater than 1.96) with a P-Value of 0.001 (less than 0.05), indicating that Brand Image has a positive and significant effect on Purchase Decision, thus H3 is accepted.
4. Hypothesis 4 (H4): Sales Promotion has a positive and significant effect on Purchase Decision. The beta coefficient is 0.361 (positive), indicating that higher Sales Promotion at Kafe Sunyi will increase the Purchase Decision. The T-Statistic value is 4.082 (greater than 1.96) with a P-Value of 0.000 (less than 0.05), indicating that Sales Promotion has a positive and significant effect on Purchase Decision, thus H4 is accepted.
5. Hypothesis 5 (H5): Trust has a positive and significant effect on Purchase Decision. The beta coefficient is 0.353 (positive), indicating that higher Trust in Kafe Sunyi will increase the Purchase Decision. The T-Statistic value is 5.340 (greater than 1.96) with a P-Value of 0.000 (less than 0.05), indicating that Trust has a positive and significant effect on Purchase Decision, thus H5 is accepted.
6. Testing Hypothesis 6 (H6): Brand image has a positive and significant impact on purchase decisions mediated by trust. Based on the results of testing Hypothesis 6 (H6), the beta coefficient value is 0.072 (positive), which can be interpreted to mean that brand image will influence consumers' purchase decisions when mediated by trust. Additionally, the test results show a T-Statistic value of 2.361, which is greater than 1.96, with a P-Value of 0.019, which is below 0.05. This indicates that brand image has a positive and significant effect on purchase decisions mediated by trust, so H6 is accepted.
7. Testing Hypothesis 7 (H7): Sales promotions have a positive and significant impact on purchase decisions mediated by trust. Based on the results of testing Hypothesis 7 (H7), the beta coefficient value is 0.215 (positive), which can be interpreted to mean that sales promotions will influence consumers' purchase decisions when mediated by trust. Additionally, the test results show a T-Statistic value of 4.520, which is greater than 1.96, with a P-Value of 0.000, which is below 0.05. This indicates that sales promotions have a positive and significant effect on purchase decisions mediated by trust, so H7 is accepted.

Impact of Sales Promotion on Trust

Based on the research results above, it can be concluded that sales promotion at Kafe Sunyi has a positive impact on consumer trust. This is consistent with previous research by Purwianti & Suryani (2021), which stated that sales promotions using individual methods aim to influence someone in choosing products or services, thereby aligning followers to impress others' responses to the trust in a product.

Promotions carried out by Kafe Sunyi include offering discounts to customers with disabilities and providing promotional discounts during major Indonesian holidays. Sunyi has also hosted a singing event with the deaf community, collaborating with the singer Idgitaf with the theme "Broadcasting with Deaf Friends," making Kafe Sunyi known as a disability-friendly café that cares about the disabled community and continues to gain public trust.

Impact of Brand Image on Purchase Decisions

The research shows that brand image has a positive and significant impact on purchase decisions. This is in line with previous studies by Arianty & Andira (2021), Camelia & Hartono (2021), and Wydyanto & Ilhamalimy (2021), which indicate that a positive brand image affects consumer purchase intentions. A strong brand image is a factor that can influence consumer interest in product selection. Kafe Sunyi, with its brand image as a disability-friendly café, emphasizes its concern for people with disabilities through activities such as sign language classes and social events. This positive image attracts and builds customer loyalty who appreciate their social mission. The uniqueness and image of their brand help them remain competitive in the coffee shop industry.

Impact of Sales Promotion on Purchase Decisions

Based on the above research, sales promotions have a positive and significant impact on purchase decisions. This aligns with previous research by Marbun et al. (2022), Elpanso & Helmi (2022), and Aeni & Ekhsan (2020), which explain that sales promotions can affect consumer buying interest. It is also noted that promotions are a crucial part of marketing processes. Effective promotions at Kafe Sunyi attract consumer curiosity in Indonesia to purchase and try shopping there. The impact of this study also aligns with the notion that promotional activities involving persuasion aim to influence consumer thinking (Aeni & Ekhsan, 2020).

Purwianti & Suryani (2021) explain that sales promotions are usually presented as incentives to attract more consumers. Promotions at Kafe Sunyi, such as discounts, bundling prices, and unique services, can attract

consumer interest in making purchasing decisions. Appropriate and targeted promotions will increase consumer interest in buying products or services.

Impact of Trust on Purchase Decisions

The research indicates that trust has a positive and significant impact on purchase decisions. This is consistent with previous studies showing that consumer trust influences the decision-making process (Islahiyah & Utama, 2023; Purwianti & Suryani, 2021). Kafe Sunyi's commitment to providing the best shopping experience and consistently supporting people with disabilities proves that they value equality and provide job opportunities and growth for people with disabilities. This creates consumer trust in Kafe Sunyi and instills confidence in purchasing food and beverages. This trust is built over time and through a long process. The continued presence and growth of Kafe Sunyi's branches since 2018 attest to this.

Impact of Brand Image on Purchase Decisions Mediated by Trust

The research shows that brand image has a positive and significant impact on purchase decisions mediated by trust, indicating that trust partially mediates this relationship. This aligns with previous research by Aeni & Ekhsan (2020), which states that a positive brand image creates consumer trust in Kafe Sunyi's products or services, thereby attracting consumer interest in buying and conducting transactions at Kafe Sunyi.

Trust acts as a supporting factor for consumers once the strength of the brand image is established in their minds. Without trust in Kafe Sunyi, a good and positive brand image would not be formed. This can affect consumer purchase decisions and provides insights for Kafe Sunyi to strengthen its brand image further.

Impact of Sales Promotion on Purchase Decisions Mediated by Trust

The research indicates that sales promotion has a positive and significant impact on purchase decisions mediated by trust, showing that trust partially mediates this relationship. This aligns with previous research by Zarkasi (2023) and Purwianti & Suryani (2021), which states that sales promotions are crucial in marketing products or services. Sales promotions can affect consumer interest, even among those who initially did not intend to buy, due to the promotional offers. This should be leveraged with consumer trust in the product or service. Customers are encouraged to buy more due to advertisements and their trust in the product.

Kafe Sunyi conducts promotions both offline, such as hosting events like singing with the deaf community in Indonesia in collaboration with singer Idgitaf with the theme "Broadcasting with Deaf Friends," and live podcasts with disabilities with podcaster "Rapot," as well as online through social media and product discounts.

CONCLUSION

This research demonstrates that both brand image and sales promotions at Kafe Sunyi have a positive and significant impact on consumer trust and purchase decisions. Kafe Sunyi's strong brand image as a disability-friendly café with a commitment to equality fosters consumer trust, which in turn drives purchase decisions. Similarly, effective promotions, both online and offline, strengthen consumer trust and attract customers through discounts and events. Trust plays a crucial mediating role, as it amplifies the effects of both brand image and promotions on purchase decisions. The study highlights that businesses can enhance their brand image by employing individuals with disabilities, which fosters consumer loyalty and appreciation. For future research, the inclusion of variables such as brand awareness, loyalty, service quality, and purchase intention is recommended to expand on these findings.

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