

The Influence of Promotion, Brand Image and Product Quality on Purchasing Decisions Through Consumer Trust in Bata Brand Shoe Outlets Mall Cibubur Junction East Jakarta

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Abstract: Based on interviews with 100 consumers who made purchases, there were several problems that influenced consumer confidence and purchasing decisions. some of which influence consumer confidence and purchasing decisions. So this research uses the independent variables promotion, brand image and product quality. The intervening variables are consumer confidence and purchasing decision variables. This research aims to analyze how promotion, brand image and product quality influence purchasing decisions through consumer trust in Bata Brand Shoe products. The sampling method used in this research was non-probability with a purposive sampling technique. The samples collected were 100 respondents who had purchased Bata shoe products at least once. The analytical method used is SEM, namely the outer model test includes convergent validity, AVE, discriminant validity, composite reliability and the inner model includes R-Square, significance test, effect size. The research results show that the direct and indirect effects of promotion, brand image and product quality influence purchasing decisions through consumer trust in Bata brand shoes.

Keywords: Brand Image, Consumer Trust, Purchasing Decisions, Promotion and Product Quality.

A. Introduction

Competition in the business world in the current era of globalization has caused increasingly tight market competition. Due to market competition, every company is required to adapt more quickly to face changes in business that are full of uncertainty. Competition in the business world in the current era of globalization has resulted in increasingly tight market competition. Due to market competition, every company is required to adapt more quickly to face changes in business that are full of uncertainty (Setiawan & Supriyanto, 2023). Consumer purchases are an important decision in marketing activities for a product. In the shoe industry, competition is getting tougher and consumers are getting smarter in choosing the products they buy. Bata brand shoes as one of the leading brands in the Indonesian shoe industry need to pay attention to the factors that influence consumer

purchasing decisions. Bata Shoes is one of the leading shoe brands in the world with a long history and a good reputation for the quality of its products.

Indonesia Bata shoes operations are carried out by PT. Bata Shoes Tbk. Since 1939. Distribution of Bata shoes has been carried out through outlets which are spread across all major cities in Indonesia, one of which is the city of East Jakarta. The Bata Cibubur Junction Shoe Outlet is one of the Bata shoe distribution outlets in East Jakarta.

Bata is known as a shoe brand that has durable and long-lasting quality products made from various types of quality materials such as quality leather, plastic and rubber that have high quality standards which are then neatly sewn into shoes. With the superior products possessed by Bata shoes, Bata can still survive amidst the intense competition in the footwear industry in Indonesia. Through appropriate promotion, good product quality, a positive image will emerge in the minds of consumers regarding Bata shoes. With effective promotion, quality products and a positive brand image, it is hoped that it can increase consumer confidence so that the impact will increase purchasing decisions (Supriyanto, Permatasari, et al., 2023). However, the company realizes that by using promotions, good product quality and a positive brand image are often not in line with the achievements desired by the management of the Bata Cibubur Junction Shoe Store, East Jakarta. There are many shoe brands currently circulating in the national and international markets that come from local and long-distance companies. One of them is the Bata brand which is now ranked 4th Top Brand in 2023. This is based on the Indonesian Top Brand Index Table for 2023.

Table 1. Top Brand Shoe Index 2023

No	Brand	TBI	TOP
1	Eiger	34.80%	TOP
2	Carvil	17.00%	TOP
3	Ardiles	9.90%	TOP
4	Bata	7.60%	
5	Nike	7.00%	
6	Homyped	5.80%	
7	Crocs	4.90%	

Source : <https://www.topbrand-award.com>

Table 2. Bata Store Shoe Sales Data, Cibubur Junction Store

Month	Number of Pairs				
	2018	2019	2020	2021	2022
January	164	144	123	28	42
February	171	137	96	29	43
March	174	133	85	36	45
April	170	133	45	31	44
May	160	129	40	33	47
June	165	125	35	35	42
July	168	120	32	24	45
August	170	118	34	27	48
September	165	129	36	26	46

Month	Number of Pairs				
	2018	2019	2020	2021	2022
October	159	126	33	28	96
November	157	128	31	29	123
December	145	131	29	25	125
Total	1.968	1.553	619	351	746

Source: Bata Cibubur Junction Outlet

Based on table 2, it can be seen that sales of Bata Cibubur Junction shoes in 2018 sold 1,968 pairs, and continued to decline until 2021 when they sold up to 351 pairs. This proves that buyer interest in Bata products has decreased in East Jakarta and will increase in the following year, namely 2022, but is not significant at 746 pairs, far from the fact that Bata is difficult to become the Top Brand Index in 2023 in Indonesia. In order for the Bata Cibubur Junction Shoe Store to remain able to compete with other companies that sell similar products, the Bata Cibubur Junction Shoe Store must be able to manage the outlet well, so that consumers or customers do not switch to other companies and make repeat purchases continuously. For this reason, companies are required to better understand all consumer needs and desires or companies must be able to create products that suit consumer needs and desires. Apart from that, good marketing is also needed so that existing consumers trust them and do not switch to other products.

The marketing concept states that the key to achieving company goals is satisfying consumer needs and desires the promotions used can guide managers or company owners in carrying out tactics and other activities to increase product sales. The author refers to the theory according to (Kotler & Armstrong, 2010) which states that: "Promotion is the main approach that will be used by businesses to achieve predetermined targets; It contains the main decisions regarding the target market, product placement on the market, marketing mix and the level of marketing costs required." Apart from that, the author refers to the results of research (Farida & Setiawan, 2022) in the Study of the Implementation of Marketing Strategy in Selling Doble Sid White Board Products, finding that Promotion consists of product strategy, price strategy,

Promotion and distribution strategies have a positive and significant effect on increasing product sales (Supriyanto, Chikmah, et al., 2023). So, the theory building which states that promotion consisting of product, price, promotion and distribution has an effect on increasing product sales can be accepted as a statement of causality theory. Bata, as a brand that has been around for a long time, actually has a brand association that has been embedded in the product offered, namely 'durable'. This brand association gives superiority to Bata sandals and shoes which also has an impact on the perception of the quality of the product, so that consumers will be more interested in buying with the association the product has. According to the manager of the Bata Cibubur Junction outlet "because Bata collaborates with foreign companies the quality "original Bata is starting to decrease, so the 'durable' impression that Bata has is starting to disappear in the minds of consumers".

This is also related to perceived quality, which is also part of brand equity, that consumer confidence in Bata's quality in the minds of consumers is starting to decline. Decreased quality makes consumers consider various things before showing interest in buying (Supriyanto, 2022). Apart from that, today's people's lifestyle follows trends and fashions that are fast and changing. This is because consumers' lifestyles follow the trend of wanting to be more confident when wearing a product, especially sandals or shoes which are one of the supporters of a person's perfect appearance. Previous research has shown that promotions, brand image, product quality and consumer trust influence consumer purchasing decisions. However, not much research has studied the influence of these four factors together on shoe products, especially at Cibubur Junction Mall, East Jakarta.

B. Methods

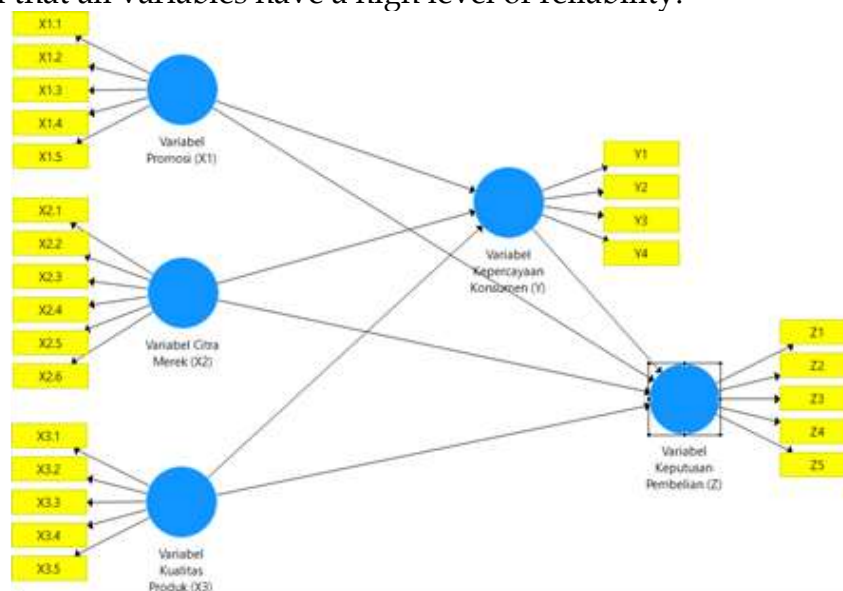
Research Object This research takes the research object of purchasing decisions among consumers of Bata Brand Shoes at Cibubur Junction Mall in East Jakarta. This research was conducted to determine the factors that influence consumer purchasing decisions for Bata Mall Cibubur Junction Brand Shoes in East Jakarta which are influenced by brand image promotion, product quality and consumer trust. A quantitative approach research design with survey techniques is the method used in this research. The survey method was carried out using a questionnaire, the questionnaire used was presented and filled in by the respondents. According to (Sugiyono, 2017) survey research is research conducted on large or small populations, but the data studied is data from samples taken from that population, to find relative occurrences, distributions and relationships between sociological and psychological variables.

Research Place In this research, to obtain data relating to the problem to be researched, the author took data from the company's annual report for 2018-2022. Data was obtained through a survey at the Bata Shoe Outlet, Cibubur Junction Branch, East Jakarta. The reason for choosing this location was to obtain complete company sales data related to this research, because most of the data required in this research was at the Bata Shoe Store, Cibubur Junction Branch, East Jakarta. Population is a generalization area consisting of objects/subjects to be studied. The population in this study were consumers at the Bata Mall Cibubur Junction Outlet, around 139 people per month. The sample is part of the population to be studied. Sampling used a purposive sampling technique, with a minimum sample size of 100 people after rounding. The data collection method uses Partial Least Square (PLS), a method in Structural Equation Modeling (SEM), which is suitable for data analysis in social sciences. PLS does not require many assumptions and can be used with a variety of data types.

C. Results and Discussion

Results

In this research, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the smartPLS 3.3.3 program. The following is a schematic of the PLS program model being tested. Based on the data presented in the instrument validity testing table, it is known that many indicators of each research variable have an outer loading value > 0.7 . The data above shows that there are no variable indicators whose outer loading value is below 0.7, so that all indicators are declared suitable or valid for research use and can be used for further analysis. The reliability test with the composite reliability above can be strengthened by using the Cronbach alpha value. A variable can be declared reliable or meets Cronbach alpha if it has a Cronbach alpha value > 0.7 . Based on this, it can be seen that the Cronbach alpha value of each research variable is > 0.7 . Thus, these results can indicate that each research variable has met the Cronbach alpha value requirements, so it can be concluded that all variables have a high level of reliability.



Source: Processed data (2022)

Figure 1. Partial Least Square (PLS) Model

Table 3. P-Values Hypothesis Testing

Hypothesis	Influence	P-Values	Sig	Result
Direct Influence				
H1	Promotion => Consumer Trust	0,001	0,05	Accepted
H2	Brand Image => Consumer Trust	0,016	0,05	Accepted
H3	Product Quality => Consumer Trust	0,032	0,05	Accepted
H4	Promotion => Sales Decision	0,017	0,05	Accepted
H5	Brand Image => Sales Decisions	0,038	0,05	Accepted
H6	Product Quality => Sales Decisions	0,049	0,05	Accepted
H7	Trust => Purchase Decision	0,000	0,05	Accepted
Indirect Influence				
H8	Promotion => Consumer Confidence =>	0,042	0,05	Accepted

	Purchase Decision			
H9	Brand Image => Consumer Trust => Purchase Decision	0,048	0,05	Accepted
H10	Product Quality => Consumer Confidence => Purchase Decision	0,026	0,05	Accepted

Data Source: SmartPLS Data Processing (2022)

Based on the data processing that has been carried out, the results can be used to answer the hypothesis in this research. Hypothesis testing in this research was carried out by looking at the P-Values. The research hypothesis can be declared accepted if the P-Values < 0.05. The following are the results of hypothesis testing obtained in this research through the inner model. Based on the data presented in the table above, it can be seen that of the ten hypotheses proposed in this research, all of them can be accepted because each effect shown has a P-Values < 0.05. So it can be stated that the independent and dependent variables have a positive and significant influence.

Discussion

Based on the results of data processing that has been carried out to answer the proposed hypothesis, it is known that all five hypotheses are accepted. This shows that there is a significant influence between the independent and dependent variables. The following is an analysis regarding the influence between variables according to the proposed hypothesis:

The Effect of Promotion on Consumer Confidence in Bata Shoes

Promotion is a marketing effort that aims to increase sales of products or services by encouraging consumers to make purchases. The influence of promotions on consumer trust can be seen from a psychological and consumer behavioral perspective. Effective promotions can build awareness, familiarity and positive perceptions of a particular brand, product or service. Consumers who have a positive experience from the promotion may have higher trust in the brand or product being promoted. Conversely, promotions that are irrelevant or do not meet consumers' expectations can damage their trust. In this context, the P-Value value given is 0.001, which is smaller than the significance level (Sig) of 0.05.

The significance level (Sig) is a pre-established limit for determining whether an observed result can be considered statistically significant. If the P-Value is smaller than the significance level (Sig), then the null hypothesis (H0) can be rejected. In this case, this means that there is sufficient statistical evidence to support the alternative hypothesis (H1), namely that there is an influence of promotion on consumer confidence in Bata shoes at Cibubur Junction Mall. Based on statistical analysis using a P-Value value that is smaller than the significance level (Sig), it can be concluded that there is an influence of promotion on consumer confidence in Bata shoes at Cibubur Junction Mall. In this context, promotions carried out at Cibubur Junction Mall can have a positive impact on consumer trust in the Bata shoe brand or product. Promotion is one of the most important things that a company must do in

marketing its products or services. Not only as a communication tool between companies and consumers, but also a tool to influence consumers in purchasing products or services (Lupiyoadi, 2006).

The Influence of Brand Image on Consumer Trust in Bata Shoes

Brand image is the perception or image that consumers have about a particular brand. A positive brand image can build consumer trust in the brand. Consumers who have a positive perception of a brand image may feel more confident and confident in the quality, reliability and reputation of the brand. In this context, the P-Value value given is 0.016, which is smaller than the significance level (Sig) of 0.05. The significance level (Sig) is a pre-established limit for determining whether an observed result can be considered statistically significant. If the P-Value is smaller than the significance level (Sig), then the null hypothesis (H0) can be rejected. In this case, this means that there is sufficient statistical evidence to support the alternative hypothesis (H1), namely that there is an influence of brand image on consumer trust in Bata shoes at Cibubur Junction Mall. Based on statistical analysis using a P-Value value which is smaller than the significance level (Sig), it can be concluded that there is an influence of brand image on consumer trust in Bata shoes at Cibubur Junction Mall.

In this context, the brand image built by Bata shoes at Cibubur Junction Mall has a positive impact on consumer trust. Consumers tend to have higher trust in the Bata shoe brand based on their positive perception of the brand image. Brand image is what consumers perceive about a brand. Every consumer certainly has a different view of the brand image. And every company must make an attractive impression on consumers in order to compete with other companies. The results of previous research on brand image on consumer trust conducted by (Bastian, 2014) showed that brand image had a significant and positive influence on consumer trust. This is in line with research (Wardhana, 2014) which states that brand image has a positive and significant effect on trust. A good brand image will influence consumer trust, because trust is an indicator of trust and satisfaction with a brand, and companies use consumer brand trust as a mechanism to reduce risk.

The Influence of Product Quality on Consumer Confidence in Bata Shoes

Product quality is an important factor that can influence consumer trust in a brand or product. Consumers tend to have higher confidence in products that are of good quality and are deemed to meet or exceed their expectations. Good product quality includes aspects such as durability, performance, reliability, design and other added values. In this context, the P-Value value given is 0.032, which is smaller than the significance level (Sig) of 0.05. The significance level (Sig) is a pre-established limit for determining whether an observed result can be considered statistically significant. If the P-Value is smaller than the significance level (Sig), then the null hypothesis (H0) can be rejected. In this case, this means that there is sufficient statistical evidence to support the alternative hypothesis (H1), namely that there is

an influence of product quality on consumer trust in the Bata shoe brand at Cibubur Junction Mall.

Based on statistical analysis using a P-Value value which is smaller than the significance level (Sig), it can be concluded that there is an influence of product quality on consumer trust in the Bata shoe brand at Cibubur Junction Mall. This product quality agrees with what was researched by Chinomona, Okoumba, Poee (2013). The results of the research state that product quality has a significant effect on consumer trust. (Jasfar, 2012) customer trust can be defined as a form of customer confidence in a company promise that is reliable (accurate and trustworthy) and is also the basic reason for establishing a relationship with the company.

The Effect of Promotion on Bata Shoe Purchasing Decisions The Effect of Promotion on Purchasing Decisions

Promotion is a marketing effort that aims to influence consumer purchasing decisions. Effective promotions can increase consumer awareness, generate interest, and motivate them to purchase a particular product or service. Attractive promotions, such as discounts, free gifts, or other special offers, can influence consumers' purchasing decisions. In this context, the P-Value value given is 0.017, which is smaller than the significance level (Sig) of 0.05. The significance level (Sig) is a pre-established limit for determining whether an observed result can be considered statistically significant. If the P-Value is smaller than the significance level (Sig), then the null hypothesis (H₀) can be rejected. In this case, this means that there is sufficient statistical evidence to support the alternative hypothesis (H₁), namely that there is an influence of promotion on purchasing decisions for the Bata shoe brand at Cibubur Junction Mall.

Based on statistical analysis using a P-Value value which is smaller than the significance level (Sig), it can be concluded that there is an influence of promotion on purchasing decisions for the Bata shoe brand at Cibubur Junction Mall. Promotions carried out at Cibubur Junction Mall have a positive impact on consumer purchasing decisions. Consumers tend to be more inclined to buy Bata shoes when they are exposed to attractive and profitable promotions. Promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, persuade and remind the target market about the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question. Promotion is used as a marketing communication medium so it must be designed with an attractive concept, this is done in order to attract attention and retain consumers to make purchasing decisions (Juhari, 2015) in his research stated that promotion has a significant influence on brand image. Then, research conducted by (Marcella, 2021) states that advertising has a positive influence on brand image, where this advertising variable is included in the promotion indicators. This is in line with research by (L. Hidayat et al., 2019) regarding the influence of price, product quality, service quality and brand image on the decision to purchase Bata shoes.

The Influence of Brand Image on Bata Shoe Purchasing Decisions

Brand image is the perception or image that consumers have about a particular brand. A positive brand image can influence consumer purchasing decisions. Consumers tend to prefer brands that have a positive image and are considered to be able to fulfill their needs and desires. In this context, the P-Value value given is 0.038, which is smaller than the significance level (Sig) of 0.05. The significance level (Sig) is a pre-established limit for determining whether an observed result can be considered statistically significant. If the P-Value is smaller than the significance level (Sig), then the null hypothesis (H₀) can be rejected. In this case, this means that there is sufficient statistical evidence to support the alternative hypothesis (H₁), namely that there is an influence of brand image on purchasing decisions for the Bata shoe brand at Cibubur Junction Mall. Based on statistical analysis using a P-Value value which is smaller than the significance level (Sig), it can be concluded that there is an influence of brand image on purchasing decisions for the Bata shoe brand at Cibubur Junction Mall. The positive brand image built by the Bata shoe brand at Cibubur Junction Mall has a positive impact on consumer purchasing decisions.

A brand is a name, term, sign, symbol, or design or a combination of them which is intended to identify the goods or services of a person or group of sellers and to differentiate them from the goods or services of competitors. Creating an impression is one of the basic characteristics in modern marketing orientation, namely through giving more attention and creating a strong brand so that the implication of this is that the brand of a product can create an image for the product itself, so that it can implant information in the minds of consumers or make Basic motivation for consumers in choosing a product. These results show similarities with previous research conducted by (A. S. Hidayat et al., 2022) which stated that brand image has a significant influence on purchasing decisions. Likewise, supported by research conducted by (Marcella, 2021) partial results showed that the brand image variable had a significant effect on the purchasing decision variable. This is in line with research conducted by (Arianty & Andira, 2021) which states that brand image has a significant influence on consumer purchasing decisions. With a good brand image, it can increase consumer purchasing decisions for the product. As well as research by (Nurhayati, 2017) which states that the influence of brand image, price and promotion on purchasing decisions for Samsung cellphones in Yogyakarta.

The Influence of Product Quality on Bata Shoe Purchasing Decisions

Product quality is an important factor that can influence consumer purchasing decisions. Consumers tend to prefer products that are of good quality and are considered to meet or exceed their expectations. Product quality includes aspects such as reliability, durability, performance, design and other added values. In this context, the P-Value value given is 0.049, which is smaller than the significance level (Sig) of 0.05. The significance level (Sig) is a pre-established limit for determining whether an observed result can be considered statistically significant. If the P-Value

is smaller than the significance level (Sig), then the null hypothesis (H0) can be rejected. In this case, this means that there is sufficient statistical evidence to support the alternative hypothesis (H1), namely that there is an influence of product quality on purchasing decisions for Bata brand shoes at Cibubur Junction Mall. Based on statistical analysis using a P-Value value which is smaller than the significance level (Sig), it can be concluded that there is an influence of product quality on purchasing decisions for Bata brand shoes at Cibubur Junction Mall.

Product quality can be seen from product packaging, product design, product features, guarantees, etc. High product quality can satisfy customers' desire for repeat purchases and lead to purchasing decisions. This review shows that maintaining good product quality will inform decision making. Based on the results of the analysis, it shows that product quality has a positive effect on purchasing decisions. This shows that the first hypothesis is proven that product quality has a positive effect on purchasing decisions. These results show that there are similarities with previous research conducted by (Andriati & Wahjudi, 2016). The results showed that there was a positive and significant influence between product quality on purchasing decisions to purchase Bata Shoes. Likewise, supported by research conducted by (Suharto & Suwanto, 2014), the results obtained There is a direct influence of product quality on purchasing decisions. This shows that variations in changes that occur in product quality will cause changes in the ups and downs of purchasing decisions. And research conducted by (Rijadi & Hidayat, 2019) stated that the influence of promotion, brand image, price and product quality on purchasing decisions for Vivo cellphones.

The Influence of Consumer Trust on Bata Shoe Purchasing Decisions

Consumer trust refers to the confidence or trust that consumers have in a particular brand or product. Consumer trust can be influenced by factors such as brand reputation, personal experiences, positive reviews from others, and recommendations from friends or family. Consumers who have a high level of trust in a brand or product are more likely to make positive purchasing decisions. In this context, the P-Value value given is 0.000, which is smaller than the significance level (Sig) of 0.05. The significance level (Sig) is a pre-established limit for determining whether an observed result can be considered statistically significant. If the P-Value is smaller than the significance level (Sig), then the null hypothesis (H0) can be rejected. In this case, this means that there is sufficient statistical evidence to support the alternative hypothesis (H1), namely that there is an influence of consumer trust on purchasing decisions for Bata brand shoes at Cibubur Junction Mall. Based on statistical analysis using a P-Value value which is smaller than the significance level (Sig), it can be concluded that there is a significant influence between consumer trust and purchasing decisions for Bata brand shoes at Cibubur Junction Mall.

Consumer trust plays an important role in purchasing decisions. Consumers who have high trust in the Bata brand will tend to be more inclined to buy Bata brand shoes at Cibubur Junction Mall. Bata brand managers at Cibubur Junction Mall can continue to strengthen consumer trust through marketing efforts that build a

positive reputation, provide a good customer experience, and maintain good product quality. Consumer trust is the value given by consumers about the products we sell, which makes consumers believe in the benefits and uses of the product. Consumer trust is defined as the perception of trust in a company's reliability which is determined by systematic confirmation of expectations regarding the company's offerings. Previous research by (Murwatiningsih & Puri Apriliani, 2013) shows that consumer trust has a significant influence on purchasing decisions. Consumer trust is crucial in purchasing decisions, because when consumers believe in a product, they will continue to buy it and consumers can also recommend the product to other friends to buy the product in line (Junaedi & Digdowiseiso, 2023).

The Effect of Promotion on Purchasing Decisions through Consumer Trust in Bata Shoes

In this analysis, a P-Value value of 0.042 was found, which is less than the significance level set at 0.05. This shows that there is a significant influence between promotions and purchasing decisions through consumer trust as an intervening variable. Promotion has an important role in influencing consumer purchasing decisions. In this context, promotions carried out by the Bata brand at Cibubur Junction Mall are believed to influence shoe purchasing decisions. Examples of promotions that may be carried out by the Bata brand include price discounts, special offers, loyalty programs, or other marketing activities.

In this research, the results of the analysis show that promotions have a significant influence on purchasing decisions for Bata brand shoes at Cibubur Junction Mall through consumer trust as an intervening variable. This means that the promotions carried out by the Bata brand at Cibubur Junction Mall positively influence consumer trust in the brand, which in turn influences the decision to purchase Bata brand shoes. These results have important implications for the Bata brand at Cibubur Junction Mall. These brands can utilize promotions effectively to build consumer trust in their brand. By maintaining and improving product quality and providing positive experiences to consumers, the Bata brand can strengthen consumer trust and encourage greater purchasing decisions. Likewise, this is supported by research conducted by (Hendro et al., 2020) who stated that the influence of promotions on decisions to use digital services is mediated by consumer knowledge and consumer trust at Bank Sumsel Babel, Prabumulih Branch. In line with (Hamdani & Mawardi, 2018) said that promotion, brand image, price and product quality have a positive influence on consumer trust and purchasing decisions.

The Influence of Brand Image on Purchasing Decisions through Consumer Trust in Bata Shoes

In this analysis, a P-Value value of 0.048 was found, which is less than the significance level set at 0.05. This shows that there is a significant influence between brand image and purchasing decisions through consumer trust as an intervening variable. Brand image is consumers' perception and assessment of the Bata brand,

which includes attributes such as product quality, brand reputation, design style, price and customer service. A positive brand image can help build consumer trust in a brand, which in turn can influence their purchasing decisions. In this research, the results of the analysis show that brand image has a significant influence on purchasing decisions for Bata brand shoes at Cibubur Junction Mall through consumer trust as an intervening variable. This means that a good brand image positively influences consumer trust in the brand, which ultimately influences the decision to purchase Bata brand shoes.

These results have important implications for the Bata brand at Cibubur Junction Mall. These brands need to pay attention to and manage their brand image well. This can be done through various strategies, such as providing high-quality products, communicating consistent brand values, providing good customer service, and maintaining a positive brand reputation. Apart from that, the Bata brand also needs to pay attention to the importance of consumer trust as an intervening variable. Consumer trust can be built through positive interactions with a brand, good product experiences, customer testimonials, and honest and transparent communication. In this case, a positive brand image can help strengthen consumer trust in the Bata brand, which in turn can influence shoe purchasing decisions. This is also supported by research conducted by (Pratama & Santoso, 2018). The Influence of Brand Image, Product Quality and Price on Purchasing Decisions through Consumer Trust in Original Stuck Products. In line with research (Saidani et al., 2013) Test Results Show that Product Quality and Product Design of Adidas Futsal Sports Shoes Have a Positive and Significant Influence on Consumer Purchasing Decisions Through Consumer Trust

The Influence of Product Quality on Purchasing Decisions through Consumer Trust in Bata Shoes

In this analysis, a P-Value value of 0.026 was found, which is smaller than the significance level set at 0.05. This shows that there is a significant influence between product quality and purchasing decisions through consumer trust as an intervening variable. Product quality is an important attribute that influences consumer purchasing decisions. In this context, the quality of Bata brand products at Cibubur Junction Mall is believed to influence shoe purchasing decisions. Consumers tend to choose brands that offer good quality products, because they believe that the products will meet their expectations and provide greater value. In this research, the results of the analysis show that product quality has a significant influence on the decision to purchase Bata brand shoes at Cibubur Junction Mall through consumer trust as an intervening variable. This means that good product quality positively influences consumer trust in the brand, which ultimately influences the decision to purchase Bata brand shoes.

These results have important implications for the Bata brand at Cibubur Junction Mall. These brands need to continue to pay attention to and improve the quality of their products. By providing high quality shoes and meeting consumer expectations,

the Bata brand can build consumer trust in their brand. Strong consumer trust will help influence purchasing decisions for Bata brand shoes, both in current and future purchases. It is also important to understand that product quality does not only include physical aspects such as materials, design, and reliability, but also involves other elements such as customer service, warranties, and brand reliability. The Bata brand at Cibubur Junction Mall needs to ensure that all aspects of their product quality are managed well, so as to build stronger consumer trust and encourage better purchasing decisions. Likewise, this is supported by research conducted by (Dewi et al., 2016) The influence of product quality and consumer satisfaction on purchasing decisions through consumer trust as an intervening variable in the case study of Bebelac Milk. In line with research (Siswanto et al., 2022) Test results show that lifestyle, product quality and brand image have a positive and significant influence on brand trust and impact on purchasing decisions for Menzone products at Matahari

D. Conclusion

The conclusion of this research is that promotion, brand image and product quality have a direct and significant influence on consumer trust and purchasing decisions at the Bata Mall Cibubur Junction Outlet. Consumer trust also has a direct influence on purchasing decisions. Apart from that, promotions and brand image also have an indirect influence on purchasing decisions through consumer trust. Therefore, it is important for PT. Bata Shoes Tbk to maintain and increase attractive promotions, manage brand image well, and ensure high product quality. Suggestions given to PT. Bata Shoes Tbk is to continue to carry out promotions that are attractive and profitable for consumers, maintain a brand image that is in line with Bata brand values, improve product quality, prioritize good customer service, and utilize social media and digital marketing. Apart from that, the company also needs to focus on improving the quality of Bata shoe products, providing clear information to consumers, and inviting satisfied consumers to leave positive reviews. All of these efforts can help build consumer trust and increase purchasing decisions for Bata products at the Bata Mall Cibubur Junction Outlet.

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