



Determination of Promotion and Brand Image on Purchasing Decisions Through *Trust*

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Abstract: The purpose of this literature research is expected to build hypotheses regarding the influence between variables which can later be used for further research in the scope of marketing management. The literature review research article on the determination of promotion and brand image on purchasing decisions through trust is a scientific literature article within the scope of marketing management science. The approach used in this literature review research is descriptive qualitative. The data collection technique is to use literature studies or review relevant previous articles. The data used in this descriptive qualitative approach comes from previous research relevant to this research and is sourced from academic online media such as Thomson Reuters Journals, Springer, Taylor & Francis, Scopus Emerald, Elsevier, Sage, Web of Science, Sinta Journals, DOAJ, EBSCO, Google Scholar and digital reference books. In previous studies, 1 relevant previous article was used to review each independent variable. The results of this literature review article are: 1) Promotion affects Trust; 2) Brand Image affects Trust; 3) Promotion affects Purchasing Decisions; 4) Brand Image affects Purchasing Decisions; 5) Trust affects Purchasing Decisions; 6) Promotion affects Purchasing Decisions through Trust; and 7) Brand Image affects Purchasing Decisions through Trust.

Keywords: Trust, Purchase Decision, Promotion, Brand Image

INTRODUCTION

An airline is a business entity that provides air transportation services for passengers and cargo. In this highly competitive industry, airlines operate under different business models, ranging from full-service airlines to low-cost carriers (LCCs). Full-service airlines, such as Garuda Indonesia and Singapore Airlines, offer a more complete flying experience with additional amenities such as meals, in-flight entertainment and more legroom. On the other hand, LCCs such as AirAsia and Lion Air focus on cost efficiency by offering lower base fares and charging extra for ancillary services.

The ideal state of an airline should include several key aspects. First, it should have a modern and well-maintained fleet of aircraft to ensure passenger safety and comfort. Second, good customer service is essential to create a positive passenger experience, which in turn can increase loyalty and repeat purchases. Third, companies must be able to adapt to changes in technology and consumer preferences, such as the use of mobile applications for booking and

check-in. Fourth, effective marketing strategies, including attractive promotions and a strong brand image, are essential to attract new customers and retain existing ones. Finally, companies must ensure compliance with aviation and environmental regulations to maintain their reputation and business sustainability.

The growth of the aviation industry can be characterized by growth in the number of passengers, both domestic and non-domestic. Airlines must continue to innovate and improve their services. This is not only to meet customer expectations, but also to compete with other airlines in an increasingly crowded marketplace. As consumers become more aware of sustainability issues, airlines are also required to implement environmentally friendly practices, such as more efficient fuel use and reduced carbon emissions. All of these factors contribute to brand image and consumer purchasing decisions.

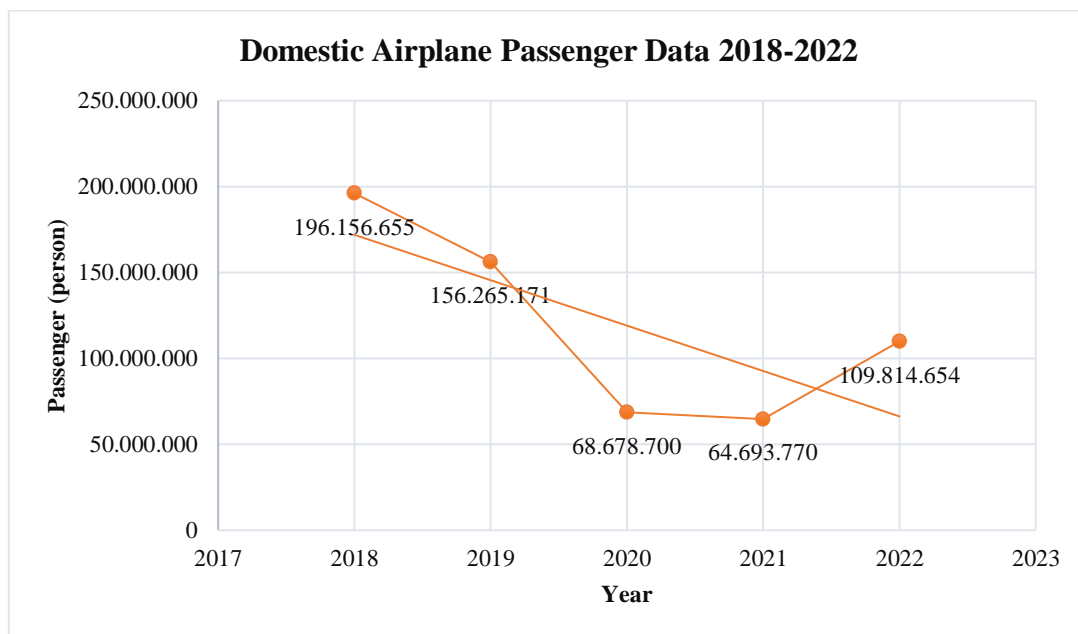


Figure 1. Domestic Passenger Data for the Period 2018-2022

Source: Air Transportation Statistics 2022, bps.go.id

Based on Figure 1 above, it is known that the number of airline transportation passengers fluctuates. In 2018, it became the year with the highest number of flight passengers, which amounted to 196.1 million passengers. However, from 2019 to 2021 there was a significant decrease in passengers, where in 2021 there were only 64.6 million passengers. Then in 2022 began to experience an increase in the number of aviation passengers, namely to 109.8 million. This condition indicates that aviation transportation is still not ideal as a mode of public transportation, with conditions that are not always fixed.

In the context of airlines, trust is a critical element that influences consumer purchasing decisions. This trust is not only related to flight safety, but also to service reliability, price transparency, and the quality of the customer experience. Many consumers rely on reviews and recommendations from other sources, such as price comparison sites and social media, before deciding to purchase airline tickets. According to a Nielsen study in 2022, approximately 92% of consumers trust recommendations from friends and family more than traditional advertising, demonstrating the importance of building trust among customers.

However, airlines often face challenges in building and maintaining this trust. Issues such as sudden flight cancellations, delays and lack of transparency in refund policies can damage reputation and consumer confidence. For example, mass flight cancellations experienced by certain airlines can lead to financial losses and reduced customer confidence.

According to a report published by AirlineRatings.com, airlines with poor safety and customer service records tend to experience declining sales and customer loyalty.

In addition, brand image plays an important role in shaping trust. Airlines that have a positive image, either through effective advertising or a satisfying customer experience, tend to gain consumer trust more easily. Conversely, companies that are involved in scandals or have a bad reputation will find it difficult to regain customer trust. Therefore, proper advertising strategies and good brand image management should be a priority for airlines.

In today's digital age, social media plays an important role in shaping consumer perceptions of brands. Negative reviews spread on platforms such as Twitter and Facebook can quickly influence purchasing decisions. According to a report by Sprout Social, 79% of consumers say they are more likely to buy from brands they trust on social media. As a result, airlines must actively manage their online reputation and respond to customer feedback quickly and effectively.

The challenges airlines face in building trust and brand image are complex and require a strategic approach. Building trust not only influences purchase decisions, but also long-term customer loyalty. Therefore, airlines need to develop a comprehensive strategy to improve their trust and brand image in order to succeed in this competitive market.

Problem Formulation

Based on the background of the problem in the aviation company, the problem formulation is determined, namely: 1) Does Promotion affect Trust?; 2) Does Brand Image affect Trust?; 3) Does Promotion affect Purchasing Decisions?; 4) Does Brand Image affect Purchasing Decisions?; 5) Does Trust affect Purchasing Decisions?; 6) Does Promotion affect Purchasing Decisions through Trust?; and 7) Does Brand Image affect Purchasing Decisions through Trust?.

METHOD

This research uses a descriptive qualitative approach. This method was chosen because it allows researchers to investigate and understand phenomena related to purchasing decisions and trust in airline companies comprehensively (Susanto, Arini, et al., 2024). Descriptive qualitative data collection and analysis allows researchers to customize their approach to the needs of the research and the characteristics of the subject under study, (Ali et al., 2024), (Susanto, Yuntina, et al., 2024).

This research uses data from previous studies on trust strategies and purchasing decisions. Researchers will analyze existing literature to identify patterns and trends related to trust and purchasing decisions. By using previous research, researchers can develop stronger, evidence-based arguments and contribute to a broader understanding of purchasing decisions.

Data was collected through a literature review. The literature review is an important component of this research. It allows researchers to identify and analyze various sources related to the topic being discussed. Researchers will collect data from journal articles, books, and other relevant documents to gain unquestionable insights into trust and purchasing decisions. The literature review also provides researchers with the latest information on developments in this field and identifies research gaps that need to be filled.

This research utilizes data from the most reputable academic journals, including Thomson Reuters Journal, Springer, Taylor & Francis, Scopus, Emerald, Sage, WoS, Sinta Journal, DOAJ, and EBSCO, as well as the most reliable platforms, such as Publish or Perish and Google Scholar. These sources ensure that the data collected is valid and accountable. The use of multiple sources allows researchers to gain a more comprehensive understanding of purchasing decisions from multiple perspectives.

RESULTS AND DISCUSSION

Results

The following are the research findings by considering the context and problem formulation:

Purchase Decision

Purchase decisions are a complex process that consumers go through to select, purchase and use a product or service to satisfy their needs or wants. This process involves a number of stages, namely problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation. Problem recognition occurs when consumers identify a need or problem that needs to be solved. Next, consumers seek information about solutions, both from internal (personal experience) and external sources (recommendations, advertising, reviews) (Saputra & Mahaputra, 2022).

The dimensions or indicators that cover the Purchasing Decision variable include: 1) Problem Recognition: This is the initial stage where the consumer recognizes a need or problem that requires a solution. Problem recognition is influenced by internal factors, such as changes in life circumstances, or external factors, such as advertising; 2) Evaluation of alternatives: Consumers compare different products based on criteria such as price, quality, or brand. This evaluation involves the analysis of available information and personal preferences; and 3) Post-purchase evaluation: After the purchase, consumers evaluate whether the product or service met their expectations. Satisfaction at this stage determines the likelihood of repeat purchases and recommendations to others. If the experience is positive, consumers tend to be loyal. Conversely, a negative experience may result in a complaint or return (Ali et al., 2023).

Purchasing Decision Variables are relevant to previous research that has been researched by: (Widjanarko et al., 2023), (Saputra & Sumantyo, 2023), (Nursal et al., 2023).

Trust

Trust is a consumer's belief in a party, be it an individual, a brand or a company, that the party can consistently deliver. In a business context, trust is built when consumers feel confident about product quality, company integrity and commitment to customer satisfaction. Trust is an important element in building long-term relationships between consumers and companies, especially in competitive markets (Havidz et al., 2020).

Dimensions or indicators that include Trust variables include: 1) Trust: Trust is built when consumers are confident that a product or service will consistently deliver on its promises. For example, a shipping brand that always delivers packages on time increases customer trust in its services; 2) Integrity: Trust is also influenced by the perception that the company is honest and transparent. Consumers are more likely to trust brands that have a track record of upholding business ethics and providing clear information without manipulation; and 3) Competence: Consumers will trust companies that are perceived as capable of delivering quality products or services (Ramadhan, 2020).

Trust variables are relevant to previous research that has been researched by: (Susanto, Simarmata, et al., 2024), (Syeha Rahmawati et al., 2023), (Putri et al., 2022).

Promotion

Promotion is a set of communication activities undertaken by companies to inform, persuade and remind consumers about the products or services offered. The main objective of promotion is to increase consumer awareness, stimulate interest and ultimately influence purchase decisions. Promotion can be carried out through various channels such as advertising, direct selling, sales promotions (discounts, coupons), public relations and digital marketing. Each form of promotion has its own characteristics. For example, advertising is used to create

brand awareness in a broad market, while sales promotions are effective in driving purchases in the short term (Saputra & Mahaputra, 2022).

The dimensions or indicators that include the Promotion variable include: 1) Information Communication: Advertising serves as a tool to inform consumers about products or services; 2) Message Appeal: Visually or emotionally appealing promotional messages have the ability to persuade consumers; and 3) Promotion Intensity: The frequency and scope of promotions influence how often consumers are exposed to brand messages. Consistent promotion across multiple channels, such as social media, TV, and email, increases the likelihood that consumers will remember the product (Hadita, 2019).

Promotion variables are relevant to previous research that has been researched by: (Susanto, Simarmata, et al., 2024), (Rivaldo & Yusman, 2021), (Agustino & Yousida, 2021).

Brand Image

Brand image is the perceptions and impressions formed in consumers' minds about a brand, based on experiences, marketing communications and interactions with products or services. Brand image encompasses emotional and rational elements such as product quality, aesthetic value and symbolic associations associated with the brand. A positive brand image can increase consumer confidence, influence their preferences and encourage loyalty. For example, brands associated with innovation or sustainability are likely to attract consumers who care about technology and the environment (Mahaputra & Saputra, 2022).

Dimensions or indicators that include Brand Image variables include: 1) Perceived quality: Brand image is influenced by the consumer's perception of the quality of the product or service. A brand associated with high quality, such as durable electronic products, will have a positive image; 2) Brand associations: Brand image also includes emotional and symbolic elements that consumers associate with the brand; and 3) Brand awareness: The degree to which consumers recognize a brand is an important component of brand image. Brands that are frequently mentioned or recommended in the media have a greater chance of becoming consumers' first choice (Ekaprana et al., 2020).

Brand Image variables are relevant to previous research that has been researched by: (Yurindera, 2022), (Suheri et al., 2022), (Andrian & Fadillah, 2021).

Previous Research

Based on the findings above and previous studies, the following research discussion is formulated:

Table 1. Results of Relevant Previous Research

No	Author (Year)	Research Results	Similarities With This Article	Differences With This Article
1	(Yusra & Rizki, 2021)	-Product quality variables affect consumer trust in Erha Skin Padang -Variable Service Quality affects Consumer Trust at Erha Skin Padang -Promotion variables affect consumer trust in Erha Skin Padang	-This article has in common that it examines the Promotion variable in the independent variable, and examines the Consumer Trust variable in the dependent variable.	-The difference with previous research is the object of research, which was conducted at Erha Skin Padang.
2	(Chusnia rtiningsih & Andjarwati, 2019)	-Variable Brand Awareness on Brand Trust in the Pucuk Harum Tea Brand -Variable Brand Image on Brand Trust in the Pucuk Harum Tea Brand	-This article has in common that it examines the Brand Image variable in the independent variable, and examines the	-Differences with previous research, namely in the Brand Awareness Performance variable as another

			Brand Trust variable in the dependent variable.	Independent variable.
3	(Lukito, 2020)	-Promotion variables affect the decision to purchase orthuseight shoes in the Tanjung Morawa community -Social Media variables influence the decision to purchase orthuseight shoes in the Tanjung Morawa community	-This article has in common that it examines the Promotion variable in the independent variable, and examines the Purchase Decision variable in the dependent variable.	-The difference with previous research is that there are Social Media variables as other Independent variables. -Another difference with previous research is that there is an object of research, which was conducted on Ortuseight Shoe Consumers.
4	(Miati, 2020)	-The Brand Image variable affects the Purchasing Decision on the Deenay Veil	-This article has in common that it examines the Brand Image variable in the independent variable, and examines the Purchase Decision variable in the dependent variable.	-The difference with previous research is that there is an object of research, which is carried out on the Deenay Veil.

Discussion

This literature review will be discussed based on the history of the topic, research objectives, problem formulation, indicators or dimensions, and related previous research:

The Effect of Promotion on Trust

Advertising plays an important role in building consumer trust in companies or brands. Through information communication, companies can provide clear and relevant explanations about the products or services offered. Accurate and transparent information helps consumers understand the benefits, features and value of the product, thereby building trust. For example, a campaign explaining the use of natural ingredients in beauty products shows that the company is honest and responsive to customer needs. If consumers feel that the information they are receiving is true, their trust in the company will increase. Conversely, misleading or exaggerated communication will undermine trust, especially if consumer expectations are not met.

The attractiveness of messages in promotions also affects consumer trust. Messages delivered through ads or campaigns should be visually and emotionally appealing, while remaining relevant and authentic. For example, a brand that uses real customer testimonials or shows evidence of direct product use can increase perceptions of corporate integrity. Messages that emphasize heartfelt stories or positive values, such as concern for the environment or community well-being, help create an emotional connection with consumers. This strengthens the company's integrity in the eyes of consumers, who see that the brand is not only focused on profits, but also has a social commitment.

In addition, promotional intensity plays an important role in building trust, integrity and competence. Consistent and widespread advertising across multiple channels, such as social media, television and email, increases consumer exposure to the brand. This consistency reflects the company's professionalism and competence in reaching its audience. When

promotions are sustained, consumers tend to feel that the company has sufficient resources to support its product or service, thus increasing trust in the company's competence. However, excessive or intrusive promotional intensity can create a negative impression, so companies need to ensure that promotional strategies remain relevant and do not override consumer needs.

The link between promotion and trust becomes more apparent when information communication, message appeal, and promotion intensity work synergistically. The combination of clear information, compelling messages, and consistent promotions creates a reassuring experience for consumers. For example, a technology company that consistently promotes its new products through digital and offline campaigns, including product demos and early adopter reviews, can quickly build trust. Consumers feel confident that the company has the integrity to guarantee product quality and the competence to support their needs.

Overall, well-designed promotions not only increase brand awareness, but also play a key role in building trust. Consumer trust is built when they feel that the information provided is relevant and accurate, that the company acts ethically, and that it has the ability to consistently meet their needs. In an increasingly competitive marketplace, promotions that build trust can be a long-term strategy for creating customer loyalty and maintaining brand reputation.

The Effect of Brand Image on Trust

Brand image plays an important role in building consumer trust, as consumers' perceptions of the brand directly affect their level of trust in the product or service being offered. Perceived quality is one of the most important elements of brand image that influences trust. When consumers perceive a brand's products or services to be of high quality, they are more likely to trust the brand. For example, a technology brand known for the reliability and innovation of its products will be more trusted by consumers than a brand with a poor reputation. This perception of quality assures consumers that the brand is capable of consistently meeting their needs, which creates trust in the company's competence.

Brand associations also play an important role in building trust through the emotional connection and values that brands instill in the minds of consumers. For example, a brand associated with environmental sustainability or certain social values creates the perception that the company has integrity. Consumers who feel that the brand shares their values are more likely to trust the brand. Strong brand associations also create the belief that the company is not only focused on profits, but also cares about its impact on society and the environment, further strengthening consumer trust.

In addition, brand awareness influences trust by increasing consumer exposure and familiarity with the brand. Brands that are widely recognized tend to be perceived as more trustworthy because of their established presence in the marketplace. Consumers feel that the brand has sufficient experience and resources to provide quality products or services. For example, a sportswear brand that appears frequently in advertisements, sponsors sporting events, and is used by professional athletes increases its perception of competence and reliability. In contrast, lesser-known brands tend to face challenges in building trust because consumers do not have enough information or prior experience to trust them.

The relationship between brand image and trust becomes stronger when perceived quality, brand association and brand awareness work synergistically. For example, an automobile company known for technological innovation (perceived quality), support of road safety campaigns (brand association), and frequent media appearances (brand awareness) creates an image that convinces consumers of its competence and integrity. Consumers believe not only in the products produced, but also in the company's values and commitment to society.

Overall, a strong brand image serves as the foundation for building sustainable trust. Consumer confidence in a company's quality, value and reputation is the result of how the

brand is managed and perceived. In a competitive marketplace, companies that are able to integrate the elements of brand image with effective marketing strategies will have the upper hand in building consumer loyalty and sustaining trust over the long term.

The Effect of Promotion on Purchasing Decisions

Promotions play an important role in influencing consumer purchase decisions, which include processes ranging from problem recognition, to evaluation of alternatives, to post-purchase evaluation. Communicating information in promotions gives consumers insight into the existence of a product or service, its superior features, and the benefits it offers. When consumers receive relevant and accurate information, they can more easily identify needs or problems that require solutions. For example, an advertisement for an electronic device that highlights its energy-saving capabilities may trigger problem recognition in consumers who were previously unaware of the importance of energy efficiency. Clear and focused communication of information helps consumers understand how the product can meet their needs, thus encouraging them to consider purchasing.

The appeal of messages in promotions also has a major impact on the evaluation of alternatives, the stage at which consumers compare the various options available on the market. Creative, emotional or persuasive promotional messages can set a brand apart from the competition. For example, campaigns that include customer testimonials or tangible evidence of product superiority help consumers evaluate the value of the product. Effective messaging not only persuades consumers to consider a particular product, but also influences their perception of the product's quality and benefits over other alternatives. This accelerates decision making as consumers feel they have enough reasons to choose the product on offer.

Promotion intensity, such as the frequency and scope of the campaign, plays a role in influencing post-purchase evaluation. Consistent promotions increase consumers' exposure to the brand and reinforce positive post-purchase impressions. For example, follow-up emails with product usage instructions or thank-you notes from the company provide a satisfying experience for consumers. In addition, high-intensity promotions can create the impression that the company values long-term relationships with consumers, thereby increasing post-purchase satisfaction. Conversely, promotions that are too infrequent or uncoordinated can make consumers feel neglected, potentially harming their post-purchase experience.

The interaction between information communication, message appeal, and promotion intensity creates a synergistic influence on the overall purchase decision process. For example, a health food company that consistently promotes its products through informative advertising that emphasizes health benefits and uses attractive message design can capture consumer attention at the problem recognition stage. Consumers then evaluate the product based on the information provided, compare it to other products, and ultimately make a purchase. After the purchase, follow-up promotions, such as discounts on subsequent purchases or reminders to try new recipes, reinforce the consumer's positive experience.

In this way, strategically designed promotions not only help consumers identify a need and select a product, but also ensure that they are satisfied after the purchase. The combination of accurate information communication, effective message appeal, and consistent promotional intensity is key to influencing each stage of the purchase decision and building long-term relationships with consumers.

The Effect of Brand Image on Purchasing Decisions

Brand image plays an important role in influencing consumer purchase decisions at various stages, namely problem recognition, evaluation of alternatives and post-purchase evaluation. Perceived quality is a key factor in helping consumers identify their problems or needs. When consumers see that a particular brand is known for high quality, they tend to

believe that products from that brand can be a solution to their needs. For example, a smartphone brand known for its cutting-edge technological innovations may attract the attention of consumers who need high-performance devices. This perception of quality creates the impression that the brand's products are reliable, encouraging consumers to consider making a purchase.

Brand associations play an important role in the alternative evaluation stage, where consumers compare the various options available. Brand associations include various attributes or values associated with the brand, such as product excellence, social image, or emotional benefits. For example, a clothing brand that is associated with environmental sustainability or the latest fashion trends is likely to be preferred over other brands that do not have these unique values. Strong associations help brands differentiate themselves from competitors and make it easier for consumers to make decisions based on the value the brand adds. At this stage, consumers tend to prefer products from brands that have positive associations, especially if the value matches their preferences or needs.

Brand awareness influences the post-purchase evaluation stage, where consumers evaluate their experience after using the product. Brands that have a high level of awareness tend to give consumers a sense of security because they are perceived to have a good reputation in the marketplace. When consumers buy products from widely recognized brands, they feel more confident that the product will meet their expectations. In addition, a well-recognized brand is more likely to provide adequate after-sales services, such as warranty or customer support, which reinforces the positive consumer experience. When the post-purchase experience meets or exceeds expectations, consumers tend to feel satisfied and loyal to the brand.

The relationship between perceived quality, brand association and brand awareness shows a strong synergy in influencing consumer purchase decisions. For example, car brands that are known for quality, associated with driving safety, and have a high level of market awareness tend to be consumers' first choice. In the problem recognition stage, consumers recognize the need for a safe and reliable vehicle. Next, they compare the brand with alternatives based on the brand's reputation for safety and technological innovation. After purchase, positive experiences with the vehicle reinforce the consumer's belief that they have made the right choice.

Overall, a strong brand image not only helps consumers through each stage of the purchase decision process, but also creates a satisfying experience. The combination of perceived quality, relevant associations and high brand awareness provides a solid foundation for consumers to choose a particular brand's products and build long-term loyalty.

The Effect of Trust on Purchasing Decisions

Trust has a significant impact on consumer purchase decisions, including the problem recognition, alternative evaluation, and post-purchase evaluation stages. Trust creates consumer confidence in the credibility of a brand or product, which plays an important role in the problem recognition stage. When consumers believe in a brand, they tend to assume that the brand can provide a solution to their needs or problems. For example, a consumer in need of baby products will tend to choose a brand that is trusted to provide safe and quality products for babies. This trust creates an emotional connection that leads consumers to identify the brand's products as their first choice for meeting their needs.

Integrity, which reflects a brand's commitment to act honestly and consistently with its values, influences the process of evaluating alternatives. Consumers tend to choose brands that demonstrate integrity through transparent business practices, social responsibility, or adherence to ethical standards. For example, consumers comparing multiple brands are more likely to choose a brand that is known to support environmental sustainability or demonstrate

a commitment to customer satisfaction. Brand integrity creates the perception that the brand cares about the interests of customers and society, not just profits. This gives consumers confidence that they are making the right choice by choosing a brand with high integrity.

Competence reflects the brand's ability to deliver products or services that meet consumer expectations, which is an important factor in post-purchase evaluation. Consumers who believe a brand has high competence will be more satisfied with their purchase decision. For example, after purchasing a smartphone from a brand known for technological innovation, consumers are more likely to feel that the product met or exceeded their expectations. Brand competence not only creates a positive post-purchase experience, but also builds consumer loyalty by reassuring them that the brand can be relied upon for future needs.

The relationship between trust, integrity and competence creates a powerful synergy in influencing consumer purchasing decisions. For example, an insurance company that is known for its transparent service (integrity), solid track record of resolving claims (competence), and reputation as a trustworthy provider of protection solutions (trust) will more easily persuade consumers to choose its products. In the problem recognition stage, consumers are confident that the insurance product can provide a sense of security. Next, in the evaluation of alternatives, the company's integrity values become a differentiator that reassures consumers that they are making the right and ethical choice. Finally, after the purchase, competent service reinforces the consumer's positive experience and ensures that they feel satisfied with their decision.

Overall, trust is a critical element that influences every stage of the purchase decision process. The combination of trust, integrity and competence provides a solid foundation for consumers to feel confident in choosing and using a brand's products or services, while creating a mutually beneficial long-term relationship.

The Effect of Promotion on Purchasing Decisions through Trust

Promotion has a significant impact on consumer purchase decisions, especially when it is mediated by trust (confidence, integrity, and competence). The communication of information in promotions provides a basis for consumers to identify their problems or needs. Accurate and relevant information helps consumers understand the benefits of the product, so they are more likely to believe that the product can be a solution. For example, a promotional campaign that highlights a product's key features and advantages over competitors builds consumer trust in the brand. This trust reinforces the belief that the brand not only provides truthful information, but also offers a reliable solution, so consumers move more quickly to the alternative evaluation stage.

The attractiveness of messages in promotions also plays an important role in creating the emotional connections that build trust. Compelling, relevant and consistent messages can improve perceptions of brand integrity. For example, ads with emotional narratives that highlight a company's ethical values or social responsibility create a positive impression of brand integrity. When consumers feel that a brand has a strong commitment to their values, they are more likely to evaluate the product in a positive light. This reinforces the alternative evaluation process, in which consumers compare brands to competitors based on their perceptions of the product's integrity and relevance to their needs.

Promotional intensity, such as the frequency and reach of campaigns, contributes to the formation of perceptions of brand competence. Consistent promotions demonstrate that the company has the resources and ability to deliver high-quality products. For example, regular discounts or exclusive offers communicated on a regular basis build the perception that the brand understands customer needs and is able to meet their expectations. This perception of competence is particularly important in the post-purchase evaluation phase, when consumers assess whether the product meets their expectations. When confidence in brand competence

has been built through effective promotion intensity, consumers are more likely to be satisfied with their purchase decision.

The relationship between promotion and purchase decision is even stronger when trust is the mediator. For example, a company that promotes health services through informational campaigns about specific health benefits, uses emotional and fact-based messages, and uses high intensity promotion not only helps consumers identify their needs, but also builds trust in the service. This trust helps consumers feel confident in evaluating the service against alternatives, and their post-purchase experience is likely to be more positive because they believe in the competence of the service provider.

Thus, promotions that include information communication, message appeal, and promotion intensity directly contribute to purchase decisions through trust. Trust provides an emotional foundation for consumers to feel confident in their choice, integrity creates the perception that the brand is acting ethically, and competence provides assurance that the product or service is capable of meeting expectations. The combination of these elements results in a more seamless purchase decision process and a satisfying consumer experience.

The Effect of Brand Image on Purchasing Decisions through Trust

Brand image has a major influence on consumer purchase decisions through the role of trust (confidence, integrity and competence) as a mediator. The perceived quality of a brand forms the basis for building consumer trust. When consumers perceive a brand to be of high quality, they feel confident that products from that brand can be a reliable solution to their needs. In the problem recognition stage, this perceived quality helps consumers identify a particular product as the answer to their needs. For example, a premium electronics brand that is known for durability and technological innovation builds consumer confidence in the product's reliability and motivates them to consider purchasing it.

Brand associations play an important role in the evaluation of alternatives. Positive associations, such as sustainability, exclusivity or innovation, add value that influences perceptions of brand integrity. Consumers tend to trust brands whose associations align with their personal values. For example, a clothing brand associated with environmentally friendly materials and ethical practices will be more appealing to consumers concerned about sustainability. These associations reinforce consumers' belief that the brand acts with integrity, making it easier for them to evaluate the brand as a top choice over alternatives.

Brand awareness also contributes to the post-purchase evaluation stage through perceived competence. Brands that are widely recognized in the marketplace tend to create a sense of security for consumers because they believe that the brand has a good track record and the ability to meet customer needs. High brand awareness also increases consumers' confidence in the products they buy, so that in the post-purchase stage, consumers tend to feel satisfied because the brand meets or exceeds their expectations. For example, consumers who buy a car from a well-known brand with a global reputation will feel more confident that they have made the right choice.

The relationship between brand image and purchase decisions is even stronger when trust is the mediator. Trust in brand quality helps consumers identify products as solutions that are relevant to their needs. The integrity associated with the brand creates a foundation for objectively comparing options and making value-based decisions. Brand competence, as reflected in market awareness, helps secure purchase decisions by giving consumers confidence that they have chosen a product that meets their expectations.

For example, a technology brand known for cutting-edge innovation, associated with reliability and customer support, and widely recognized in the marketplace will build strong trust. Consumers facing a problem that requires a high-tech device will recognize the brand as a potential solution. When comparing alternatives, positive associations with innovation and

reliability reinforce the perception that the brand acts with integrity. After the purchase, high brand awareness ensures that consumers feel satisfied because they believe in the competence of the chosen product.

Overall, a strong brand image that includes perceived quality, positive associations and high awareness builds trust, which becomes a key cornerstone in the purchase decision process. Trust helps consumers feel confident at every stage of the decision-making process, from problem identification to post-purchase evaluation, creating satisfying experiences and long-term relationships between consumers and brands.

Conceptual Framework

The conceptual framework is determined based on the formulation of the problem, research objectives and previous studies that are relevant to the discussion of this literature research:

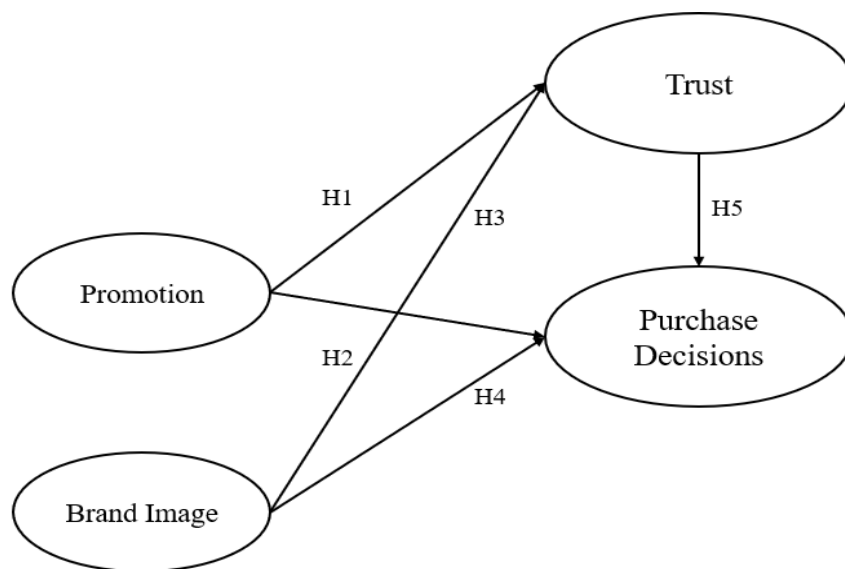


Figure 2. Conceptual Framework

Based on Figure 2 above, promotion and brand image affect purchasing decisions through trust. However, in addition to promotion and brand image, there are other variables that affect trust and purchasing decisions, including:

- 1) Product Quality: (Saputra et al., 2023), (Jumawan et al., 2023), (Mahaputra & Saputra, 2021), (Fauziah et al., 2023).
- 2) Price: (Saputra, 2022), (Fatmayati, 2022), (Illa & Nugraha, 2020), (Widiyanto et al., 2021), (Hardiyanti et al., 2023).
- 3) Service Quality: (Sudiantini et al., 2023), (Khaira et al., 2022), (Saputra & Sumantyo, 2022).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this study are:

- 1) Promotion affects Trust in Aviation Companies;
- 2) Brand Image affects Trust in Airline Companies;
- 3) Promotion affects Purchasing Decisions on Aviation Companies;
- 4) Brand Image affects Purchasing Decisions on Aviation Companies;
- 5) Trust affects Purchasing Decisions on Aviation Companies;
- 6) Promotion affects Purchasing Decisions through Trust in Aviation Companies;

7) Brand Image affects Purchasing Decisions through Trust in Aviation Companies.

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