

The Influence of Brand Image and Brand Trust on Purchase Intentions for Bottled Water, with Attitude as a Mediating Variable

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ABSTRACT

Changes in public consumption patterns toward bottled drinking water amid increasingly competitive brand rivalry have made consumer purchase intention an important aspect to investigate. This study explores the brand image, brand trust, and purchase intention relation, incorporating consumer attitude as a mediating variable. Data were obtained by a Likert-scale questionnaire that having its 220 respondents selected using purposive sampling. The findings indicate that brand image and brand trust positively affected to the development of consumer attitude and purchase intention. Consumer attitude was also have the positively impact purchase intention and to partially mediate brand image, brand trust, and purchase intention relation. These findings demonstrate that the Theory of Reasoned Action (TRA) remains relevant for explaining consumers' purchase intentions for AQUA bottled drinking water products in Yogyakarta.

INTRODUCTION

The mineral water industry is experiencing significant growth trends amid rising public awareness of health and drinking water quality. According to figures from the Central Statistics Office (BPS, 2024). Bottled drinking water has become the primary source of household drinking water several in indonesia provinces, including Yogyakarta (22.76%), the focus region of this study. This situation indicates a shift in consumer behavior, reflecting the increasing importance of bottled drinking water in fulfilling everyday consumption needs.

The demand for bottled drinking water as an essential commodity has increased, and so has the competition in the domestic market. Changes in brand indices in the domestic market during 2022–2025 reflect the competitive dynamics in the bottled drinking water industry. The Top Brand Index shows that the AQUA brand, which once dominated the market, declined from 57.20% in 2022 to 47.40% in 2025. Meanwhile, Le Minerale has grown impressively from 12.50% to 23.20% in the same period (Top Brand Award, 2025). This indicates that long-term brand leadership does not necessarily translate into sustained consumer preference. Hence,

many other factors influence consumers' decisions when selecting bottled drinking water brands and shape how they evaluate a brand. This condition highlights the importance of exploring factors related to consumers' purchase intention toward bottled drinking water products.

This investigation employs the Theory of Reasoned Action (TRA), which was (Fishbein & Ajzen, 1975) developed, to clarify this mechanism. The Theory of Reasoned Action (TRA) posits people attitudes toward a particular behaviour is a significant factor in determining their behavioural intention. This attitude is in turn influenced by their beliefs regarding the characteristics or outcomes of the behaviour or item. The fundamental framework of this investigation is this belief-attitude-intention framework. Consumers' assessments of the AQUA brand are conceptualised as belief-based assessments of brand image and brand trust in this study. Brand image refers to the brand's qualities and associations, while brand trust represents opinions regarding the brand's reliability and integrity. The TRA posits that these beliefs are intended to influence consumers' attitudes regarding the decision to purchase bottled water, thereby driving purchase intention. This corresponds to the intention construct in the TRA.

Empirical research utilizing this paradigm encompasses several product categories, thus offering only a disjointed perspective of bottled drinking water. (Maulana & Marista, 2021) discovered that brand image and brand trust significantly affect smartphone purchasing decisions, whereas (Ika Kirana Jalantina, 2022) identified that brand trust mediates the impact of online user reviews on cosmetic product purchase decisions. (Liu & Id, 2023) Showed in the TRA model that attitude mediates the relationship between brand trust and purchasing intention for regional agricultural products in China. For the bottled drinking water sector (Rahmadhani & Widodo, 2023) explicitly investigated the image of environmentally friendly brands and the trust that AQUA customers have in these brands. Nevertheless, their examination was restricted to the perception of environmentally conscious brands and did not account for the brand's image or trust in a broader sense.

This research study delineates two complementary deficiencies. Initially, the contextual disparity: The interplay among brand image, brand trust, attitude, and purchase intention has predominantly been analyzed in product categories markedly distinct from bottled drinking water, indicating that its relevance to fast-moving consumer goods like bottled drinking water remains largely untested within a cohesive framework. Secondly, a deficiency exists in the realm of theoretical constructs: The TRA has been specifically utilized to assess purchase intention for bottled drinking water. However, prior applications relied on distinct precursor beliefs, such as trust in advertising and product knowledge (Lin, 2021), as well as risk perception within the Theory of Planned Behavior framework (Guo et al., 2021). Neither study examined brand image and brand trust as belief-based antecedents affecting attitude formation within this framework. The previously unexamined gap in the construct, coupled with the diminishing performance of bottled water brands that have traditionally led the Indonesian market, highlights the necessity of empirically investigating brand image and brand trust as belief based

antecedents within the TRA model concerning purchase intention in the Indonesian bottled water market.

Yogyakarta was chosen as the research site due to the aforementioned occurrences and gaps, as the city demonstrates strategic and pertinent market attributes. Data from BPS Yogyakarta (2025) indicate that domestic tourist visits to Yogyakarta exceed 30.7 million annually, with 3.87 million trips occurring in December, resulting in significant daily consumption of retail products, including bottled drinking water. Moreover, data (BPS, 2025) indicate that access to potable water in Yogyakarta is 97.33%, the highest percentage among the regions compared. This scenario also exemplifies the traits of consumers in Yogyakarta, who are health-conscious and scrutinize brand image and quality. Goals of research are examining brand image and brand trust impact to purchase intention of bottled drinking water, with attitude serving as a mediating variable.

Several hypotheses are developed in the research for examining the relation proposed in research variables.

H1: Positively, brand image affects consumer attitudes.

Brand image is how consumers perceive a brand, which incorporates the evaluation of quality, reputation, credibility, and market strength (Monfort et al., 2025). When it comes to bottled water, consumers rely on a brand's reputation and perceived quality when selecting products, since these products have relatively similar basic functions. In the bottled water domain, (Wang et al., 2024) demonstrate that brand image influences customers' emotional responses to fast-moving consumer goods (FMCG).

H2: Positively, brand trust affects consumer attitudes.

Seeing (Monfort et al., 2025) said brand trust reflects customers in a brand's reliability, integrity, and ability to consistently fulfill its promises. In the context of bottled drinking water, trust becomes increasingly important, as products are consumed directly and relate to health. According to (Ballester et al., 2007) Brand trust constitutes a crucial foundation in the interaction between customers and brands. As demonstrated by (Kokthi et al., 2022) Consumer assessment of bottled drinking water products heavily depends on their level of trust in the brand.

H3: Positively, brand image affects purchase intention

A positive brand image can directly facilitate purchase intention through the perceived reputation guarantee among consumers. (Salhab et al., 2023) demonstrates the direct and indirect effects of brand image on consumers' purchase intentions through brand trust. Results of research having aligned by (Wang et al., 2024) that shows the brand image positively influences consumers' purchase intentions for FMCG products by reducing perceived risk.

H4: Positively, brand trust affects purchase intention.

A product's reliability before buying must be assured by its consumers. This is critical for bottled water, as it is consumed directly and affects health. The study of (Ramadhani & Prasasti, 2023) revealed that purchase intention is positively stimulated by brand trust. However, (Zain et al., 2023) found that this relationship is not always significant for bottled water products, so further testing in different contexts is still needed.

H5: Attitude positively influences purchase intention.

Consumer attitude is a positive or negative evaluation of purchasing behaviour that influences their tendency to act (Yue et al., 2024). For TRA, attitude is the sum of consumer's perception of product attributes that affect motivation to buy (Fishbein & Ajzen, 1975). (Hameed, 2023) established that consumer attitudes exert a constructive and statistically meaningful impact on the willingness to buy in digital marketing.

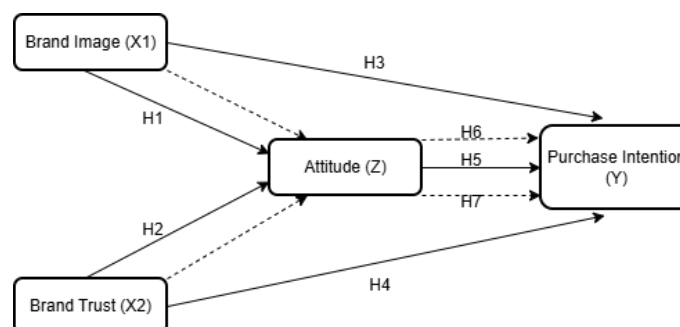
H6: Attitude mediates brand image affects on purchase intention.

Attitude serves as a mediating mechanism elucidating the connection between a favorable brand image and purchase behavior. According to (Chandra & Sitinjak, 2021) found that consumer attitude significantly contributes to connecting brand image with purchase decisions. while (Wang et al., 2024) state that attitude is an internal mechanism for connecting product image stimuli with purchase intention responses.

H7: Attitude mediates brand trust affects on purchase intention

Attitude mediates the link between consumers' feeling of security about the product's reliability and purchase motivation. (Hameed, 2023) proves that consumer attitude is an effective mediating variable in transmitting the influence of trust on individual behavioural intent, so that trust created previously will strengthen the drive towards the purchase of AMDK products.

Figure 1. Conceptual Framework



RESEARCH METHODS

To investigate the possible relation in these variables through testing its hypothesis, using a quantitative and explanatory research approach (Creswell & Creswell, 2023). With consumer attitude serving as the mediating variable, this study specifically examines brand image and brand trust relation and their effects on consumers' purchase intentions toward AQUA products in Yogyakarta.

This study analyzes the demographic of consumers of AQUA products located in the Special Region of Yogyakarta. Chosen sample using purposive sampling, a non-probabilistic method, whereby only respondents who fulfilled particular criteria pertinent to the research objective were deemed eligible to participate. The eligibility requirements for respondents included: (1) living in the Special Region of Yogyakarta, (2) a minimum age of 17 years, and (3) having purchased an AQUA product within the preceding month. This criteria is determined to provide a guarantee of respondents' experience regarding trust in the brand, brand image, and intention to make a purchase for AQUA. The population analyzed in this study consists of AQUA sample size was established according to the guideline suggested by (Hair et al., 2022), Hair et al. (2022) suggest regarding the smallest sample measurement is 5 to 10 times the total use of the model aspects, with a higher multiplier being used for more conservative estimates. Given that the research model in this study comprised 22 indicators, a multiplier of 10 was employed to provide enough statistical significance. The calculation established the minimal sample size at 220 respondents ($22 \text{ indicators} \times 10$). All 220 participants satisfied the sample selection criteria and were incorporated into the final analysis.

Data were gathered by the online survey disseminated via Google Forms. The poll link was disseminated through WhatsApp and several social media sites. Prior to engaging in the primary survey, participants initially responded to screening questions to verify their compliance with the sample criteria. from each of these constructs, the assessment is carried out utilizing a 5-point Likert scale, by items derived from recognized survey instruments: brand image and brand trust were informed by (Monfort et al., 2025) attitude was informed by (Yue et al., 2024), and purchase intention was informed by (Wang et al., 2024). Structural Equation Modelling-Partial Least Squares (SEM-PLS) was implemented to conduct data analysis. The analysis was divided into two phases: an evaluation of the size of the internal model as well as the external model, or its structure, is carried out. The external model's evaluation encompasses an assessment of convergent validity, dependent on external loadings (>0.70) and average variance extracted (AVE >0.50), reliability, dependent on the Cronbach's alpha coefficient and composite reliability (>0.70), and discriminant validity, dependent on the heterotrait-monotrait ratio (HTMT), which necessitates a value below 0.90 (Henseler et al., 2015). Subsequently, the internal model was assessed by examining the R-squared values (R^2), the F-squared values (F^2), and performing hypothesis tests via the bootstrapping approach. This hypothesis is accepted if the t-statistic has a value of >1.96 and the p-value is <0.05 (Hair et al., 2022).

RESULTS AND DISCUSSION

As shown in Table 1, most respondents were female (79.5%) and aged 21–25 years (55.9%), with the largest share residing in Kota Yogyakarta (35.5%). This profile suggests that the sample is dominated by young adult consumers, which is consistent with the demographic typically targeted by bottled water brands such as AQUA.

Tabel 1. Respondent Characteristics

Variable	Classification	Percentage (%)
Gender	Man	20.5%
	Women	79.5%
Age (Years)	17–20	31.8%
	21–25	55.9%
	26–30	10.0%
	>30	2.3%
Residence	Kota Yogyakarta	35.5%
	Sleman	26.8%
	Bantul	22.3%
	Kulon Progo	9.5%
	Gunungkidul	5.9%

Source: Primary Data (2026)

Convergent validity

The evaluation of convergent validity was carried out by examining AVE alongside outer loading values. Adequate validity was indicated when AVE values surpassed 0.50, while each indicator demonstrated outer loading values above 0.70. In the initial testing stage, indicators BI7, BT1, and BT7 were eliminated because their outer loading values were below 0.70. After the elimination process, all remaining indicators met the required measurement criteria.

Tabel 2. Outer Loading Result

Variabel	Indicator	Outer Loading
Attitude	ATT1	0,883
Attitude	ATT2	0,815
Attitude	ATT3	0,828
Attitude	ATT4	0,859
Brand Image	BI1	0,815
Brand Image	BI2	0,832
Brand Image	BI3	0,733
Brand Image	BI4	0,725
Brand Image	BI5	0,702
Brand Image	BI6	0,754
Brand Trust	BT2	0,795

Variabel	Indicator	Outer Loading
Brand Trust	BT3	0,811
Brand Trust	BT4	0,769
Brand Trust	BT5	0,754
Brand Trust	BT6	0,751
Brand Trust	BT8	0,790
Purchase Intention	PI1	0,864
Purchase Intention	PI2	0,836
Purchase Intention	PI3	0,877

Source: Primary Data (2026)

As shown in Table 2, all outer loading values ranged from 0.702 to 0.883, exceeding the minimum threshold of 0.70. Therefore, all indicators were deemed valid for measuring their corresponding constructs.

Table 3. Average Variance Extracted (AVE)

Variabel	AVE
Attitude	0,717
Brand Image	0,580
Brand Trust	0,606
Purchase Intention	0,738

Source: Primary Data (2026)

The findings suggest that each construct exceeded the recommended threshold for explaining variance in the indicators, confirming that the convergent validity requirements were met.

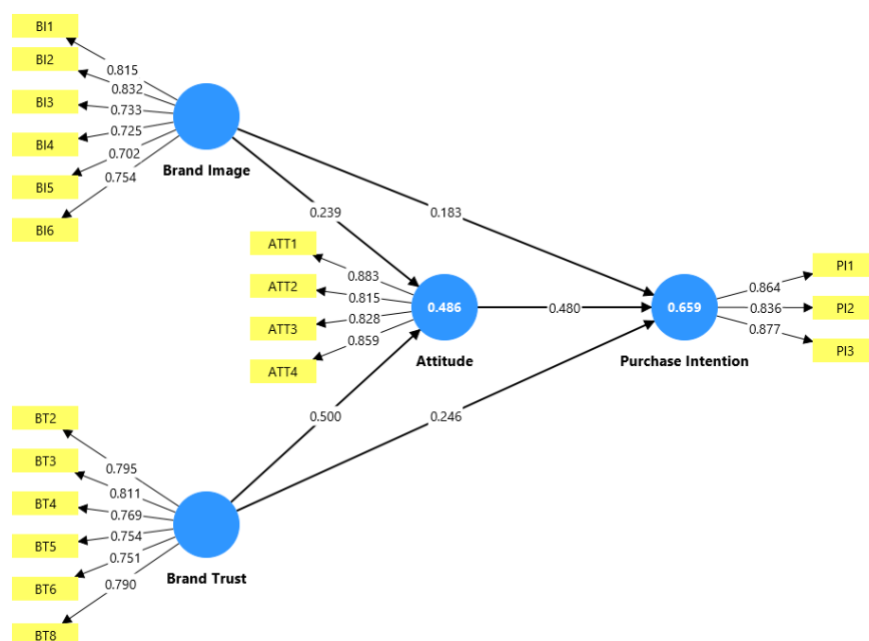


Figure 2. Outer Model

Source: Primary Data (2026)

Reliability

The measurement model uses Cronbach's alpha and composite reliability to assess consistency, with a minimum threshold of 0.70.

Table 4. Reliability

Variabel	Cronbach's Alpha	Composite reliability (rho_c)
Attitude	0,869	0,910
Brand Image	0,854	0,892
Brand Trust	0,870	0,902
Purchase Intention	0,823	0,894

Source: Primary Data (2026)

As reported in Table 4, Cronbach's Alpha values ranged from 0.823 to 0.870 and Composite Reliability values ranged from 0.892 to 0.910, both exceeding the 0.70 benchmark. All constructs therefore demonstrated adequate reliability and internal consistency.

Diskriminant Validity

The heterotrait-monotrait ratio (HTMT) was utilized to evaluate discriminant validity. A construct was deemed discriminantly valid if its HTMT value was less than 0.90.

Table 5. HTMT

Variabel	Attitude	Brand Image	Brand Trust	Purchase Intention
Attitude	-			
Brand Image	0,705	-		
Brand Trust	0,773	0,864	-	
Purchase Intention	0,893	0,785	0,835	-

Source: Primary Data (2026)

As shown in Table 5, all HTMT values were below the 0.90 threshold (highest: Attitude–Purchase Intention at 0.893), confirming adequate discriminant validity across all constructs.

Coefisien Determination (R-Square)**Table 6.** R-Square

	R-Square	R-Square Adjusted
Attitude	0,486	0,481
Purchase Intention	0,659	0,654

Source: Primary Data (2026)

As shown in Table 6, brand image and brand trust jointly explain 48.6% of the variance in Attitude ($R^2 = 0.486$), while brand image, brand trust, and Attitude together explain 65.9% of the variance in Purchase Intention ($R^2 = 0.659$), indicating a moderately strong structural model.

Effect Size

Table 7. effect Size

Variabel Prediktor	Attitude	Purchase Intention
Attitude	-	0,347
Brand Image	0,049	0,041
Brand Trust	0,214	0,064

Source: Primary Data (2026)

To determine the magnitude of contribution of each predictor variable to the endogenous variable, effect size (f^2) was calculated in the assessment of the structural model. Small, medium and large effect sizes were interpreted as 0.02, 0.15, and 0.35 respectively. According to Table 7, Attitude significantly influences purchasing intention, evidenced by a f^2 value of 0.347, categorizing it as a substantial influence. Brand Trust exerts a moderate influence on Attitude, indicated by a f^2 value of 0.214, whereas Brand Image demonstrates a little influence on Attitude, reflected by a f^2 value of 0.049. The influence of Brand Image and Brand Trust on Purchase Intention appeared limited, as reflected in the relatively low effect sizes of 0.041 and 0.064, respectively. The statistics indicate that attitude substantially affects customers' buying intentions. Although both direct paths were statistically significant, their practical contribution to explaining purchase intention is small, suggesting that brand image and brand trust operate mainly through attitude rather than as strong direct drivers of purchase intention.

Hypothesis Testing

The direct effect quantifies the degree to which one variable impacts another in a research model. Statistical support for a hypothesis was determined using T-statistic values greater than 1.96 and p-values less than 0.05.

Table 8. Direct Effect

Hubungan Variabel	Original Sample	T Statistics	P Values
Brand Image → Attitude	0,239	2,862	0,004
Brand Trust → Attitude	0,500	6,213	0,000
Brand Image → Purchase Intention	0,183	2,843	0,004
Brand Trust → Purchase Intention	0,246	3,444	0,001
Attitude → Purchase Intention	0,480	7,295	0,000

Source: Primary Data (2026)

As shown in Table 8, all direct paths had T-statistics > 1.96 and p-values < 0.05 , confirming H1–H5 and showing that brand image and brand trust positively influence both attitude and purchase intention.

Table 9. Indirect Effect

	Original Sample	T Statistics	P Values
Brand Image → Attitude → Purchase Intention	0,115	2,689	0,007
Brand Trust → Attitude → Purchase Intention	0,240	4,400	0,000

Source: Primary Data (2026)

The indirect effects of Brand Image and Brand Trust on Purchase Intention through Attitude were statistically significant ($T > 1.96$, $p < 0.05$), as demonstrated in Table 9. This confirms H6 and H7 respectively. Due to the continued significance of the direct effects of Brand Image and Brand Trust on Purchase Intention, Attitude serves as a partial mediator. Ultimately, consumer purchase intention is influenced by both brand image and brand trust, as well as, indirectly, by attitude.

DISCUSSION

The Impact of Brand Image on Attitude

Brand image positively and significantly affects consumer attitude (H1 supported), indicating that consumers' perceptions of AQUA's quality, reputation, and distinctiveness shape favorable attitudes toward the brand. This is consistent with the Theory of Reasoned Action, which posits that attitude reflects an individual's beliefs and evaluations of an object (Fishbein & Ajzen, 1975). This discovery corresponds with the results of (Wang et al., 2024) which established that brand image can influence consumers' emotional attitudes in the bottled water/FMCG industry.

The Impact of Brand Trust on Attitude

Brand trust exerts a positive and substantial impact on customer views, hence corroborating hypothesis H2. This means that reliability, integrity, attentiveness, and AQUA's ability to meet consumer needs can lead to a positive brand evaluation. Brand trust is especially important for bottled water products because they are consumed directly and are closely tied to health considerations. These findings are corroborated by (Ballester et al., 2007) This study illustrates that brand trust is an essential basis for the relationship between consumers and brands. As per the recent research, (Kokthi et al., 2022) This research demonstrates that brand trust substantially affects responses to bottled water.

The Impact of Brand Image on Purchase Intention

The brand image exerts a significant and favorable impact on purchase intention, hence validating hypothesis H3. Favorable impressions of the AQUA brand can incentivize people to

contemplate and acquire the product. In the competitive bottled water industry, brand image serves as an indicator of quality and reputation, assisting consumers in brand selection. This outcome aligns with the research of (Rahmadhani & Widodo, 2023) indicating that an eco-friendly brand image substantially affects consumers' purchasing intentions for AQUA.

The Impact of Brand Trust on Purchase Intention

The findings indicate that brand trust has a positive and significant effect on purchase intention, hence validating hypothesis H4. Consumers exhibiting robust buy intentions are linked to those who trust in the quality, safety, and consistency of AQUA. Furthermore, the degree of brand trust helps alleviate consumer uncertainties, as they are assured that the product will fulfill their expectations. This finding aligns with (Rahmadhani & Widodo, 2023) but different from (Zain et al., 2023) which asserts that the impact of trust on purchase intention is not consistently substantial. This discrepancy may stem from differences in product category and consumption context: bottled drinking water is consumed directly and frequently, which likely makes brand trust more salient to consumers than in the social-responsibility-driven purchase context examined by (Zain et al., 2023).

The Impact of Attitude on Purchase Intention

The consumer attitude considerably and positively affects purchase intention, hence corroborating hypothesis H5. The findings indicate that customers who possess a favorable perception of AQUA, deem the product appropriate for consumption, and believe it fulfills their daily requirements, have a greater propensity to purchase. These findings support the notion of reasoned action, which designates attitude as a primary predictor of behavioral intentions (Fishbein & Ajzen, 1975). This finding is also consistent with (Lin, 2021) research indicating that opinions toward bottled water are favorably correlated with purchasing intention.

The Mediating Effect of Attitude on the Impact of Brand Image on Purchase Intention

The findings of this investigation indicate that customer attitudes serve as a mediator connecting brand image to purchase intention, hence corroborating hypothesis H6. A robust brand image not only directly affects purchase intention but also molds consumer attitude. Perceptions of the quality, repute, and strength of the AQUA brand might foster favorable evaluations, thereby enhancing intentions to acquire and endorse the product. This discovery corroborates the assertion by (Chandra & Sitinjak, 2021) Attitude can influence the correlation between brand image and purchasing decisions. This is in line with (Wang et al., 2024) identified attitudes as a crucial mechanism in the development of purchasing intention.

The Mediating Effect of Attitude in the Impact of Brand Trust on Purchase Intention

The impact of brand trust on purchase intention is mediated by consumer attitude, hence validating hypothesis H7. Confidence in the reliability, integrity, and capability of AQUA to fulfill consumer demands can foster a favorable disposition that may result in purchase intent. As stated by (Lin, 2021), consumers' perceptions and attitudes toward bottled water

influence their purchasing intentions. Brand trust exerts both a direct and indirect impact on purchase intention, mediated by the development of customer attitude.

CONCLUSIONS AND SUGGESTIONS

This study's findings indicate that brand image and brand trust positively and significantly affect consumer attitude and purchase intention towards AQUA in Yogyakarta, both directly and indirectly through the mediating effect of attitude. The strongest influence on purchase intentions was revealed to be consumer attitudes, thus supporting the premise of the Theory of Reasoned Action that consumers' internal evaluations precede behavioural intentions. This means that consumers are not directly aiming to purchase AQUA due to their brand familiarity, but rather because they have previously developed a positive assessment of the brand. The current study has three limitations. Firstly, the TRA was applied without the inclusion of subjective norms, which meant the model was not fully comprehensive. Second, the sample was limited to consumers in Yogyakarta, so that generalisation to other regions must be conducted carefully. Third, the cross-sectional design cannot capture dynamic shifts in consumer attitudes. Future research should include subjective norms, expand the geographical scope, and explore other variables such as perceived value or brand loyalty in order to better understand the formation of purchase intention in the bottled water industry.

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