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BRAND IMAGE, BRAND TRUST, AND E-WOM EFFECTS ON CONSUMER PURCHASE DECISIONS

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ABSTRACT

This study examines the effects of brand image, brand trust, and electronic word of mouth (e-WOM) on consumer purchase decisions at Dewints.id Bali. The research responds to fluctuating purchasing patterns in the branded sneaker retail market, where brand perceptions, product authenticity, trust, and digital reviews are central to consumer evaluation. A quantitative survey was conducted with 126 Dewints.id consumers selected through accidental sampling. Data were collected using a Likert-scale questionnaire and analyzed with multiple linear regression. Brand image had a positive and significant effect on purchase decisions (B = 0.332; β = 0.216; t = 2.942; p = 0.004), as did brand trust (B = 0.658; β = 0.461; t = 6.256; p < 0.001) and e-WOM (B = 0.185; β = 0.212; t = 2.613; p = 0.010). The model was significant (F = 41.726; p < 0.001), with R = 0.712 and R^2 = 0.506. Brand trust emerged as the strongest predictor. These findings indicate that reliable authenticity cues, consistent service, and credible online reviews jointly strengthen purchase decisions in specialty sneaker retail. The study is limited to one retailer and three explanatory variables.

Keywords: brand image, brand trust, electronic word of mouth, purchase decision

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1. INTRODUCTION

Contemporary marketing competition increasingly depends on how consumers perceive, trust, and evaluate a brand before purchasing. This challenge is particularly salient in fashion and sneaker retail, where products serve not only functional purposes but also communicate lifestyle, identity, and social meaning. The expansion of streetwear culture, influencer-based communication, and e-commerce has further intensified brand comparison and made digital information part of the consumer decision process. From a marketing perspective, sustainable business performance therefore requires more than sales volume; firms must also build market acceptance and defend their market position through credible brand value (Keller & Swaminathan, 2021). Purchase decisions represent the stage at which consumers select and actually buy from available alternatives, while the process is shaped by internal and external considerations, including perception, attitudes, lifestyle, social influences, product quality, price, promotion, and service (Kotler & Armstrong, 2021; Pradana et al., 2023).

Dewints.id is a sneaker and streetwear retailer established in 2021 and operating through offline and online channels in Bali. Dewints.id has developed a customer base around original branded sneakers, yet its 2024 sales pattern remained uneven: stronger outcomes were observed during major promotional periods, whereas sales weakened during low-season periods. This pattern suggests that purchase decisions may still depend on how consumers evaluate the brand, how strongly they trust the seller and the authenticity of the products, and how persuasive the digital information surrounding the retailer is. In the context of original sneaker retail, these issues are strategically important because perceived authenticity and seller credibility can reduce uncertainty, whereas online reviews and recommendations can shape expectations before a purchase is made.

Theory of Planned Behavior (TPB) provides a useful behavioral lens for examining these relationships. Ajzen (1991) proposes that behavior is preceded by behavioral intention, which is shaped by attitudes, subjective norms, and perceived behavioral control. In the present context, a favorable brand image can contribute to positive evaluations of purchasing from a retailer; brand trust can reduce perceived risk and strengthen confidence in the expected outcome of the transaction; and e-WOM can provide social and informational cues that influence subjective norms and product evaluation. Accordingly, these marketing constructs can be positioned as antecedent conditions that support the psychological mechanisms underlying purchase behavior rather than as direct substitutes for the original TPB constructs.

Previous findings, however, are not fully consistent. Positive effects of brand image on purchase decisions are reported by Angeline et al. (2023), Imani et al. (2023), and Khasanah et al. (2022), while Yudistira (2022) and Yunita and Indriyatni (2022) report non-significant or different patterns. Similarly, Arief et al. (2023), Tryeana et al. (2023), and Wilis and Faik (2022) support a positive role of brand trust, whereas weaker or non-significant relationships have also been reported in different contexts. For e-WOM, Kamil and Albert (2021), Amarazka and Dewi (2024), Putri et al. (2023), Zanjabila et al. (2023), and Al-Dmour et al. (2021) report positive effects on purchase-related outcomes, while Yulianty and Mauludy (2021) report a non-significant result. These empirical differences indicate that the relevance of the three predictors may depend on the product category and selling context.

This study addresses that gap by jointly examining brand image, brand trust, and e-WOM as predictors of purchase decisions among Dewints.id consumers in Bali. The study is expected to provide context-specific evidence for specialty sneaker retail while clarifying which predictor has the strongest statistical contribution. Accordingly, the research objective is to analyze the partial and simultaneous effects of brand image, brand trust, and e-WOM on consumer purchase decisions at Dewints.id Bali.

2. LITERATURE AND HYPOTHESES

Theory of Planned Behavior (TPB)

Theory of Planned Behavior developed by Ajzen (1991) explains intentional behavior through three primary determinants: attitude toward the behavior, subjective norm, and perceived behavioral control. Attitude reflects a favorable or unfavorable evaluation of performing a behavior; subjective norm captures perceived social pressure; and perceived behavioral control concerns the perceived ease or difficulty of performing the behavior. Together, these determinants shape behavioral intention and, under sufficient control, actual behavior. Applied to consumer purchasing, TPB helps explain how evaluations, social influence, and perceived confidence can jointly support a purchase decision. In this study, brand image is principally linked to favorable evaluations of the retailer and its products; e-WOM is relevant to social and informational influence; and brand trust can reduce uncertainty and reinforce confidence in the transaction. This positioning preserves TPB as the overarching behavioral framework while recognizing that the three marketing variables are contextual antecedents rather than canonical TPB dimensions.

Purchase Decision

A purchase decision is the consumer's choice to select and buy from available alternatives after recognizing a need, seeking information, evaluating options, and determining the preferred product or seller (Rafiq, 2022). The decision is influenced by cultural, social, personal, and psychological factors (Alma, 2022). In this study, purchase decision is represented by product choice, brand choice, seller or channel choice, purchase timing, and purchase quantity (Ramadhanasywa et al., 2025). These indicators capture both the selection dimension of purchasing and the behavioral realization of that selection.

The Influence of Brand Image on Consumer Purchase Decisions

Brand image refers to the set of associations and evaluations attached to a brand in consumers' memory. A strong and favorable image can simplify evaluation, signal quality, and differentiate an offer from competing alternatives. In TPB terms, such evaluations can strengthen a favorable attitude toward purchasing. Prior studies generally support this relationship: Rafiq (2022), Khasanah et al. (2022),

Fitrianita (2023), Angeline et al. (2023), Imani et al. (2023), and Rasyid (2024) report that a more positive brand image is associated with stronger purchase decisions or related purchase outcomes. Although some studies report inconsistent results, the dominant theoretical expectation remains positive. Therefore:
H1: Brand image has a positive effect on consumer purchasing decisions

The Influence of Brand Trust on Consumer Purchase Decisions
Brand trust reflects consumers' willingness to rely on a brand because they expect it to deliver the promised performance and to behave consistently. In branded sneaker retail, trust is especially relevant to concerns about authenticity, product quality, and transaction reliability. Trust can lower perceived risk and strengthen confidence that a purchase will produce the expected outcome. From a TPB perspective, this confidence supports a more favorable evaluation of the purchase and can reinforce perceived capability to transact with less uncertainty. Positive evidence is reported by Arief et al. (2023), Tryeana et al. (2023), Wilis and Faik (2022), Dzakiyah and Sutrisna (2025), and Fadila and Mahmud (2025). Thus:
H2: Brand trust has a positive effect on consumer purchasing decisions

The Influence of Electronic Word of Mouth ( ) on Consumer Purchase Decisions
Electronic word of mouth refers to consumer-generated opinions, reviews, recommendations, and experience-sharing distributed through digital platforms. Compared with offline word of mouth, e-WOM can reach a broader audience and remain accessible to consumers during information search and evaluation. Within TPB, e-WOM is particularly relevant to subjective norms because visible recommendations and user experiences communicate social approval or disapproval; it can also affect attitudes by providing diagnostic product information. Prior findings show positive effects of e-WOM on purchase decisions or purchase-related intentions (Kamil & Albert, 2021; Al-Dmour et al., 2021; Putri et al., 2023; Zanjabila et al., 2023; Amarazka & Dewi, 2024), although Yulianty and Mauludy (2021) report a different result. On balance, the expected relationship is positive. Therefore:
H3: Electronic word of mouth has a positive effect on consumer purchasing decisions.

3. RESEARCH METHODS

The study was conducted at Dewints.id Bali, Jalan Tukad Barito No. 14B, South Denpasar. A quantitative survey design was used to examine three independent variables—brand image, brand trust, and e-WOM—and one dependent variable, purchase decision. Brand image was measured through favorability, strength, and uniqueness of brand associations. Brand trust was measured through brand character, corporate character, and brand-consumer character. e-WOM was represented by information quality, recommendation consistency, source credibility, interaction volume, positive sentiment, review detail, and emotional engagement. Purchase decision was measured through product choice, brand choice, seller choice, purchase timing, and purchase quantity.

Primary quantitative data were collected from respondents using a Likert-scale questionnaire, while qualitative information and secondary sources were used as supporting material. The population comprised Dewints.id Bali consumers, whose total number was not known with certainty; therefore, 126 respondents were selected using accidental sampling. Data collection involved observation, interviews, questionnaires, and documentation. Instrument quality was evaluated through validity and reliability testing. A pre-test involved 30 respondents, followed by testing on the full sample of 126 respondents. The inferential analysis included classical assumption tests, multiple linear regression, multiple correlation analysis, the F-test, the t-test, and the coefficient of determination. Statistical processing was performed using SPSS. Hypotheses were evaluated at a 5% significance level.

4. RESULTS AND DISCUSSION

Research Instrument Validation

A two-stage instrument assessment was conducted. During the pre-test, all item correlations exceeded the 0.30 validity cut-off and the Cronbach's alpha coefficients for all constructs exceeded 0.61. In the full sample, all items again exceeded the 0.30 validity criterion and all construct reliability coefficients met the required minimum. These results indicate that the questionnaire was suitable for the subsequent analysis.

Table 1. Research Instrument Validation

Stage	n	Variables	Validity result	Reliability result	Decision
Pre-test	30	Brand image; brand trust; e-WOM; purchase decision	All item correlations > 0.30	All Cronbach's α > 0.61	Valid and reliable
Full sample	126	Brand image; brand trust; e-WOM; purchase decision	All item correlations > 0.30	All Cronbach's α met the required minimum	Valid and reliable

Source: Processed data, 2025

Descriptive Results

Table 1. Descriptive Assessment of Research Variables

Indicator	Responses (%)					Average	Notes
	1	2	3	4	5		
Advantages of Brand Associations	0.0	5.6	34.9	31.7	27.8	3.82	Good
Brand Association Strength	0.8	11.1	30.2	23.8	34.1	3.79	Good
Brand Association Uniqueness	1.6	16.7	33.3	15.9	32.5	3.61	Good
Average brand image variable						3.73	Good
Brand Character	0.0	4.8	40.5	22.2	32.5	3.83	Good
Corporate Character	1.6	4.0	31.0	28.6	34.9	3.91	Good
Brand Consumer Character	1.6	15.9	26.2	19.8	36.5	3.74	Good
Average brand trust score						3.82	Good
Information Quality	0.0	4.8	35.7	24.6	34.9	3.89	Good
Recommendation Consistency	0.8	4.8	28.6	35.7	30.2	3.89	Good
Source Credibility	2.4	23.8	31.0	17.5	25.4	3.39	Fair
Interaction Volume	4.0	14.3	39.7	19.8	22.2	3.42	Good
Positive Sentiment	2.4	15.9	37.3	23.0	21.4	3.45	Good
Review Details	5.6	17.5	36.5	15.7	23.0	3.35	Fair
Emotional Engagement	7.1	14.3	46.0	21.4	11.1	3.15	Fair
Average of electronic word-of-mouth variables						3.52	Good
Product Options	0.0	7.1	45.2	16.7	31.0	3.71	Good
Brand Selection	0.8	4.8	35.7	32.5	26.2	3.79	Good
Choice of Distributor/Seller	2.4	23.0	28.6	15.1	31.0	3.49	Good
Purchase Time	10.3	21.4	38.1	13.5	16.7	3.05	Fair
Total Purchases	10.3	9.5	36.5	27.0	16.7	3.30	Fair
Average Purchase Decision Variable						3.47	Good

Source: Processed data, 2025

Overall, respondents evaluated brand image (mean = 3.73), brand trust (mean = 3.82), e-WOM (mean = 3.52), and purchase decision (mean = 3.47) positively. Corporate character produced the highest brand-trust score (3.91). Within e-WOM, source credibility (3.39), review detail (3.35), and emotional

engagement (3.15) were comparatively weaker. For purchase decisions, purchase timing (3.05) and purchase quantity (3.30) were also below the other indicators. These patterns suggest that Dewints.id already benefits from a favorable brand and trust base, but the depth and credibility of online advocacy and the regularity of purchasing can still be strengthened.

Classical Assumption Test

The normality assessment used the one-sample Kolmogorov-Smirnov test on the unstandardized residuals. The test statistic was 0.065 and the Asymp. Sig. (2-tailed) value was 0.200, which is greater than 0.05. The residual distribution therefore met the normality criterion.

Table 3. Normality Test

Statistic	Value
N	126
Kolmogorov-Smirnov statistic	0.065
Asymp. Sig. (2-tailed)	0.200

Source: Processed data, 2025

Multicollinearity was evaluated using tolerance and variance inflation factor (VIF) values. All tolerance values were above 0.10 and all VIF values were well below 10, indicating that the independent variables did not exhibit problematic multicollinearity.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF
Brand image	0.753	1.329
Brand trust	0.744	1.344
Electronic word of mouth	0.615	1.626

Source: Processed data, 2025

Heteroskedasticity was assessed using the significance values reported for the absolute residual model. Brand image (p = 0.856), brand trust (p = 0.177), and e-WOM (p = 0.396) all exceeded the 0.05 threshold. Thus, there was no evidence of heteroskedasticity in the regression model.

Table 5. Heteroskedasticity Test

Variable	t	Sig.
Constant	1.713	0.089
Brand image	0.182	0.856
Brand trust	1.356	0.177
Electronic word of mouth	-0.853	0.396

Source: Processed data, 2025

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Results

Description	Standardized Coefficients			
		Beta	t	Sig.
Konstanta (α)	1.533		1.013	0.313
Brand Image	0.332	0.216	2.942	0.004
Brand Trust	0.658	0.461	6.256	0.000
Electronic Word of Mouth	0.185	0.212	2.613	0.010
Model Summary				
R	0.712			
R Square	0.506			

ANOVA	
F Hitung	41.726
Sig.	0.000

Source: Processed data, 2025

The estimated regression equation is Y = 1.533 + 0.332BI + 0.658BT + 0.185EWOM, where Y represents purchase decision, BI is brand image, BT is brand trust, and EWOM is electronic word of mouth. All three predictor coefficients are positive. Holding the other variables constant, a one-unit increase in brand image is associated with a 0.332-unit increase in purchase decision, a one-unit increase in brand trust with a 0.658-unit increase, and a one-unit increase in e-WOM with a 0.185-unit increase.

Coefficient of Determination

Base on Table 6, tThe coefficient of determination is R^2 = 0.506, indicating that 50.6% of the variation in purchase decisions is explained by brand image, brand trust, and e-WOM in the estimated model. The remaining 49.4% is associated with factors outside the present model, such as price, product quality, promotion, lifestyle, or other consumer and market conditions not examined in this study.

F-Test

The F-test yielded F = 41.726 with p < 0.001 (Table 6). Therefore, brand image, brand trust, and e-WOM jointly provide a statistically significant explanation of purchase decisions, and the regression model is suitable for hypothesis testing.

t-Test

The partial tests support all three hypotheses (Table 6). Brand image has a positive and significant effect on purchase decisions (B = 0.332; t = 2.942; p = 0.004), supporting H1. Brand trust has a positive and significant effect (B = 0.658; t = 6.256; p < 0.001), supporting H2. e-WOM also has a positive and significant effect (B = 0.185; t = 2.613; p = 0.010), supporting H3. Based on the standardized coefficients, brand trust is the strongest predictor (β = 0.461), followed by brand image (β = 0.216) and e-WOM (β = 0.212)

Discussion

The Effect of Brand Image on Purchase Decisions

Based on the hypothesis testing results, brand image was proven to have a positive and significant effect on purchasing decisions on Dewinst.id. This finding indicates that the stronger the brand image formed in consumers' minds, the higher the tendency for consumers to make a purchase. A good brand image instills confidence in consumers regarding product quality, brand credibility, and the product's alignment with their style and needs. From the perspective of the Theory of Planned Behavior (TPB), brand image influences consumers' positive attitudes toward the brand, which in turn drives purchase intent. When a brand image is associated with high quality, product authenticity, and attractive fashion trends, consumers become more confident in making purchasing decisions. Additionally, perceptions of a brand's good reputation shape subjective norms and perceptions of behavioral control, where consumers feel more certain that the decision to buy is the right choice. Understanding consumer behavior is a key skill required by business owners to ensure consumers purchase the goods or services they offer. Therefore, to remain competitive, entrepreneurs must be able to identify factors that capture consumer interest to sustain their business (Jodi, et al., 2025). Brand image is a critical factor in fostering interest and purchase decisions on Dewinst.id.

The results of this study support previous findings stating that brand image plays a significant role in driving consumer purchasing decisions. Rafiq (2022) and Khasanah et al. (2022) demonstrated that brand image significantly influences product purchasing decisions. Similar results were also found by Fitrianita (2023), who stated that brand image positively and significantly influences purchasing decisions and can even serve as a mediating variable between product quality and purchasing decisions. Research by

Angeline et al. (2023) and Imani et al. (2023) also confirms that the more positive a brand's image, the greater consumers' interest in purchasing that product. Similar findings were reported by Rasyid (2024), who stated that brand image has a positive and significant influence on purchasing decisions.

The Influence of Brand Trust on Purchase Decisions

The results of the study indicate that brand trust has a positive and significant effect on purchasing decisions. These findings suggest that the higher the level of consumer trust in Dewints.id, the greater the likelihood that consumers will make a purchase. Consumer trust is built through guarantees of product authenticity, consistent quality of the sneakers offered, and the reliability of the services provided by Dewints.id, thereby reducing perceived risk in the purchasing decision-making process. Based on the Theory of Planned Behavior (TPB), trust in a brand serves as the foundation for forming positive attitudes and perceptions of consumer behavioral control. A sense of security and confidence in the brand makes consumers feel more capable and confident in making purchasing decisions. Additionally, trust influences subjective norms, where positive recommendations and experiences from the surrounding environment reinforce consumers' motivation to choose Dewints.id. Therefore, brand trust is a critical factor driving purchase decisions, which are fundamentally intentional behaviors based on rational considerations and individual beliefs (Jodi, 2021).

The results of the regression analysis indicate that brand trust is the most dominant variable influencing purchasing decisions compared to brand image and electronic word of mouth (e-WOM). This is evident from the Standardized Coefficients (Beta) values, where brand trust has the highest beta value compared to brand image and e-WOM. A larger beta value indicates that changes in brand trust exert a stronger influence on purchasing decisions than other variables. This finding confirms that consumer trust in Dewints.id is the primary factor driving consumers to make purchasing decisions for sneakers.

These research findings align with previous studies confirming that brand trust is a primary determinant in enhancing purchase decisions, particularly for original fashion products. Studies by Arief et al. (2023), Tryeana et al. (2023), and Wilis and Faik (2022) state that there is a positive relationship between brand trust and purchase decisions. Additionally, studies by Dzakiyah and Sutrisna (2025) and Fadila and Mahmud (2025) also demonstrate that brand trust has a positive and significant influence on purchasing decisions. Thus, the results of this study further strengthen the empirical evidence that brand trust plays a strategic and dominant role in influencing consumer purchasing decisions on Dewints.id.

The Influence of Electronic Word of Mouth on Purchase Decisions

Based on the research findings, electronic word of mouth (e-WOM) has been shown to have a positive and significant influence on purchasing decisions. This indicates that the more positive the reviews, recommendations, and information consumers receive through digital platforms, the greater their interest and likelihood of purchasing Dewinst.id products. E-WOM serves as a trusted source of information because it stems from the direct experiences of previous users. Within the framework of the Theory of Planned Behavior (TPB), e-WOM plays a role in shaping consumers' subjective norms and attitudes toward the brand. Positive reviews on create the perception that many people recommend and are satisfied with the product, thereby encouraging consumers to follow this behavioral pattern. Additionally, clear and detailed digital information enhances the perception of behavioral control, where consumers feel more confident and understand the product's quality before purchasing. Therefore, e-WOM serves as a strategic factor in the consumer decision-making process, particularly in today's digital era.

These findings are consistent with various previous studies confirming that e-WOM is a key factor influencing purchasing decisions in the online retail and fashion industries. Kamil and Albert (2021) demonstrated that e-WOM has a positive and significant effect on purchasing decisions, while Amarazka and Dewi (2024) showed that e-WOM has a positive and significant effect on purchasing decisions. Putri et al. (2023) found that eWOM has a positive and significant effect on purchasing decisions for ready-to-eat food products, mediated by purchase intention. Zanjabila et al. (2023) found that eWOM has a positive

and significant effect on service usage decisions, with trust acting as a mediator. Al-Dmour et al. (2021) found that eWOM has a significant effect on the intention to purchase products or services, with brand image acting as a mediating factor, and found that electronic word of mouth has a positive and significant effect on usage decisions.

5. CONCLUSIONS AND LIMITATIONS

Conclusion

Brand image, brand trust, and e-WOM each have a positive and significant effect on consumer purchase decisions at Dewints.id Bali, and the three variables are jointly significant. Brand trust is the strongest predictor, indicating that confidence in authenticity, reliability, and the retailer's character is the most important factor among the variables examined. The model explains 50.6% of the variation in purchase decisions, while brand image and e-WOM provide additional contributions through favorable brand evaluation and digital social information. Practically, Dewints.id should prioritize trust-building mechanisms while strengthening distinctive brand associations and the credibility and detail of customer reviews.

Research Limitations

The study is limited to consumers of a single retailer in Bali, so the findings should not be generalized automatically to other sneaker retailers or product categories. The model also includes only three independent variables and relies on self-reported questionnaire responses, which may be affected by perceptual or response bias. Future studies can extend the model by incorporating price perception, product quality, promotion, lifestyle, perceived authenticity, or purchase intention, and by comparing multiple retailers or geographic markets.

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