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## RESEARCH ARTICLE

# The influence of Brand Awareness and Consumer Trust on the Purchase Decision of Maybelline Superstay Matte Ink Products among Instagram Social Media Users

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**Abstract:** The Covid-19 pandemic has had a significant impact on the cosmetics industry. Since the mandatory use of masks while traveling and the increased time spent indoors, the use of cosmetic products has shifted. The use of masks to comply with health protocols while working has led people to prefer using skincare products only, or focusing primarily on eye makeup and transfer-proof matte lip products. One of Maybelline New York's flagship products is their lip cream, Maybelline Superstay Matte Ink, which has become a favorite among many people. When deciding to purchase this matte lip product, consumers consider factors that make them want to buy it. There are several factors that influence repeat purchase decisions, such as brand awareness and consumer trust in the brand. In the cosmetics industry, there are numerous emerging brands, ranging from well-known brands to unknown ones. This is where brand awareness plays a strong role in influencing consumers' repeat purchase decisions. In this proposal, the author discusses the analysis of brand awareness and consumer trust in the purchasing decisions of Maybelline Superstay Matte Ink products among Instagram social media users, using a quantitative analysis method with statistical tests where Brand Awareness is the  $X_1$  variable, Consumer Trust is the  $X_2$  variable, and Product Purchase Decision is the Y variable. The research will be conducted among the residents of Jakarta on the Instagram social media platform.

**Keywords:** Covid-19 Pandemic, Cosmetic Industry, Shift in Use, Maybelline Superstay Matte Ink

## 1. Introduction

The Covid pandemic has changed the lifestyle of people in using cosmetics. The Covid-19 pandemic has had a significant impact on the cosmetics industry. Since the mandatory use of masks when traveling and the increased amount of time people spend indoors, the use of cosmetic products has shifted. The use of masks to comply with health protocols while working has led people to prefer using skincare alone or focusing on eye makeup and transferproof matte lipsticks (Johnny & Arief, n.d.).

Maybelline is an international cosmetic brand from New York that was founded in 1915 by Tom Lyle Williams (Makasidamo et al., 2022). The cosmetics produced by Maybelline are inspired by the fashionable style of New York City, known for its catwalk stages.



Maybelline's product range consists of three main categories: eye, face, and lip cosmetics. Maybelline also continuously innovates with technology to produce the latest products that are up-to-date, practical, and affordable. The slogan #Makeithappen is intended to encourage all women to always look beautiful and confident and to dare to experiment with makeup.

One of Maybelline New York's flagship products is their lip cream, Maybelline Superstay Matte Ink, which has become a favorite of many people. Maybelline Superstay Matte Ink is a lip cream that has become a favorite of many people. In addition to being transfer-proof, this lip cream can last for 16 hours without the need for touch-ups, even when used for eating. Moreover, there are more than 30 shades that are suitable for the skin tones of Indonesian women. It is proven that Maybelline Superstay Matte Ink has the highest sales in Southeast Asia, and this product always innovates and collaborates with other famous brands such as Limited Special Editions by Ashley Longshore, Marvel, Coffee x Janji Jiwa, Ramadan, Free the Beat, and Zodiac.

In deciding to buy Lip Matte, of course consumers pay attention to the factors that make them ask to buy it. There are several factors that influence the decision to repurchase a product, namely brand awareness and consumer trust in the brand. In the cosmetic industry, there are many brands that have sprung up, from the most well-known brands to unknown brands. This is where brand awareness plays a very strong role in influencing consumer repurchase decisions.

## 2. Literature Review

### 2.1. Brand

Brand is a symbol or sign consisting of a name, term, image, logo, symbol, design, or a combination of these, intended to identify, define, or give identity to a particular product or service from a seller and distinguish it from competitors.

According to (No, 20 C.E.) concerning Trademarks and Geographical Indications, it states that a trademark is a sign in the form of an image, number, letter, name, word, color arrangement, or a combination of these elements, which has a distinctive character and is used in the trade of goods or services. A trademark is a distinctive sign in the trade of goods or services that are similar and at the same time serves as a guarantee of its quality when compared to similar products or services made by other parties. A trademark represents a company's promise to consistently provide specific characteristics, benefits, and services to buyers.

According to (Kotler et al., 2014), a brand generally consists of several parts, namely:

1. Brand Name, is part of the brand and what is spoken.
2. Brand Mark, is part of a brand that can be recognized, but cannot be pronounced, such as a special symbol, design, lettering or color.
3. Trademark, is a brand or part of a mark that is protected by law because of its ability to produce something special.
4. Copyright is a privilege protected by law to produce, order, and sell written works, musical works, or works of art. Brand serves to give identity to goods or services and serves to guarantee the quality of goods and services for consumers. A mark also functions as a differentiator between goods or services made by a person or legal entity with goods or services made by another person or legal entity.

According to (Saidin, 2015), the functions of the brand include the following: Source indicator function, the brand serves to show that a product legally sourced in a business unit and therefore also serves to give an indication that the product was professionally made.

1. The function of quality indicators, the brand serves as a guarantee of quality, especially in relation to prestigious products.
2. The suggestive function, the brand gives the impression that it will become a collector of the product.

According to (Tjiptono, 2019), the benefits of the brand are as follows. Identification facility to facilitate the process of handling or tracking products for companies, especially in organizing inventory and accounting records.

1. Forms of legal protection for unique product features or aspects. Brands can be protected through registered trademarks, manufacturing processes can be protected through patents, and packaging can be protected through copyrights and designs. These intellectual property rights provide assurance that companies can safely invest in the brands they develop in order to reap the benefits of this valuable research.
2. Signal the level of quality to satisfied customers, so they can easily select and buy at a later time. Brand loyalty like this generates predictability and security of demand for the company and creates barriers to entry that make it difficult for other companies to enter the market.
3. Means of creating unique associations and meanings that differentiate the product from competitors. Sources of competitive advantage, especially through legal protection, customer loyalty, and a unique image that is formed in the minds of consumers.
4. Sources of financial returns, especially regarding future income.

According to Law no. 15 of 2001 concerning brands, in general brands are divided into 3 types, namely:

1. Trade mark, namely a mark used on goods traded by a person or several persons jointly or a legal entity to differentiate goods from other similar goods.
2. Service Mark, namely the brand used in services traded by a person or several people together or a legal entity that differentiates it from other similar services.
3. Collective Mark, which is a mark used on goods or services with the same characteristics that are traded by several persons or legal entities together to differentiate them from other similar goods or services.

According to Law no. 15 of 2001 Based on its form, brands are divided into several types, namely as follows:

1. Painting mark, this form has a distinguishing power in the form of a painting or picture between one good or service and other similar goods or services. Example: flying horse paint brand, which is a painting or picture of a flying winged horse.
2. Word mark, this mark has differentiating power in the sound of words between one good or service and other similar goods or services. Example: Pepsodent for toothpaste, Ultraflu for cold medicine, Toyota for cars.
3. Mark letters or numbers, this form has distinguishing power in the form of letters or numbers between one good or service and other similar goods or services. Example: ABC for soy sauce and syrup, 555 for notebooks.
4. Brand name, this form has differentiating power in the form of an intermediate name one good or service with other similar goods or services. Example: louis vuiton for bags, vinice for wallets.
5. Combination brand, this form has differentiating power in form paintings/pictures and words between one product or service and other similar goods or services. Example: Jamu Nyonya Maneer which is a combination of a picture of a madam and the words of Mrs. Maneer.

According to (Harahap, 1996), based on the level of the brand is divided into 3 levels, namely:

1. Normal Marks (Normal Marks) An ordinary brand is a brand that does not have a high reputation. This brand of ordinary degree is considered to lack a symbolic radiance of lifestyle, both in terms of usage and technology. Society or consumers see the brand is of low quality. This brand is considered to have no drawing power capable of giving a touch of intimacy and suggestive mystical power to the public and consumers and unable to form market layers and users.
2. Well Known Mark Well-known brands are usually referred to as well-known marks. Brands of this type have a high reputation because their symbols have the power to attract attention. Such a brand has the power of a stunning and attractive radiance, so that any type of goods under this brand immediately creates a touch of familiarity (familiar attachment) and a bond of myth (famous mark).
3. Famous Brand (Famous Mark) The highest degree of brand is the most famous brand. The degree of well-known brands is also higher than ordinary brands, so that any type of goods that come under this brand immediately creates a touch of myth. Because of this definition, for those who try it, it is very likely that they will be stuck with the overlapping formulation of well-known brands.

## 2.2. Brand Awareness

Awareness describes the existence of a brand in the minds of consumers, which can be a determinant in several categories and usually has a key role in brand equity.

According to (Surachman, 2008) brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain category. Brand awareness can also be interpreted as the strength of a brand to be recalled by consumers and can be seen from the consumer's own ability to identify the brand in various conditions. The brand awareness pyramid from the lowest level to the highest level is as follows:

1. Unaware of Brand (Not aware of the brand) is the lowest level in the pyramid of brand awareness, where consumers not aware of the existence of a brand.
2. Brand Recognition (brand recognition) is the minimum level of brand awareness, where the recognition of a brand appears again after an assisted recall is carried out.
3. Brand Recall (recall of the brand) is a recall of the brand without assistance (unaided recall).
4. Top of Mind (top of mind) is a brand that is mentioned for the first time by consumers or which first appears in the minds of consumers. In other words, the brand is the main brand of the various brands that exist in the minds of consumers.

According to (Kotler et al., 2014) says that, "consumers go through five stages: problem recognition, information search, alternative evaluation, purchase decision, post-purchase behavior. It is clear that the buying process begins long before the actual purchase is made and has an impact long after that."

## 2.3. Consumer Trust

Trust is the foundation of business. A business transaction between two or more parties will occur if each trusts the other. This trust cannot simply be recognized by other parties/business partners, but must be built from scratch and can be proven. Trust has been considered as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected (Jayanti, 2015; Nuseir et al., 2010).

Meanwhile, (Gefen et al., 2003) in (Jayanti, 2015) defines trust as the willingness to make himself sensitive to the actions taken by people he trusts based on a sense of trust and

responsibility. According to (Mayer et al., 1995) there are three factors that shape one's trust in others, namely ability, benevolence, and integrity.

According to (Mayer et al., 1995) in (Mulyana, 2016) there are three factors that shape one's trust in others, namely ability, benevolence, and integrity. These three factors can be explained as follows:

1. Ability Capability refers to the competence and characteristics of the seller/organization in influencing and authorizing a specific area. In this case, how can sellers be able to provide, serve, and secure transactions from interference from other parties? This means that consumers obtain satisfaction and security guarantees from sellers in conducting transactions.
2. Kindness (Benevolence) Kindness is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer. Profits earned by sellers can be maximized, but consumer satisfaction is also high. Sellers do not solely pursue maximum profit, but also have great concern in realizing consumer satisfaction.
3. Integrity Integrity relates to how the behavior or habits of the seller in running his business. Information provided to consumers whether it is true according to the facts or not. The quality of the products sold is reliable or not.

#### *2.4. Buying decision*

Understanding the purchase decision, according to (Kotler, Philip and Keller, 2014)) is the stage in the buyer's decision-making process where the consumer really buy.

According to (Sriwardiningsih et al., 2006) quoted from *The Winner's Journal*, Vol. 7 No.1, March, 2006 pp.14-25, consumer decision making is: The process of integration that combines knowledge to evaluate two or more alternative behaviors and choose one of them. (Sriwardiningsih et al., 2006, p. 14). According to Kotler there are five stages in the consumer buying process, namely: (1) Problem Recognition, the buying process begins when the buyer recognizes a problem or need. (2) Information Search, consumers who are aroused by their needs will be encouraged to seek more information. (3) Alternative Evaluation, recognizing the various alternatives that exist in the context of the main beliefs about the relevant consequences and combining this knowledge to make decisions. (4) Purchasing Decisions, prospective buyers determine what and where the product of their choice will be purchased. Marketers must provide the easiest way for potential buyers to get the product they want. For example: uncomplicated procedures, ease of payment with various credit cards, completeness of products sold, convenience of places to shop, and so on. (5) Post-Purchase Behavior, in post-purchase behavior, there are only three possibilities, namely: (a) product/service performance equals expectations, (b) product/service performance is lower than expectations, (c) product/service performance is higher high of expectations.

According to Kotler in (Khairunnisa et al., 2020), purchasing decisions are actions from consumers to want to buy or not towards products. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known by the public. There are indicators of purchasing decisions according to Kotler, namely: Stability in a product, Habits in buying products, providing recommendations to others, and making repeat purchases.

### **3. Research Method and Materials**

The location of the research was carried out in the Jakarta community through Instagram social media. Respondents who are the research subjects are Instagram users in Jakarta. The data collection technique in this study used the simple random sampling method, namely by selecting samples randomly without regard to strata in the population. The number of samples taken was 97 respondents, with the Slovin formula as a reference.

In collecting and analyzing data, the authors used the following research methods: Questionnaire: The authors distributed questionnaires via Google Form to collect the data needed in the research. Library: The data collection method is done by studying books, library sources, and lecture notes that are relevant to the theme under study (Sugiyono, 2017).

Data analysis methods used include classical assumption tests such as autocorrelation tests, multicollinearity tests, normality tests, heteroscedasticity tests, and using multiple regression analysis tools. This data analysis was performed using the statistical program SPSS version 22.

#### 4. Results and Discussion [11pt, Garamond, Bold, Justified]

##### 4.1. Respondent Descriptive Analysis

From the results of processing the results of the questionnaire, it was obtained that the characteristics of Maybeline Mate Ink customer respondents obtained data from respondents with the age group of 17-25 years, 40% of the total respondents. And the most are aged 26-35 years as much as 51% while with a total age of 36-45 7% and aged 46-55 years 2% of the total respondents as many as 97 people

**Table 1.** Characteristics of Respondents by Age

Age	Amount	Percentage
17 - 25	39	40%
26 - 35	49	51%
36 - 45	7	7%
46 - 55	2	2%
Total	97	100%

Age groups are based on age categories according to the Indonesian Ministry of Health in 2009, which is 17-25 years old is said to be late adolescence, 26-35 years is early adulthood, 36-45 years is late adulthood, 46-55 years is old age. early age (elderly).

**Table 2.** Characteristics of Respondents Based on Education Level

Level of education	Amount	Percentage
High School/Equivalent	39	24%
Diploma	49	2%
S1	7	69%
S2	2	5%
Total	97	100%

The data above shows that most of the respondents' recent education was dominated by bachelor graduates (S1) as many as 67 people (69% of the total respondents), then high school (High School Level/Equivalent) as many as 23 people (24% of the total respondents), S2 (Masters) as many as 5 people (5% of the total respondents) and the least is a Diploma graduate of 2 people (2% of the total respondents).

**Table 3.** Characteristics of Respondents Based on Occupation

Work	Amount	Percentage
Housewife	13	13%
Student	2	2%
Private sector employee	68	70%
civil servant	3	3%
Doctor	1	1%
Teacher	3	3%
Businessman	6	6%
BUMN employees	1	1%
Total	97	100%

Based on the results of the study, the characteristics of respondents based on their work were dominated by private employees, as many as 68 people (70%) of the total respondents on Instagram social media. Then 13 housewives (IRT) 13%. Entrepreneurs 6 people (6%), Civil Servants and Teachers 3 people each (3%), Students 2 people (2%), and Doctors and SOE Employees each 1 person (1%) of the total number of respondents.

#### 4.2. Autocorrelation Test

The autocorrelation test aims to determine whether in a linear regression model there is a correlation between the confounding errors in period t and the interfering errors in the t-1 (previous) period. To see whether there are autocorrelation symptoms, you can use the Run Test test. The basis for decision making in the Run Test test is: 1. If the Asymp. Sig (2-tailed) < 0.05 means there is a symptom of autocorrelation. 2. If the Asymp. Sig (2-tailed) > 0.05, so there are no signs of autocorrelation. The results of the autocorrelation test are as follows:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.614 <sup>a</sup>	.377	.357	8.16458	1.566

a. Predictors: (Constant), Z, X2, X1  
 b. Dependent Variable: Y

Figure 1. Autocorrelation Test

The Autocorrelation Test cannot be used because the data used is a cross section, while the Autocorrelation Test is suitable for Time Series data.

#### 4.3. Multicollinearity Test

The multicollinearity test aims to test whether a regression model in a study found a correlation between independent variables. According to Ghozali (2011) the test for multicollinearity is carried out by paying attention to the tolerance value and the VIF. The guidelines for making decisions on multicollinearity tests with Tolerance and VIF: - Based on Tolerance values: 1. If the Tolerance value is greater than 0.10, multicollinearity does not occur in the regression model. 2. If the Tolerance value is less than 0.10, multicollinearity occurs in the regression model. - Based on the VIF (Variance Inflation Factor) value: 1. If the VIF value is <10.00, there is no multicollinearity in the regression model. 2. If the VIF value is > 10.00, there is multicollinearity in the regression model. The results of the multicollinearity test in this study are as follows:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-65.746	13.842		-4.750	.000		
	X1	.238	.104	.206	2.282	.025	.823	1.214
	X2	2.153	.376	.507	5.732	.000	.857	1.166
	Z	.649	.358	.171	1.814	.073	.757	1.320

a. Dependent Variable: Y

Figure 2. Multicollinearity Test

From the results above, it can be seen from the value of the variance inflation factor (VIF), where the VIF value of each independent variable is VIF > 10 so that it is said that there is no multicollinearity or there is no relationship between the independent variables (independent) so that the data can be used for regression analysis.

#### 4.4. Normality test

The basic concept of the Kolmogorov Smirnov normality test is to compare the distribution of the data (which will be tested for normality) with the standard normal distribution. The standard normal distribution is data that has been transformed into a Z-Score and is assumed to be normal. As in the ordinary difference test, if the significance is below 0.05 it means there is a significant difference, and if the significance is above 0.05 then there is no significant difference. The application of the Kolmogorov Smirnov test is that if the significance is below 0.05, it means that the data to be tested has a significant difference from standard normal data, meaning that the data is not normal.

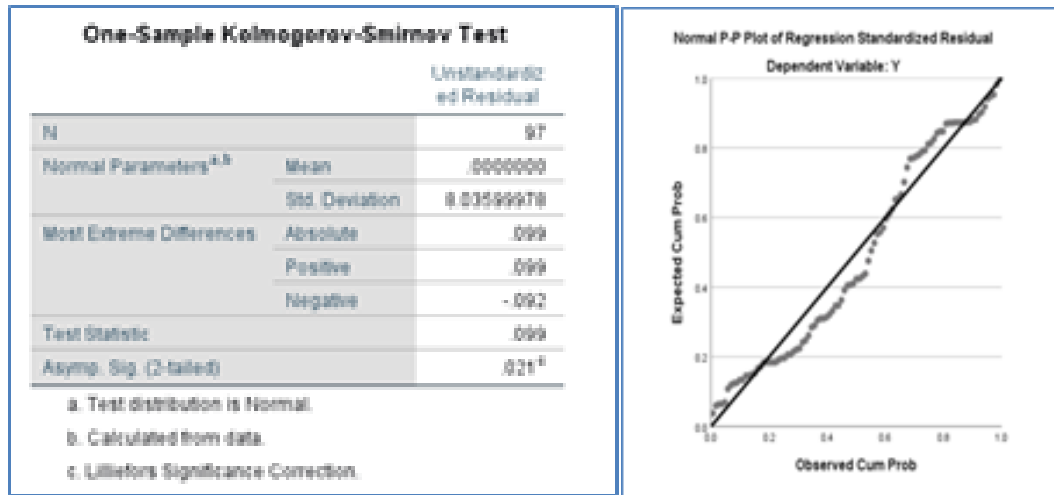


Figure 3. Normality test

Based on the plot above, it can be seen that the points follow the residual line, so it can be concluded that the data is normally distributed.

#### 4.5. Heteroscedasticity Test

The heteroscedasticity test is to test whether in the regression model there is inequality of variance and residuals from one observation to another. If the variance of the residual remains it is called homoscedasticity, if it is different it is called heteroscedasticity (heteroscedasticity does not occur). It is said to be free from heteros if it is significant > 0.05, but if it is ≤ 0.05 it already contains a heteroscedasticity problem. To find out whether there is or not do it with the Glejser test, which is regressing the residual absolute value of the independent variable. If the independent variable is significant and the level of confidence reaches 5%, there will be an indication of heteroscedasticity.

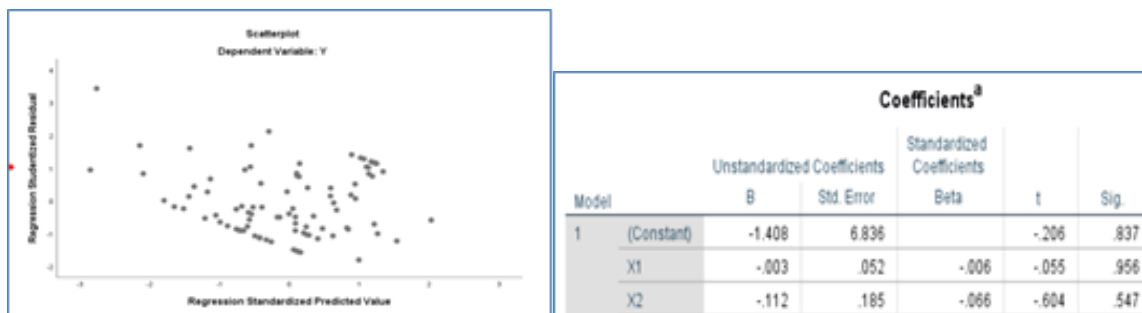


Figure 4. Heteroscedasticity Test

Based on the output, the p-value and compared with the alpha value (0.05) obtained p-value > alpha (0.05) so that it can be concluded that there are no symptoms of heteroscedasticity.

#### 4.6. T test



Based on the results of the data processing, the results of the t test can be gathered in the table below, with degrees of freedom  $df = n-k-1$  or  $97-2-1 = 94$  the results obtained for the T table are 1.661, then  $H_0$  is rejected and  $H_1$  is accepted. T table can be seen from the statistical table at a significance of  $0.05/2 = 0.025$  with degrees of freedom  $df = n-k-1$  or  $97-2-1 = 94$  the results obtained for the T table are 1.661. then  $H_0$  is rejected and  $H_1$  is accepted. So, it can be concluded that there is a positive influence of Consumer Trust on Product Purchase Decisions and there is a positive influence of Consumer Trust on Product Purchase Decisions.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-49.225	11.019		-4.467	.000
	Brand Awareness	.260	.131	.170	1.986	.050
	Kepercayaan Konsumen	2.249	.365	.527	6.153	.000

a. Dependent Variable: Keputusan Pembelian Produk

		Y	X1	X2
Pearson Correlation	Y	1.000	.296	.568
	X1	.296	1.000	.239
	X2	.568	.239	1.000
Sig. (1-tailed)	Y	.	.002	.000
	X1	.002	.	.009
	X2	.000	.009	.
N	Y	97	97	97
	X1	97	97	97
	X2	97	97	97

**Figure 5. T Test**

Based on the data above, it can be obtained that the partial effect of X1 on Y is  $0.17 \times 0.296 = 0.05032$  and  $0.527 \times 0.568 = 0.299336$ .  $0.05032 + 0.299336 = 0.349656$  or can be rounded to 0.35 (according to R Square). So from that the results show that X1 (Brand Awareness) influences Y (Purchasing Decision) by 5% and X2 (Consumer Trust) influences Y (Purchasing Decision) by 30%.

#### 4.7. R Test and Multiple Regression

Based on the results of processed data, it can be concluded that the results of the R test can be seen from the figure below:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591 <sup>a</sup>	.350	.336	8.35585

a. Predictors: (Constant), Kepercayaan Konsumen, Brand Awareness

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3529.563	2	1764.781	25.276	.000 <sup>b</sup>
	Residual	6563.097	94	69.820		
	Total	10092.660	96			

a. Dependent Variable: Keputusan Pembelian Produk  
 b. Predictors: (Constant), Kepercayaan Konsumen, Brand Awareness

**Figure 6. R Test and Multiple Regression**

In the picture above it can be seen that the value of R2 from the quality of financial statements is 0.35, which shows that the independent variables in this study, namely Brand Awareness and Consumer Trust influence Purchase Decisions 35%, the remaining 65% are influenced by other variables that do not examined in this study.

Decision making seen from this test is done by looking at the F value contained in the ANOVA table, the significance level used is 0.05. The provisions of the F test are as follows (Ghozali, 2016):

1. If the significant value of  $F < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. This means that all independent/free variables have a significant influence on the dependent/dependent variable.
2. If the significant value of  $F > 0.05$  then  $H_0$  is accepted and  $H_1$  means that all independent/free variables have no significant effect on the dependent/dependent variable.

Based on figure 6 it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted. This can be seen from the calculated  $F$  value of 25.276. While the resulting significance value is 0.000 which is smaller than 0.05. Thus it can be concluded that the multiple regression model is feasible to use, and the independent variables include Brand Awareness and Consumer Trust.

## 5. Conclusion

Based on the results of research and discussion, it can be concluded as follows: Brand awareness or brand awareness has a positive and significant effect on purchasing decisions for Maybeline Superstay Mate Ink products. This shows that the better the brand awareness, the better the purchase decision

Consumer trust has a positive and significant effect on purchasing decisions for Maybeline Superstay Mate Ink products. This shows that the better the brand trust, the better the purchase decision

Brand awareness and consumer trust simultaneously have a positive and significant effect on purchasing decisions for Maybeline Superstay Mate Ink products. This shows that the better the brand awareness and brand trust, the better the purchase decision.

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