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# The Influence of Brand Image, Brand Awareness, and Brand Trust on Purchase Decisions for Apple Products at the UNPRI Faculty of Law

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## ABSTRACT
*This study aims to analyze the influence of brand image, brand awareness, and brand trust on purchasing decisions regarding Apple products at the Faculty of Law, Universitas Prima Indonesia (UNPRI). The method used is a quantitative approach with data collection through the distribution of questionnaires to 209 respondents who are students that have made purchases and have used Apple products at least twice. The data obtained were then analyzed using validity tests, reliability tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination ($R^2$) with the assistance of SPSS software. The results of the study indicate that, collectively, the variables of brand image, brand awareness, and brand trust have a significant influence on purchasing decisions. Partially, the variables of brand image, brand awareness, and brand trust were also proven to have a significant effect on purchasing decisions. The coefficient of determination value of 0.363 indicates that the variables of brand image, brand awareness, and brand trust are able to explain 36.3% of the variation in purchasing decisions, while the remaining 63.7% is influenced by other variables outside the scope of this study.*

***Keywords:*** *brand image; brand awareness; brand trust; purchase decision*

## INTRODUCTION
In today's digital age, increasingly fierce competition demands that companies not only offer products of superior quality but also create brand value that leaves a lasting impression on consumers. According to Kotler and Keller (2020), a brand is a vital asset for a company because it distinguishes its products from those of competitors and serves as a guarantee of quality and trust for consumers.
In the modern business world, brands play a critically important strategic role. Consumers no longer purchase products solely for their utilitarian functions but also because of the symbolic meaning attached to the brand. According to Aaker (2015), a brand can create an emotional connection between the product and the consumer through a consistently built image; therefore, factors such as brand image, brand awareness, and brand trust are key in influencing consumer behavior and purchasing decisions.
One global brand that has successfully built exceptionally strong brand power is Apple Inc., known for its innovation, elegant design, and advanced technology. Apple has established a perception of being an exclusive and prestigious brand.
Therefore, it is worth examining the extent to which brand image, brand awareness, and brand trust influence purchasing decisions regarding Apple products among law students. Based on this discussion, the researcher is interested in exploring the topic titled "The Influence of

Brand Image, Brand Awareness, and Brand Trust on Purchase Decisions for Apple Products at the UNPRI Faculty of Law."

## LITERATURE REVIEW

According to Keller (2019), brand image refers to consumers' perceptions of a brand, as reflected through the brand associations embedded in their memories.

According to Tjiptono (2019), brand awareness is the ability of consumers to recognize or recall a brand as part of a specific product category. The high level of brand awareness for Apple among the public, particularly among college students, makes its products easy to remember and consider during the purchasing process.

Solomon (2018) explains that purchasing decisions are determined not only by rational needs but also by psychological and social factors associated with the brand.

## METHODS

The research approach used in this study is a quantitative approach, which can be defined as a research method used to study a specific population or sample; data collection involves the use of research instruments; and data analysis is of a quantitative statistical nature, with the aim of testing established hypotheses (Sugiyono, 2019).

The type of research employed in this study is an associative study using a quantitative approach. This research was conducted at the Faculty of Law, Universitas Prima Indonesia, over the period from April 2026 to June 2026. The population for this study consists of all students in the 2022 cohort at the Faculty of Law, Universitas Prima Indonesia, totaling 438 respondents.

The selection of consumers as the sample (respondents) in this study uses the purposive sampling technique, which is a method of determining the sample based on specific criteria (Sugiyono, 2019:85). These specific criteria for selecting respondents involve certain characteristics, namely students who have made a purchase and have used Apple products at least twice. The sample size used in this study was determined using the Slovin formula. According to Aloysius Rangga Aditya Nalendra et al. (2021:27–28), the Slovin formula is used to calculate the minimum sample size when the characteristics of a population are not yet known with certainty:

$$n = N / (1 + N(e)^2)$$

Explanation: n = sample size; N = population; e = 5% error value (0.05).

Based on the Slovin calculation, a value of 209 was obtained, meaning that the sample size used in this study consists of 209 students who have made a purchase and have used Apple products at least twice.

The data used in this study come from two types of sources. Primary data is data that is directly provided to the data collector; it is collected by the researcher directly from the primary source or the location where the research is conducted (Sugiyono, 2019). Secondary data is a data source that does not directly provide data to the data collector, for example, through other people or through documents (Sugiyono, 2019).

The data obtained were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination ($R^2$) with the assistance of SPSS software.

## RESULTS

### Description of Research Data

Based on the results of the questionnaire distributed to 209 respondents, an overview was obtained regarding the variables Brand Image (X1), Brand Awareness (X2), Brand Trust (X3), and Purchase Decision (Y).

In general, the majority of respondents answered "agree" to "strongly agree" regarding the statements on the Brand Image variable. This is evident from the dominant percentage of "agree" responses, for example, on the company reputation indicator at 45.5% and "strongly agree" at 20.1%. This indicates that respondents perceive the company as having a positive image in the community.

Regarding the Brand Awareness variable, the results show that respondents' brand awareness levels remain in the moderate to high range, although some respondents still struggle to recall and recognize the brand.

Regarding the Brand Trust variable, the majority of respondents agreed, as seen in the indicators of quality meeting expectations (47.8%) and corporate integrity (40.7%). This indicates that the level of consumer trust in the brand is relatively high.

Regarding the Purchase Decision variable, respondents tended to give positive responses, as evidenced by the dominance of "agree" answers on the indicators of making the product the primary choice (48.3%) and confidence in purchasing the product (44.0%).

### Validity and Reliability Tests

Validity testing was conducted to determine the extent to which the research instrument is capable of measuring the variables under study, using the Pearson Product-Moment correlation between item scores and total scores. Based on a sample size of 30 respondents, the critical value (r-table) is 0.361 at a 5% significance level. An item is considered valid if the calculated value (r-count) is greater than the critical value (r-table). All items in the variables of brand image, brand awareness, brand trust, and purchase decision produced r-count values greater than 0.361, indicating that all questionnaire items are valid and suitable for use as research instruments.

**Table 1. Reliability Test Results**

| Variable | Cronbach's Alpha | Notes |
|---|---|---|
| Brand Image (X1) | 0.882 | Reliable |
| Brand Awareness (X2) | 0.926 | Reliable |
| Brand Trust (X3) | 0.869 | Reliable |
| Purchase Decision (Y) | 0.819 | Reliable |

A reliability test was conducted to determine the level of consistency of the research instrument, using the Cronbach's Alpha method; an instrument is considered reliable if its Cronbach's Alpha value is greater than 0.60. As shown in Table 1, the Cronbach's Alpha value for each variable exceeds 0.60, so all items from each variable are deemed reliable.

### Classical Assumption Test

The results of the Kolmogorov-Smirnov test show a significance value of 0.200 (> 0.05) for the residuals, so it can be concluded that the data are normally distributed.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effects of the variables Brand Image (X1), Brand Awareness (X2), and Brand Trust (X3) on Purchase Decision (Y). The regression equation obtained is:

$$Y = 15.303 - 0.092X1 - 0.056X2 + 0.322X3$$

This equation indicates that the constant of 15.303 implies that if the variables Brand Image, Brand Awareness, and Brand Trust are assumed to be zero, the purchase decision remains at 15.303, reflecting the influence of other factors outside the research model. The brand image coefficient of -0.092 indicates a negative relationship, where every increase in brand image is actually followed by a decrease in purchase decision of 0.092, assuming other variables remain constant. Similarly, the brand awareness coefficient of -0.056 also indicates a negative relationship, meaning an increase in brand awareness will decrease the purchase decision by 0.056. Conversely, the regression coefficient for brand trust of 0.322 indicates a positive relationship, where every increase in brand trust increases the purchase decision by 0.322, making this variable the most dominant factor influencing purchase decision in this study.

**t-Test (Partial)**

The t-test (partial) is used to determine the effect of brand image (X1), brand awareness (X2), and brand trust (X3) on purchase decisions (Y).

**Table 2. Results of the t-Test (Partial)**

| Variable | Coefficient | Significance | Notes |
|---|---|---|---|
| Brand Image (X1) | 0.046 | < 0.05 | Significant |
| Brand Awareness (X2) | 0.044 | < 0.05 | Significant |
| Brand Trust (X3) | 0.000 | < 0.05 | Significant |

Based on Table 2, it is evident that the variables brand image (X1), brand awareness (X2), and brand trust (X3) each influence purchasing decisions regarding Apple products at the UNPRI Faculty of Law.

**F-Test (Simultaneous)**

The F-test was conducted to determine the simultaneous effect of all independent variables on the dependent variable. Based on the analysis results, a significance value of 0.000 was obtained, which is less than 0.05. This indicates that the variables brand image, brand awareness, and brand trust collectively have a significant effect on purchasing decisions for Apple products at the UNPRI Faculty of Law. Thus, it can be concluded that the brand, which currently serves as a key strategy in marketing products to consumers, plays a crucial role in enhancing purchasing decisions and capturing market share.

**Coefficient of Determination ($R^2$)**

The coefficient of determination is used to determine the extent to which independent variables can explain the dependent variable. Based on the analysis results, an $R^2$ value of 0.363 indicates that the variables Brand Image, Brand Awareness, and Brand Trust can explain 36.3% of the variation in purchasing decisions, while the remaining 63.7% is influenced by other variables outside the scope of this study.

## DISCUSSION

The results of this study indicate that the variables of brand image, brand awareness, and brand trust have a significant influence on purchasing decisions, both individually and collectively. This supports marketing theory, which states that consumers' perceptions of a brand are a key factor in determining purchasing behavior. In other words, how consumers view, recognize, and trust a brand will significantly influence their decisions when choosing a product.

Partially, brand image was proven to have a significant effect on purchasing decisions, as brand image is a collection of perceptions, impressions, and associations formed in consumers' minds based on their experiences and the information they receive. A positive brand image enhances consumer confidence and encourages interest in making a purchase. The results of this study align with the research by Hidayat and Santoso (2021), which states that brand image significantly influences purchasing decisions because consumers tend to choose products with a good reputation. However, the negative direction of the coefficient in this study indicates a possible mismatch between consumer expectations and the reality they experience, or a perception of value that is not yet optimal, meaning that brand image has not yet been fully able to drive purchasing decisions.

Brand awareness also has a significant influence on purchasing decisions. Brand awareness reflects consumers' ability to recognize and recall a brand within a specific product category. According to Keller, brand awareness is the initial stage in the decision-making process, as consumers tend to consider only brands they are already familiar with. These findings are supported by research by Lestari et al. (2024), which found that brand awareness significantly influences purchasing decisions by simplifying the process and enhancing consumer confidence in product selection. The negative direction of influence in this study indicates that high brand recognition does not necessarily lead to a purchase decision due to a lack of positive experiences resulting from product quality that fails to meet consumer expectations.

The brand trust variable showed a positive influence and was the most dominant variable in influencing purchasing decisions. This is consistent with consumer trust theory, which states that trust is the primary foundation of the relationship between consumers and brands. Brand trust reflects consumers' belief that a brand is capable of delivering benefits as expected and does not pose risks. When consumer trust levels are high, they will be more confident and less hesitant to make a purchase.

## CONCLUSION

Based on the research findings, it can be concluded that brand image, brand awareness, and brand trust—both individually and collectively (F-test with a significance level of $0.000 < 0.05$)—have a significant influence on the decision to purchase Apple products among students at the UNPRI Faculty of Law. This indicates that these three brand elements collectively play a crucial role in driving consumer interest and purchasing behavior within this academic environment.

### Recommendations

To maximize the potential of this market, the company is advised to continue strengthening creative marketing strategies to maintain brand reputation, awareness, and trust among the younger generation. Meanwhile, future researchers are encouraged to expand the scope of their studies by incorporating additional variables such as price, product quality, promotions, and customer satisfaction to provide a more comprehensive explanation of purchasing decision dynamics. Finally, consumers are advised to remain selective by prioritizing product functionality and a track record of reliability before making a purchase.

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