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**THE INFLUENCE OF BRAND IMAGE, TRUST, AND ONLINE  
CUSTOMER REVIEW ON SNACK TRAY PURCHASE DECISIONS AT  
THE HAUS INDONESIA BRAND**

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**Abstract**

The purpose of this study was to analyze the influence of Brand Image, trust, and online customer review variables on purchasing decisions for Snack Tray products on the Haus Indonesia brand, both partially and simultaneously. The study population included consumers who had purchased and consumed Haus Indonesia products at least once in the Gresik area, with a sample of 150 respondents selected through accidental sampling return techniques. Data analysis was carried out using quantitative methods through validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, F test, t test, and coefficient of determination. This study concluded that brand image, trust, and online customers partially had a positive and significant effect on purchasing decisions.

**Keywords:** Brand Image, Trust, Online Customer Review, Purchase Decision

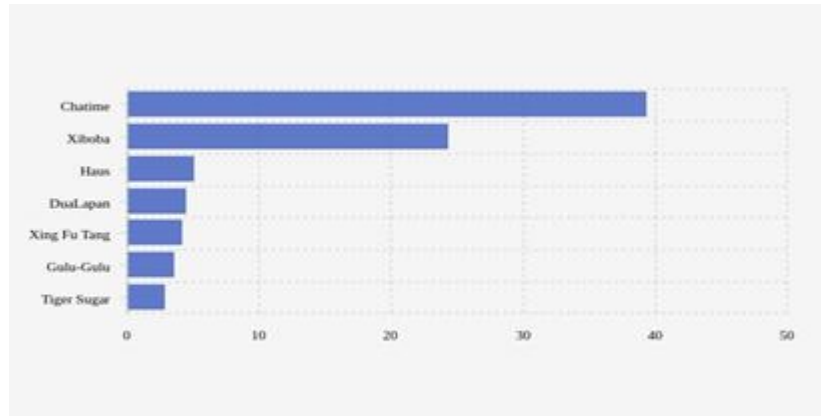


## INTRODUCTION

In the rapidly evolving digital era, consumer behavior in Indonesia has undergone significant transformation. Modern consumers no longer base their purchasing decisions solely on functional needs; they also consider various aspects that influence their shopping experience. This shift in consumer behavior requires companies to better understand the factors that influence purchasing decisions, particularly in the highly competitive food and beverage industry.

Brand image is a crucial element that impacts consumer purchasing decisions. According to Suryani (2013), brand image refers to what is associated with a brand in consumers' memories, as brands are always subconsciously remembered by consumers. A positive image not only aids consumers in decision-making but also creates clear differentiation among competitors in the market.

PT. Inspirasi Bisnis Nusantara, or Brand Haus, is a company focused on providing high-quality food and beverage products, with its flagship product being a practical and attractive snack tray designed for serving on coffee tables or as gifts. However, Brand Haus faces challenges related to the gap between consumer expectations and the reality of the products received, as customer reviews often build expectations that do not always align with the actual experiences of other buyers.



Source: Databoks – Kata Data (April 2022)

In addition to brand image, trust plays a crucial role in building long-term relationships with consumers. According to Morgan and Hunt (1994), trust is a key variable in fostering a lasting desire to maintain a long-term relationship with a particular brand. In the context of food products, trust not only encourages consumers to make purchases but also helps retain their loyalty to the brand. For durable products, trust serves a similar purpose by driving both initial purchases and sustained loyalty. Brand Haus Indonesia, which offers snack trays, must build this trust to ensure that consumers feel confident in choosing their products.

In today's digital era, online customer reviews have become one of the most trusted sources of information for consumers before making a purchase. As noted by Filieri & McLeay (2014), potential buyers gather information about a product from previous customers who have experienced its benefits. Online reviews provide insights into the strengths and weaknesses of a product based on the experiences of prior buyers, significantly influencing other consumers' purchasing decisions.

By prioritizing honesty and transparency in communication, Brand Haus Indonesia can establish strong relationships with consumers, thereby increasing satisfaction and loyalty, and ultimately driving positive purchasing decisions.



## LITERATURE REVIEW

### **Brand Image**

According to Kotler & Keller (2012), "A brand's image reflects the external attributes of a product or service, including how the brand seeks to meet consumers' psychological or social needs." Yunaida (2018) emphasizes that without a positive and strong brand image, it is very difficult for a company to influence consumer purchasing decisions. When consumers perceive that a particular brand physically differs from its competitors, that brand image becomes deeply ingrained, fostering long-term loyalty to the brand.

### **Trust**

Tjiptono & Candra (2012) define trust as the belief that a service provider can be used as a tool to build long-term relationships with customers. Trust is the willingness or confidence of one party in an exchange relationship to engage in long-term interactions aimed at achieving positive outcomes. Lupiyoadi (2013) explains that trust exists when a group believes in the trustworthy nature and integrity of its partner. Trust involves the expectation that someone's words can be relied upon. A trusted group must possess high integrity and reliability, which are associated with qualities such as consistency, competence, honesty, fairness, responsibility, helpfulness, and goodwill.

### **Online Customer Reviews**

Yofina (2020) defines online customer reviews (OCR) as evaluations provided by consumers regarding various aspects of a product. With this information, consumers can assess product quality based on reviews and experiences shared by other buyers who have purchased the product online. Mu'nis & Komaladewi (2020) note that online customer reviews are not just an



option for consideration when buying a product; they also shape consumer expectations about the product.

### **Purchase Decision**

Buchari Alma (2016:96) states that the purchase decision is influenced by economic, financial, technological, political, cultural, product, price, location, promotion, physical evidence, people, and process factors. These elements help consumers process all available information and reach conclusions about which products to buy. Setyaningsih (2021) explains that the purchase decision is the next stage after forming the intention or desire to buy.

## **RESEARCH METHOD**

This study employs a quantitative approach to analyze the impact of Brand Image (X1), Trust (X2), and Online Customer Reviews (X3) on Purchase Decision (Y) among consumers of Haus Indonesia in Gresik. The sample consists of 150 respondents selected through accidental sampling, based on their willingness to complete an online questionnaire. The research was conducted from April to May 2025, with primary data collected using Google Forms. The research procedure includes developing the questionnaire, distributing it online, collecting data, and analyzing the results. The analysis techniques used include validity tests, reliability tests, normality tests, multicollinearity tests, heteroskedasticity tests, multiple linear regression, F-tests, t-tests, and determination coefficients to examine the relationships between variables in the research model.

## **RESULTS AND DISCUSSION**

### **Validity Test**



The validity test is a method to ensure that data is reliable and accurately reflects reality. This test is used to determine whether the questionnaire being used is valid. A questionnaire is considered valid if the questions effectively measure what they are intended to measure, as explained by Ghozali (2011). The validity test was conducted using Pearson's correlation with a significance level of  $p < 0.05$ . The results of the validity test are presented in the following table:

**Table 1.**  
**Validity Test**

Statement	r count	r table	Description
<b>Brand Image (X1)</b>			
X1.1	0,728	0,159	Valid
X1.2	0,783	0,159	Valid
X1.3	0,736	0,159	Valid
<b>Trust (X2)</b>			
X2.1	0,798	0,159	Valid
X2.2	0,748	0,159	Valid
X2.3	0,765	0,159	Valid
<b>Online Customer Review (X3)</b>			
X3.1	0,851	0,159	Valid
X3.2	0,838	0,159	Valid
X3.3	0,789	0,159	Valid
X3.4	0,660	0,159	Valid
<b>Buying Decision (Y)</b>			
Y1	0,588	0,159	Valid
Y2	0,646	0,159	Valid
Y3	0,655	0,159	Valid
Y4	0,705	0,159	Valid
Y5	0,636	0,159	Valid

Source: Primary data processed 2025

Based on the table, it shows that all of the variable indicators used in this study have a calculated r value  $> 0.159$ . This means that all indicators used to measure all variables in this study are declared valid.

### Reliability Test



Reliability is a degree of precision, accuracy, or consistency displayed by the measurement tool that has been used. A questionnaire can be said to be reliable if the results of a person's answers to questions are consistent or stable over time. According to Ghozali (2018) shows that Cronbach's Alpha is acceptable if  $> 0.6$ .

**Table 2.  
Reliability Test**

Variabel	Reliability Statistic	
	Cronbach's Alpha	N of items
Brand image	0.609	3
Trust	0.657	3
Online Customer Review	0.791	4
Buying Decision	0.646	5

Source: Processed primary data, 2025

Based on the Cronbach's alpha value table on the brand image variable (X1) of 0.609, the trust variable (X2) of 0.657, the online customer review variable (X3) of 0.791, and the purchasing decision (Y) of 0.646. It can be concluded that the statement items in the questionnaire are reliable because they have a Cronbach's alpha value of more than 0.60.

**Classical Assumption Test**

**Normality Test**

The normality test aims to test whether the regression model, confounding variables, or residuals have a normal distribution. The normality of data in this study is assessed using the Kolmogorov-Smirnov test. Data is considered normal if it has a significance level greater than 0.05 or 5%. According to the rules of data distribution, if the p value  $\geq 0.05$ , then the data is normally distributed, and if the p value  $\leq 0.05$ , then the data is not normally distributed (Noor, 2014).

**Tabel 3.  
Normality Test  
One-Sample Kolmogorov-Smirnov Test**



		Unstandardized Residual	
N		150	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	2.44035353	
Most Extreme Differences	Absolute	.037	
	Positive	.037	
	Negative	-.027	
Test Statistic		.037	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.893	
	99% Confidence Interval	Lower Bound	.885
		Upper Bound	.901

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

Source: Processed primary data, 2025

Based on the table above, it shows that the normality test value for the Purchase Decision variable is 0.200, which means it is greater than 0.05 (0.200 > 0.05), meaning that the data in this study are normally distributed.

**Multicollinearity Test**

The multicollinearity test used in this study is useful for testing whether the regression model finds a correlation between independent variables. A good regression model should not experience correlation between the independent variables used. In a statistical analysis, it can be detected by looking at the VIF (Variance Inflation Factor) value and also by looking at the results of the tolerance value. If the VIF value is less than 10.00, there is no multicollinearity, and vice versa; if the value is greater, there will be multicollinearity. The rule used in the multicollinearity test is that if the tolerance is more than 0.1 and the Variance



Inflation Factor (VIF) value is less than 10, then there is no multicollinearity (Priyatno, 2014).

Table 4. Multicollinearity Test Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.487	1.301		1.911	.058		
	Brand Image	.247	.124	.144	1.984	.049	.656	1.523
	Trust	.630	.130	.381	4.860	.000	.560	1.786
	Online Customer Review	.387	.102	.297	3.798	.000	.564	1.773

a. Dependent Variable: Buying decision

Source: Processed primary data, 2025

Based on the table of multicollinearity test results, it can be seen that the tolerance results for the brand image variable (X1) are 0.656, while the VIF value is 1.523. The trust variable (X2) has a tolerance value of 0.560 while the VIF value is 1.786, and the online customer review variable (X3) has a tolerance value of 0.564 while the VIF value is 1.773. It can be concluded that the tolerance value of each variable has a value of ≥ 0.01 and a VIF value of ≤ 10, so it can be said that there is no multicollinearity problem in this study.

Heteroscedasticity Test

The heteroscedasticity test in the study aims to test whether in the regression model there is no inequality of variance from the residuals of one observation to another. If the variance from the residuals of one observation to another is not different, then it is called homoscedasticity, and if it is different, it is called heteroscedasticity. The Glejser test is a hypothesis test to determine whether a regression model has an indication of heteroscedasticity by regressing the



absolute residual. The basis for decision making with the Glejser test is: 1. If the significance value is > 0.05, then the data does not experience heteroscedasticity. 2. If the significance value is < 0.05, then the data experiences heteroscedasticity.

Table 5. Heteroscedasticity Test Coefficients<sup>a</sup>

Table with 6 columns: Model, Unstandardized Coefficients (B, Std. Error), Standardized Coefficients (Beta), t, Sig. Rows include (Constant), Brand Image, Trust, and Online Customer Review.

a. Dependent Variable: Abs\_RES

Source: Processed primary data, 2025

Based on the results of the Glejser heteroscedasticity test on the brand image variable (X1) of 0.205, the trust variable (X2) of 0.112, and the online customer review variable of 0.766. It can be concluded that the results do not show heteroscedasticity because the significance value is > 0.05.

Determination Coefficient Test

Table 6. Determination Coefficient Test

Table with 5 columns: Model, R, R Square, Adjusted R Square, Std. Error of the Estimate. Row 1 shows R = .705<sup>a</sup>, R Square = .497, Adjusted R Square = .487, Std. Error of the Estimate = 2.465.

a. Predictors: (Constant), Online Customer Review, Brand Image, Trust

b. Dependent Variable: Buying decision

Source: Processed primary data, 2025



The coefficient of determination is intended to measure which is the best in the regression analysis conducted in the study. If the value of 2 is large, then the independent variable has a good influence on the dependent variable, and vice versa if the result of R2 has a result below zero, then the independent variable is weak in influencing the dependent variable. Based on these results, it shows that the R Square value is 0.497. This can be interpreted that there is an influence between brand image (X1), trust (X2), and online customer reviews (X3) on purchasing decisions (Y), showing a percentage of 49.7%.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Coefficients<sup>a</sup>

Table with 6 columns: Model, Unstandardized Coefficients (B, Std. Error), Standardized Coefficients (Beta), t, and Sig. Rows include (Constant), Brand Image, Trust, and Online Customer Review.

a. Dependent Variable: Buying decision
Source: Processed primary data, 2025

The constant value of 2.487 indicates that the variables Brand Image (X1), Trust (X2), and Online Customer Review (X3) have a positive influence on purchasing decisions of 2.487 when the three independent variables are zero. Furthermore, the magnitude of the regression coefficient of 0.247 on the Brand Image variable indicates that every 1 unit increase in Brand Image will increase purchasing decisions by 0.247 units, assuming that other independent variables remain constant. Meanwhile, the regression coefficient value of 0.630 on the Trust



variable indicates that every 1 unit increase in trust will increase purchasing decisions by 0.630 units, assuming that other variables remain constant. In addition, the regression coefficient of 0.387 on the Online Customer Review variable indicates that if online customer reviews increase by 1 unit, then purchasing decisions will increase by 0.387 units, assuming that other variables are constant. Thus, the three variables positively influence purchasing decisions.

T Test

Table 8. T Test Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	2.487	1.301		1.911	.058
Brand Image	.247	.124	.144	1.984	.049
Trust	.630	.130	.381	4.860	.000
Online Customer Review	.387	.102	.297	3.798	.000

a. Dependent Variable: Buying decision

Source: Processed primary data, 2025

Based on the analysis results, the \*\*Brand Image\*\* variable (X1) shows a significant influence on purchasing decisions (Y), with a significance value of 0.049, which is smaller than 0.05 (0.049 < 0.05). In addition, the t-count value of 1.984, which is greater than the t table of 1.976 (1.984 > 1.976), further strengthens that Brand Image influences purchasing decisions. Furthermore, the \*\*Trust\*\* variable (X2) also has a significant influence on purchasing decisions, indicated by a significance value of 0.000, which is smaller than 0.05 (0.000 < 0.05) and a t-count value of 4.860, which is greater than the t table of 1.976 (4.860 > 1.976). This indicates that the higher the consumer trust, the higher their tendency to make



purchases. In addition, the \*\*Online Customer Review\*\* variable (X3) also shows a significant influence on purchasing decisions, with a significance value of 0.000 ( $0.000 < 0.05$ ) and a calculated t value of 3.798 which is greater than the t table of 1.976 ( $3.798 > 1.976$ ). Thus, the three variables partially have a positive and significant influence on purchasing decisions.

**F Test**

**Table 9.**  
**F Test**  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	876.497	3	292.166	48.072	.000 <sup>b</sup>
	Residual	887.343	146	6.078		
	Total	1763.840	149			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Online Customer Review, Brand Image, Trust

Source: Processed primary data, 2025

**Effect of Brand Image (X1) on Purchase Decision (Y) for Haus Indonesia Products**

Based on the hypothesis testing results for Hypothesis 1, the significance value for the effect of Brand Image on Purchase Decision is 0.049, which is less than 0.05. The calculated t-value is 1.984, exceeding the critical t-value of 1.976. Therefore, it can be concluded that there is a significant relationship between Brand Image and Purchase Decision.

This indicates that the brand image of Haus Indonesia's Snack Tray products significantly influences consumer purchasing decisions. Haus! is well-known among young people due to its innovation, attractive packaging design, and modern brand image, creating emotional and psychological appeal. A strong



brand image shapes perceptions of product quality and uniqueness, even in a competitive market. Consumers associate Snack Trays with practical and trendy lifestyles, while social media promotions reinforce this appeal and encourage impulsive buying. Positive perceptions of Haus! make consumers more open to trying new variants, highlighting the crucial role of brand image in influencing consumer decisions.

Research findings by Mashudy & Suriyanto (2022) indicate that Brand Image has a significant impact on purchase decisions for Gudang Garam Surya 12 cigarettes. The obtained result was significant at  $0.000 < 0.05$  (alpha value), leading to the acceptance of the hypothesis. This means there is a significant influence of Brand Image on purchase decisions for Gudang Garam Surya 12 cigarettes.

### **Effect of Trust (X2) on Purchase Decision (Y) for Haus Indonesia Products**

Based on the hypothesis testing results for Hypothesis 1, the significance value for the effect of Trust on Purchase Decision is 0.000, which is less than 0.05. The calculated t-value is 4.860, exceeding the critical t-value of 1.976. Therefore, it can be concluded that there is a significant relationship between Trust and Purchase Decision.

This suggests that consumer trust plays a significant role in purchase decisions, particularly for Haus Indonesia's Snack Tray products, which emphasize quality, cleanliness, and taste. In the food and beverage industry, trust is a critical factor in evaluating product safety and value. Consumers are more inclined to buy if they believe the product is made from high-quality ingredients and processed hygienically. Trust is built through consistent consumption experiences, positive reviews, and an honest brand image. Testimonials on social



media also play a role in convincing potential buyers. Haus Indonesia leverages its good reputation from its beverage products to expand into snack lines, enhancing consumer confidence. The higher the trust in the product and brand, the greater the likelihood of repeat purchases and recommendations to others.

Research findings by Putri & Iriani (2020) indicate that Trust has a significant impact on purchase decisions for Shopee Paylater online loans. The obtained result was significant at  $0.000 < 0.05$  (alpha value), leading to the acceptance of the hypothesis. This means there is a significant influence of Trust on purchase decisions for Shopee Paylater online loans.

### **Effect of Online Customer Reviews (X3) on Purchase Decision (Y) for Haus Indonesia Products**

Based on the hypothesis testing results for Hypothesis 1, the significance value for the effect of Online Customer Reviews on Purchase Decision is 0.05, which is less than 0.05. The calculated t-value is 3.798, exceeding the critical t-value of 1.976. Therefore, it can be concluded that there is a significant relationship between Online Customer Reviews and Purchase decisions.

This indicates that online customer reviews (online feedback) have a significant impact on consumer purchasing decisions, especially for food products like Haus Indonesia's Snack Trays. In the digital era, potential buyers tend to seek information from previous customer reviews, which are considered more objective than advertisements. Positive reviews highlighting taste, presentation, price, and delivery service quality can create positive perceptions and increase potential buyers' confidence. Conversely, negative reviews about food freshness or delivery delays can hinder decision-making. Online customer



reviews also function as electronic word-of-mouth (e-WOM), which is highly influential because they can reach many people.

Research findings by Nuraeni & Irawati (2022) indicate that Online Customer Reviews have a significant impact on purchase decisions for Shopee's marketplace. The obtained result was significant at  $0.000 < 0.05$  (alpha value), leading to the acceptance of the hypothesis. This means there is a significant influence of Online Customer Reviews on purchase decisions for Shopee's marketplace.

## CONCLUSIONS

The results of this study indicate that Brand Image, Trust, and Online Customer Reviews have a significant effect on purchasing decisions for Snack Tray Haus Indonesia products. Therefore, companies are advised to strengthen their Brand Image by improving product quality, attractive designs, and good relationships with consumers. In addition, building trust through transparent and responsive services also needs to be a major concern. In facing digital competition, companies need to manage Online Customer Reviews optimally as part of their marketing strategy. The implications of this policy include the need for increased product innovation, staff training, and the use of digital systems to monitor and respond to consumer reviews effectively. With these steps, companies are expected to be able to increase consumer trust, loyalty, and purchasing decisions sustainably.

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