



## THE EFFECT OF BRAND IMAGE AND BRAND TRUST ON CUSTOMER SATISFACTION THROUGH PURCHASING DECISIONS AS AN INTERVENING VARIABLE AT ANCIENT ART SHOP II

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### Article Info

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### ABSTRACT

This study aims to analyse the effect of brand image and brand trust on customer satisfaction at Kuno Art Shop II Bali, with purchasing decisions as a mediating variable. The research method used is a quantitative approach with data collection through questionnaires from customers of the store. The population in this study were all Kuno Art Shop II consumers, both local and foreign, with a sample size of 90 respondents. The analytical tool used is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) through SmartPLS software version 4.0. The results of the analysis show that brand trust has a significant effect on purchasing decisions and indirectly affects customer satisfaction through these decisions. Meanwhile, brand image has a significant effect on purchasing decisions but not directly on customer satisfaction. The purchase decision is shown to have a major influence on customer satisfaction, and the research model shows high predictive power and good variable reliability. The findings confirm the importance of building trust and brand image to improve purchase decisions and customer satisfaction in the antiques and cultural arts industry. The main conclusion highlights that management should focus not only on building image and trust, but also on creating a satisfying purchase experience to increase customer loyalty.

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## 1. INTRODUCTION

In an era of rapid globalisation and digital transformation, the business world faces increasingly complex challenges. Companies are not only competing on price, but also on creating unique value for customers through product quality, service, and brand image and trust. The creative industry sector, including the sale of antique goods and cultural art, is one of the sectors experiencing significant growth. One example is Kuno Art Shop II in Bali, which offers a variety of antique items of historical and aesthetic value that are sought after by both domestic and international collectors.

The antique goods market has characteristics that differ from other industries because the value of products is highly dependent on customer perceptions of authenticity, historical value, and exclusivity. In this context, brand image and brand trust play an important role in shaping customer purchasing decisions. A positive brand image reflects the quality, prestige, and uniqueness of the product, while brand trust reflects consumers' confidence in the brand's integrity and consistency in meeting their expectations (Kotler & Keller, 2016; Pratiwi & Rachmi, 2020).

Consumers no longer just buy products, but also buy experiences and trust in the brand. Therefore, brand image and brand trust have become highly valuable intangible assets that can influence customer loyalty and satisfaction. In the arts and crafts industry, purchasing decisions are not solely based on rational logic but also on consumers' perceptions, emotions, and personal beliefs. This makes purchasing decision variables a crucial link between brand perception and the satisfaction felt after the purchase is made (Schiffman et al., 2013; Iyut & Sumitro, 2020).

Previous studies have shown that brand image and brand trust can directly or indirectly influence customer satisfaction (Oktavia & Hasanah, 2022; Iyut & Sumitro, 2020). However, the results of these studies show inconsistencies. Some studies suggest that brand image does not directly influence customer satisfaction without going through the purchasing decision process, while others find significant effects both directly and indirectly. This inconsistency highlights the need for further research using a mediation model to provide a deeper understanding of the mechanisms underlying the relationships between these variables.

Kuno Art Shop II, as a business player in the antique goods sector in Bali, strives to maintain and improve its competitiveness through the creation of a strong brand image and high customer trust. Amidst the high interest of domestic and international tourists in locally-based cultural products, Kuno Art Shop II needs to understand how branding strategies can be optimised to enhance customer satisfaction. A deeper understanding of the influence of brand image and brand trust on purchasing decisions and customer satisfaction will provide strategic contributions to the sustainable development of the business.

Furthermore, understanding consumer behaviour in this context is very important, because purchasing decisions are not only based on product features or price, but also on trust in the cultural values, originality, and identity represented by the product. Customer satisfaction not only fosters loyalty but also drives word-of-mouth promotion, which is highly influential in the arts and culture sector, where reputation is a key factor in attracting new customers. Based on this background, this study was conducted to analyse the influence of brand image and brand trust on customer satisfaction, with purchasing decisions as the intervening variable.

## 2. RESEARCH METHODS

This study uses a quantitative approach with an explanatory method, which aims to test the causal relationship between brand image, brand trust, purchasing decisions, and customer satisfaction at Kuno Art Shop II. The population in this study is all consumers of Kuno Art Shop II, both local and foreign. To determine the sample size, the researcher used the formula from Hair et al. (2019), which suggests a minimum sample size of five times the number of indicators. With a total of 18 indicators, the sample size is 90 respondents. Data analysis in this study uses the Structural Equation Modelling (SEM) method based on Partial Least Square (PLS), with the assistance of SmartPLS version 4.0 software.

## 3. RESULT AND ANALYSIS

Table 1. Validity Test Results

Variabel	Item Indikator	Loading Faktor	AVE	Keterangan
<b>Brand Image</b>	X1.1	0.935	0.823	Valid
	X1.2	0.874		
	X1.3	0.912		
<b>Brand Trust</b>	X2.1	0.884	0.764	Valid
	X2.2	0.864		
	X2.3	0.872		
	X2.4	0.876		
	Y.1	0.881		
<b>Customer satisfaction</b>	Y.2	0.864	0.754	Valid
	Y.3	0.832		
	Y.4	0.894		
	Z.1	0.880		
<b>Buying decision</b>	Z.2	0.839	0.740	Valid
	Z.3	0.820		
	Z.4	0.871		
	Z.5	0.872		
	Z.6	0.864		
	Z.7	0.874		

The results of the convergent validity analysis on the outer model, it can be concluded that all variables in this study, namely brand image, brand trust, purchasing decisions, and customer satisfaction have met the criteria for good validity. have met the criteria for good validity.

**Table 2.** Reliability Test Results

Variabel	Cronbach's alpha	Composite reliability	Keterangan
Brand Image	0.892	0.933	Reliabel
Brand Trust	0.897	0.928	Reliabel
Customer satisfaction	0.891	0.924	Reliabel
Buying decision	0.941	0.952	Reliabel

Based on the results of the reliability test, the four variables in this study show Cronbach's Alpha and Composite Reliability values that exceed 0.70. Therefore, it can be concluded that all constructs in this study are reliable.

**Table 3.** R Square Test Results

Variabel	R-Square
Customer satisfaction	0.877
Buying decision	0.868

Based on the results of the R Square test, it can be seen that the R Square value for the customer decision variable is 0.877, which means that 87.7% of the variation in customer decisions can be explained by brand image and brand image. Meanwhile, the R-Square value obtained for the purchasing decision variable is 0.868. This means that 86.8% of the variation in purchasing decisions can be explained by brand image and brand trust. This value indicates that the model has a high level of strength, because it exceeds the R<sup>2</sup> value limit of 0.75 which is included in the strong category.

Meanwhile, based on the results of the calculations that have been carried out, the Q<sup>2</sup> value is 0.984. This means that 98.4% of the data variation in this study can be explained by the model used, while the remaining 0.6% is influenced by other variables outside the model. Therefore, these results indicate that the model in this study has a strong and significant level of predictive power.

**Table 4.** Hypothesis Test Results

Keterangan	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ( O/STDEV )	P values
Brand Image ->Purchase Decision	0.166	0.160	0.080	2.066	0.041
Brand Trust -> Purchase Decision	0.780	0.781	0.082	9.538	0.000
Brand Image -> Customer Satisfaction	0.171	0.201	0.100	1.712	0.090
Brand Trust -> Customer Satisfaction	0.047	0.012	0.121	0.385	0.701
Customer Satisfaction -> Purchase Decision	0.740	0.743	0.115	6.413	0.000
Brand Image -> Purchase Decision -> Customer Satisfaction	0.123	0.118	0.060	2.043	0.044
Brand Trust -> Purchase Decision-> Customer Satisfaction	0.578	0.583	0.124	4.670	0.000

Based on the results of hypothesis testing, it shows that of the 7 existing hypotheses, 2 hypotheses are rejected, namely the effect of brand image on customer satisfaction and the effect of brand trust on customer satisfaction.

#### **The Effect of Brand Image on Purchasing Decisions**

Brand image has a significant effect on purchasing decisions, with an original sample value of 0.166, t-statistic of 2.066, and p-value of 0.041. This shows that a positively built brand image, such as artistic impressions, product authenticity, and brand credibility, can increase consumer confidence and interest in making purchases. This finding is consistent with the theory put forward by (Kotler & Keller, 2016), which states that brand image affects the perceived value and preferences of consumers in making decisions. Research by Oktavia & Hasanah (2022) and Iyut & Sumitro (2020) also proves that brand image can be an important driving factor in the formation of purchasing decisions, especially in products with high symbolic and aesthetic values such as arts and crafts.

#### **The Effect of Brand Trust on Purchasing Decisions**

Brand trust also has a very significant effect on purchasing decisions, with an original sample value of 0.780, t-statistic of 9.538, and p-value of 0.000. This means that the higher the level of consumer confidence in the reliability and integrity of the brand, the more likely they will make a purchase. This trust creates a sense of security and confidence that the brand will not disappoint. This finding is in line with the theory of Chaudhuri &

Holbrook (2001) and Munuera-Aleman et al. (2003), which emphasises that brand trust strengthens purchase intentions. Research by Lombok & Samadi (2022) also supports that brand trust is an important predictor of purchasing decisions, especially in high-value and personalised product categories.

#### **The Effect of Brand Image on Customer Satisfaction**

Brand image has no significant effect on customer satisfaction, with an original sample value of 0.171, t-statistic of 1.712, and p-value of 0.090. This shows that the perception of brand image is not strong enough to form satisfaction, without confirmation from real experience. Consumers may have high expectations because of the brand image, but if the actual experience does not match expectations, then satisfaction is not achieved. This finding supports Expectation Confirmation Theory (Oliver, 1999), which states that satisfaction arises if initial expectations match or exceed reality. Research by (Rahmawati et al., 2020) shows that brand image has an indirect effect on satisfaction through perceived quality and purchase experience.

#### **The Effect of Brand Trust on Customer Satisfaction**

Brand trust also does not have a significant direct effect on customer satisfaction, with an original sample value of 0.047, t-statistic of 0.385, and p-value of 0.701. This means that trust in the brand does not necessarily create satisfaction without an experience that validates that trust. This finding strengthens the argument that trust in brands needs to be followed up with service quality, product consistency, and a supportive shopping experience. Asnani (2021)) assert that brand trust is more effective in shaping satisfaction if mediated by positive purchasing decisions.

#### **The Effect of Purchasing Decisions on Customer Satisfaction**

Purchasing decisions have a significant effect on customer satisfaction, with an original sample value of 0.740, t-statistic 6.413, and p-value 0.000. Purchasing decisions made with confidence, based on sufficient information and pleasant experiences, will result in a high level of satisfaction. This finding reinforces the theory of (Kotler & Keller, 2016), which states that the right decision will lead to a positive post-purchase evaluation. Oktavia & Hasanah (2022) research also shows that customer satisfaction is highly dependent on how consumers feel about the decisions they make.

#### **The Effect of Brand Image on Customer Satisfaction through Purchasing Decisions**

Brand image has a significant effect on customer satisfaction through purchasing decisions, with an original sample value of 0.123, t-statistic 2.043, and p-value 0.044. This shows that although brand image does not have a direct effect, the effect becomes significant when going through the purchasing process. This means that consumers who have a positive perception of the brand will be encouraged to buy, and if the decision proves to be right, then satisfaction is achieved. This result is in accordance with the research of Iyut & Sumitro (2020) and Lombok & Samadi (2022), which states that the effect of brand image on satisfaction is mediative.

#### **The Effect of Brand Trust on Customer Satisfaction through Purchasing Decisions**

Brand trust also has a significant effect on customer satisfaction through purchasing decisions, with an original sample value of 0.578, t-statistic of 4.670, and p-value of 0.000. This means that consumers' trust in the brand will generate satisfaction if it encourages them to make a purchase, and the decision provides satisfactory results. This result supports the view that trust needs to be confirmed through real experience in order to have an impact on satisfaction. Research by Oktavia & Hasanah (2022) show that brand trust has more impact through decision making than directly.

## **4. CONCLUSION**

Based on the results of the analysis, it can be concluded that brand image and brand trust have a significant effect on purchasing decisions, but do not have a significant direct effect on customer satisfaction. This shows that neither a positive perception of the brand nor a high level of trust is sufficient to create customer satisfaction without a real purchase experience. In contrast, purchasing decisions are proven to have a significant direct effect on customer satisfaction, and act as a mediating variable that bridges the influence of brand image and brand trust on satisfaction. This means that consumers who decide to buy because of the image and trust in the brand will feel satisfied if the decision results in an experience that meets expectations. Thus, purchasing decisions are a key factor in turning initial expectations into positive evaluations. Therefore, the management of Kuno Art Shop II needs to not only build perceptions and trust in the brand, but also create a service system and a supportive purchasing experience, so that purchasing decisions made by consumers can lead to satisfaction and long-term loyalty.

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