

# THE INFLUENCE OF BRAND IMAGE AND SALES PROMOTION ON PURCHASE DECISIONS MEDIATED BY TRUST (EMPIRICAL STUDY OF FUEL PURCHASES AT SHELL GAS STATIONS IN JABODETABEK)

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**ABSTRACT:** This study aimed to analyze the effect of brand image and sales promotion on purchase decisions at customers of Shell gas stations mediated by Trust. This research uses a quantitative approach and Probability Sampling technique, namely random and simple sampling of respondents. The survey was conducted to respondents with the criteria that the respondents were customers of Shell gas stations in Jabodetabek. This research was analyzed with the Structural Equation Model (SEM) using the Smart PLS (Partial Least Square) 3.0 program. The results of the study prove that brand image has a positive and significant effect on purchase decision, sales promotion has a positive and significant effect on purchase decision, brand image has a positive and significant effect on purchase decision mediated by Trust, and for sales promotion has no positive and significant effect, then also sales promotion has no positive and significant effect on purchase decision mediated by Trust at Shell gas stations in Jabodetabek.

**Keywords:** Brand Image, Sales Promotion, Trust, Purchase Decision

## INTRODUCTION

In the era of strict business competence, companies must be able to compete and continue to make various efforts in marketing their products to consumers in order to get optimal operating profits. To be able to market products to consumers, companies must be able to attract consumer buying interest in their products. Companies must be able to understand what consumers need and want, so that it can

influence purchase decisions. According to Ramli (2020), decision purchase user become wrong one thing that necessary Note company to towards Sustainability effort compass panjang. the purchase decision, consumers become a very important part that must be thought about by the owner of the company. Company owners and marketing fields must continue to carry out new strategies and innovations on their

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products in order to continue to compete in market share. Every company is required to be able to meet consumer needs and strive to create a product that has advantages and create products that are different from competitors, while according to Schiffman and Kanuk in the decision to buy leads to how the decision-making process is carried out (Arianty & Andira, 2021); Wydyanto dan Ilhamalimy (2021).

Before making a decision, consumers will find out about the products they will buy and use, not only the product but also the place or location of sale, services provided from product providers, promotions and brand image of the product. Some factors that are taken into consideration in making purchasing decisions are store or place environmental factors, such as a clean environment (*store environment*), attractive sales promotion (*sales promotion*) and perceived value (*perceived value*) Trust Trust Trust Trust) that drives decision making (*purchase decision*) by customers. With the increasing number of motor vehicles, especially passenger cars and motorcycles, it has led to an increase in the need for fuel oil in the community. This makes the gas station business opportunity in Indonesia a very good prospect where all motorized vehicles need fuel to run it. In Indonesia, there have been various gas station brands such as Pertamina, Shell, Vivo, Exxon Mobil and BP AKR. With the existence of various brands of gas

stations, it makes an alternative choice for consumers to purchase fuel vehicles. According to the purchase decision is the selection of two or more alternative purchasing decision options. (Purwianti and Syriac, 2021); Wydyanto & Ilhamalimy (2021).

Competition in the gas station business is inseparable from the quality of the product alone but in terms of price and distribution channels, according to price is the easiest element in any marketing program. Meanwhile, according to the study, it is explained that prices and distribution channels have a positive influence on consumer loyalty. Consumer loyalty here is one of the intentions or motivations of customers to buy and determine purchase decisions. Fuel prices in Indonesia itself have been fully regulated by the government, where the selling price of fuel products has differences from each brand of gas stations. One of the gas station brands in Indonesia is Shell brand gas stations, Shell gas stations under PT Shell Indonesia have existed since 2005. This research is devoted to general fuel purchasing decisions at Shell gas stations Wydyanto & Ilhamalimy (2021); Ayu (2020).

From fuel price data from two different gas station brands, it shows that Pertamina gas stations sell fuel prices that are relatively cheaper than Shell brand gas stations and the addition of fuel products at Pertamina gas stations, namely the Ron 90 and *BioSolar*

types as subsidized fuel that receives subsidized funds from the government (<http://www.mypertamina.id> and <http://www.shell.co.id>). Based on the phenomenon that occurs above, Shell brand owners require sales strategies with other factors as attractiveness that can influence consumer purchasing decisions. According to the stages of consumer purchasing decisions, it is influenced by two main factors that exist between purchase intention and purchase decision Arianty & Andira (2021).

Another factor that can attract consumer interest in purchasing decisions is *Brand Image*. A well-built brand image will provide added value to consumers in buying their products. This is supported by previous research that the better the *Brand Image in the eyes of consumers*, the higher the interest in *purchasing decisions* made by consumers. The same explains the better the brand image attached to the product, the more consumers are interested in buying the product, in contrast to research by which explains that brand image has no influence on purchasing decisions. Another factor that can attract consumers is sales promotion (Nisa & Puspitadewi, n.d.) (Sari & Dhewi, 2022) (Ramadani and Rachmawati (2022)). Promotion is a magnet for consumers to buy products or services. One of the sales promotions carried out at Shell gas stations with *cashback* promos by earning points from every purchase transaction at Shell gas stations and

discounts using payment systems and e-wallets from *merchants* that collaborate with Shell gas stations, this *Cashback* promo can later be used by customers to discount prices for products sold or get prizes *merchandise* at Shell gas stations. Another factor that can influence purchasing decisionTrustTrust. According to facilities, it is an important facility and infrastructure to increase customer satisfaction. Customer satisfaction can build a good image and trust and help customers to determine their purchasing decisions. Consumers not only judge the quality of the product but consumers also judge the quality of the service provided. A clean place or environment is a form of quality service that can affect consumer interest in buying or using its services. For this reason, Shell gas stations always maintain the environment and facilities in a clean condition as a form of service that will provide consumer trust Ekasari et al (2018); (Marbun et al., 2022).

*Brand Image* and *Sales Promotion* are factors that consumers can consider to make purchasing decisions. This is also to form consumer *trust* to buy fuel at Shell gas stations. Trust here acts as a mediator of *Brand Image* and *Sales Promotion* towards purchasing decisions. Trust variables are used as a link between *Brand Image* and *Sales promotion* variables to *Purchase Decisions*. In building a good relationship with customers, a company must also create a *sensTrustTrTrustTrust* in customers. A good way to bTrustTrust

with customers is to let customers know that the company cares about their needs. In Purwianti et al's (2021) research, there is an influence between Suwaryu and Taufiqurahman (2022) *Sales Promotion* and *Trust*. And there is an influence betTrustTrust on purchase decisions or consumer purchase decisions. But in contrast to research conducted by where with the promotion of sales, it will cause an attitude of caution in the minds of consumers, so that there is discomfort in weighing purchase decisions against promotional products (Purwianti and Syriac 2021); Hanaysha (2018).

Based on the above background, the main problem in this study is related to the purchasing decisions of fuel consumers at Shell gas stations. Price factors and distribution channels are important points in consumer decision making, and Shell gas stations need to develop sales strategies that involve other factors such as Brand Image, Sales Promotion, Trust and Purchase Decision to attract consumers. In addition, competition in the fuel oil industry is getting tighter, with many private gas stations entering Indonesia, thus encouraging oil and gas companies to compete in terms of trust and purchasing decisions.

This study aims to examine the effect of *Brand Image* and *Sales Promotion* on *Trust-mediated Purchase Decisions* on fuel products at Shell petrol stations. The objectives of the study include empirical proof *of the influence*

*of Brand Image* and *Sales Promotion*, *understanding of the level of puTrustTrust*, and *the influence of Trust* mediation on purchasing decisions. The benefits of this research include information that can help companies optimize the influence of *Brand Image and Sales Promotion on purchasing decisions*, assist consumers in making more informed purchasing decisions, and contribute to the development of research theories and methods. This research is expected to provide a deeper understanding of the factors influencing consumer purchasing decisions in the fuel industry, particularly at Shell petrol stations, which can be useful for companies, consumers and scientific development. In addition, this research can be a reference for further research in the development of theories and research methods in this field.

## **RESEARCH METHODS**

This research is a quantitative study that aims to measure variables related to consumer experience and response to Shell brand gas stations, promotions carried out by Shell gas stations, the level of consumer confidence in transactions, and consumer purchasing decisions at Shell gas stations in the Jabodetabek area. This study used questionnaires as a data collection tool, with respondents numbering a minimum of 140 people. The collected data will be analyzed using the Structural Equation Modeling (SEM) method to test the relationship between

latent and manifest variables. In testing research instruments, validity and reliability tests are carried out to ensure that the questionnaire used can measure the desired variables accurately and consistently. The measurement model (Outer Model) will show the relationship between the latent variable and its indicators, while the Structural Model (Inner Model) will show the strength of the estimation between the latent

variable and the construct variable. The results of this study will be tested using various statistical parameters such as R-square, t-value, and alpha value to determine the significance of the influence between variables.

## RESULTS AND DISCUSSION

### Results of Descriptive Statistical Analysis

**Table 1. Mean Value of Brand *Image* (BI) Variable Indicator**

<b>Indicators</b>	<b>Indicator Description</b>	<b>Mean</b>	<b>St. Deviation</b>
BI1	To my knowledge and opinion Shell is one of the best oil companies in the world.	4,30	0,674
BI2	In my opinion, Shell gas stations have the best service compared to other gas stations.	4,42	0,668
BI3	In my opinion, Shell fuel has the best quality compared to other similar brand products.	4,37	0,679
BI4	I think Shell fuel improves the engine performance of my vehicle.	4,37	0,7
BI5	I felt the pull of my engine become light after using Shell fuel.	4,34	0,693
BI6	I feel that fuel economy becomes more fuel efficient after using Shell fuel.	4,23	0,686
	Mean	4,34	0,683

Source: Data that has been processed by researchers (2023)

Based on table 1 data, the results of tabulating questionnaire data on indicator BI2 with indicator description "In my opinion Shell gas stations have the best service compared to other gas stations" get the highest value of 4.41 while in the results of questionnaire tabulation data on indicator BI6 with

indicator description "I feel fuel becomes more economical after using Shell fuel" get the lowest value of 4.27. This shows that good service and service to customers can be decisive in the brand image or brand *image of* Shell gas stations and the benefits of the product

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itself still depend on the perception of each consumer.

**Table 2. Mean Value of Sales Promotion (SP) Variable Indicator**

<b>Indicators</b>	<b>Indicator Description</b>	<b>Mean</b>	<b>St. Deviation</b>
SP1	I am interested in buying fuel at Shell gas stations because there is a free fuel raffle for one year.	4,11	0,746
SP2	I am interested in buying fuel at Shell gas stations because I got coupons for <i>Ferrari's premium</i> toy Diecast collection.	4,14	0,768
SP3	I am interested in buying fuel at Shell gas stations because there are discounts from purchase points and <i>merchants</i> who work with Shell gas stations.	4,32	0,797
SP4	The amount of discounts given by Shell gas stations makes me save money on buying fuel compared to other gas stations.	4,22	0,743
SP5	The price/ <i>bundling</i> package with other products offered at Shell gas stations made me interested in buying it.	4,13	0,774
SP6	The price/ <i>bundling</i> package makes me save money on buying other products at Shell gas stations.	4,18	0,78
Mean		4,18	0,768

Source: Data that has been processed by researchers (2023)

Based on table 2 data, the results of tabulating questionnaire data on the SP3 indicator with the indicator description "I am interested in buying fuel at Shell gas stations because there are discounts from purchase points and *merchants* who cooperate with Shell gas stations" get the highest score of 4.31 while the results of questionnaire tabulation data on SP1 indicators with indicator descriptions "I am interested in

buying fuel at Shell gas stations because there is a free fuel draw for one year" getting the lowest score of 4.10. This shows that customers are more interested in direct discounts because the benefits can be directly felt by customers, while by participating in the lottery, the benefits obtained from the promotion are not directly felt by customers and tend not to get the benefits of the promotion.

**Table 3. Mean Value of the *Trust Variable (TR)* Indicator**

<b>Indicators</b>	<b>Indicator Description</b>	<b>Mean</b>	<b>St. Deviation</b>
TR1	I feel Shell gas stations have the ability to provide the best service to their customers.	4,385	0,642
TR2	I feel Shell gas stations have the ability to provide satisfaction to their customers.	4,385	0.653
TR3	The cleaning of the windshield made me satisfied with the extra service at Shell gas stations.	4,399	0,675
TR4	I feel Shell gas stations pay attention to the safety of their customers by asking to get off the motorbike when refueling.	4,412	0,677
TR5	I feel that Shell gas stations are able to maintain their service reputation well to date.	4,439	0,660
TR6	I buy fuel at Shell gas stations because the dose is always right.	4,358	0,688
	Mean	4,40	0,668

Source: Processed data (2023)

Based on table 3 data, the results of tabulating questionnaire data on the TR5 indicator with the indicator description "I feel that Shell gas stations are able to maintain their service reputation well to date" get the highest score of 4.43 while the results of the questionnaire tabulation data on the TR6 indicator with indicator descriptions

"I buy fuel at Shell gas stations because the dose is always right" got the lowest score of 4.35. This shows that good service and provided consistently to consumers will foster a sensTrustTrust in the minds of consumers and good service is the top priority of Shell gas stations so that Shell gas stations can survive to date.

**Table 4. Mean Value of the Purchase *Decision (PD)* Variable Indicator**

<b>Indicators</b>	<b>Indicator Description</b>	<b>Mean</b>	<b>St. Deviation</b>
PD1	In my opinion, Shell V-Power series products are the flagship products at Shell gas stations.	4,35	0,675
PD2	I bought Shell V Power Nitro+ because I wanted my engine's performance to improve.	4,24	0,674

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PD3	I am interested in buying fuel at Shell gas stations because of the information I get from advertisements, <i>social media</i> or <i>Shell websites</i> .	4,23	0,717
PD4	I am interested in buying fuel at Shell gas stations because there are promos and collections of Ferrari toys.	4,26	0,781
PD5	I chose the alternative payment via <i>cashless</i> and Debit/Credit Card at Shell gas stations because I took advantage of the discount/ <i>cashback</i> .	4,28	0,686
PD6	I decided to buy at Shell gas stations after comparing the service with other brand gas stations.	4,30	0,702
PD7	I chose to buy fuel at Shell gas stations because I don't like to queue long enough.	4,41	0,677
PD8	I decided to buy fuel at Shell gas stations because of my own wishes.	4,44	0,650
PD9	I intend to buy back fuel products at Shell gas stations.	4,37	0,669
PD10	I would like to recommend my family, friends and co-workers to buy fuel at Shell petrol stations.	4,31	0,706
Mean		4,32	0,694

Source: Data that has been processed by researchers (2023)

Based on table 4 data, the results of tabulating questionnaire data on PD8 indicators with indicator descriptions "I decided to buy fuel at Shell gas stations because of my own wishes" got the highest value of 4.43 while on the results of questionnaire tabulation data on PD3 indicators with indicator descriptions "I am interested in buying fuel at Shell gas stations because of the information I get from advertisements, *Shell's social media or website*" scored the lowest at 4.24. This shows that consumers choose in purchasing decisions at Shell gas stations because of their own desires while consumers buy because Shell gas

stations are located in places that are easily seen and reached by the public so that people know the existence of Shell Brand gas stations rather than knowing the existence of Shell gas stations through websites, social media and advertisements.

### **Test Instruments**

#### ***Evaluation of Measurement Model (Outer Model)***

Testing the validity or *outer model* serves to explain how each indicator relates to latent variables. Validity testing is carried out to ensure that each indicator or question in the



questionnaire meets the criteria of valid or not, the question criteria are said to be valid if the loading factor value >

0.70 and is said to be invalid if the loading factor value < 0.70.

**Table 5. Output Results of Loading Factor Value**

<b>Indicators</b>	<b>Loading Factor</b>	<b>Information</b>
<b>B11</b>	0,88	Valid
<b>B12</b>	0,84	Valid
<b>B13</b>	0,88	Valid
<b>B14</b>	0,89	Valid
<b>B15</b>	0,85	Valid
<b>B16</b>	0,86	Valid
<b>PD1</b>	0,87	Valid
<b>PD10</b>	0,88	Valid
<b>PD2</b>	0,85	Valid
<b>PD5</b>	0,83	Valid
<b>PD6</b>	0,89	Valid
<b>PD7</b>	0,86	Valid
<b>PD8</b>	0,87	Valid
<b>PD9</b>	0,90	Valid
<b>SP1</b>	0,89	Valid
<b>SP2</b>	0,88	Valid
<b>SP3</b>	0,87	Valid
<b>SP4</b>	0,85	Valid
<b>SP5</b>	0,88	Valid
<b>SP6</b>	0,90	Valid
<b>TR1</b>	0,90	Valid
<b>TR2</b>	0,92	Valid
<b>TR3</b>	0,86	Valid
<b>TR4</b>	0,87	Valid
<b>TR5</b>	0,93	Valid
<b>TR6</b>	0,88	Valid

Source: Data that has been processed by researchers (2023)

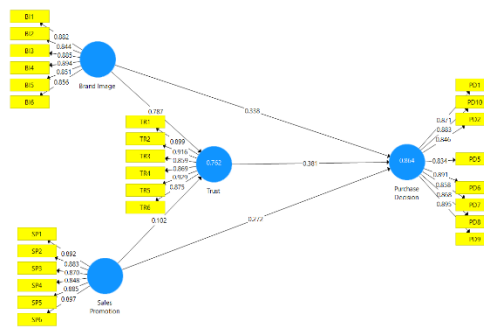
From the data table 5 explains the *brand image* variable with 6 question items or measurement indicators are B1 = 0.88, B2 = 0.84, B3 = 0.88, B4 = 0.89, B5 = 0.85 and B6 = 0.86 has a *loading factor value of*  $\geq 0.70$ , it can be concluded that the question item is

valid. Furthermore, for the *sales promotion* variable with 6 question items or measurement indicators are SP1 = 0.89, SP2 = 0.88, SP3 = 0.87, SP4 = 0.85, SP5 = 0.88 and SP6 = 0.90 has a *loading factor value of*  $\geq 0.70$ , it can be concluded that the question item is

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valid, then for Trust variable with 6 question items or measurement indicators are TR1 = 0.90, TR2 = 0.92, TR3 = 0.86, TR4 = 0.87, TR5 = 0.93 and TR6 = 0.88 has a loading factor value of  $\geq 0.70$  then it can be concluded that the question item is valid. and the last one for the purchase decision variable with ten questions or measurement indicators is PD1 = 0.87, PD2 = 0.85, PD5 = 0.83, PD6 = 0.89, PD7 = 0.86, PD8 = 0.87, PD9 = 0.90 and PD10 = 0.88 have a loading factor value of  $\geq 0.70$ , so it can be concluded that the question items are

valid, while 2 question items, namely PD3 and PD4 have a loading factor value of  $\leq 0.70$  and are not included in the criteria of this study, so the researcher eliminated both questions or indicators. From the average of all indicators for the variables brand image, sales promotion, trust and purchase decision have a loading factor value above 0.70. Thus, indicators forming the construct of brand image, sales promotTrustTrust and purchase decision are categorized as valid.



**Figure 1 Loading Factor**

Source: Data that has been processed by researchers (2023)

**Table 6. Extranced Average Variance Value**

Variable	Average Variance Extranced (AVE)
Brand Image	0,75
Sales Promotion	0,77
Trust	0,80
Purchase Decision	0,75

Source: Data that has been processed by researchers (2023)

From the data table 6 explains the AVE value for each construct is Brand Image which is 0.75, Sales Promotion is 0.77, Trust is 0.80 and Purchase Decision is 0.75. The four constructs have a value

of  $> 0.50$  so that it can be interpreted that the Average Variance Extranced (AVE) value of the four constructs is valid.

Table 7. Cross-Loading Value

Indicators	Brand Image	Sales Promotion	Trust	Purchase Decision
BI1	<b>0,88</b>	0,68	0,75	0,76
BI2	<b>0,84</b>	0,67	0,76	0,77
BI3	<b>0,88</b>	0,70	0,83	0,78
BI4	<b>0,89</b>	0,74	0,72	0,76
BI5	<b>0,85</b>	0,75	0,75	0,80
BI6	<b>0,86</b>	0,74	0,72	0,78
SP1	0,75	<b>0,89</b>	0,68	0,75
SP2	0,72	<b>0,88</b>	0,65	0,71
SP3	0,68	<b>0,87</b>	0,64	0,71
SP4	0,71	<b>0,85</b>	0,66	0,72
SP5	0,75	<b>0,88</b>	0,66	0,75
SP6	0,73	<b>0,90</b>	0,68	0,76
TR1	0,77	0,64	<b>0,90</b>	0,78
TR2	0,78	0,66	<b>0,92</b>	0,76
TR3	0,75	0,66	<b>0,86</b>	0,77
TR4	0,76	0,67	<b>0,87</b>	0,76
TR5	0,79	0,67	<b>0,93</b>	0,83
TR6	0,81	0,71	<b>0,88</b>	0,81
PD1	0,78	0,71	0,77	<b>0,87</b>
PD2	0,76	0,75	0,71	<b>0,85</b>
PD5	0,75	0,76	0,69	<b>0,83</b>
PD6	0,80	0,76	0,79	<b>0,89</b>
PD7	0,75	0,69	0,77	<b>0,86</b>
PD8	0,76	0,68	0,78	<b>0,87</b>
PD9	0,80	0,72	0,82	<b>0,90</b>
PD10	0,81	0,74	0,77	<b>0,88</b>

Source: Data that has been processed by researchers (2023)

Based on table 7 above shows the value of *cross-loading* of brand image variables with 6 measurement indicator items, namely BI1: 0.88, BI2: 0.84, BI3: 0.88, BI4: 0.89, BI5: 0.85 and BI6: 0.86, of all indicator values have values above 0.70 and the correlation value of brand image constructs is greater than other truck correlation values, namely sales promotion, trust and purchase decision.

Furthermore, the *cross loading* value for the sales promotion variable with 6 measurement indicator items, namely SP1: 0.89, SP2: 0.88, SP3: 0.87, SP4: 0.85, SP5: 0.88 and SP6: 0.90 from all measurement indicators has a value above 0.70 and the correlation value of the sales promotion construct is greater than the correlation value of other constructs, namely brand image, trust

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and purchase decision. Furthermore, the cross loading value for the trust variable with 6 measurement indicators namely TR1: 0.90, TR2: 0.92, TR3: 0.86, TR4: 0.87, TR5: 0.93 and TR6: 0.88 from all measurement indicators has a value above 0.70 and the correlation value of the trust construct is greater than the correlation value of other constructs, namely brand image, sales promotion and purchase decision. Then, the cross loading value for the purchase decision variable with 8 measurement indicators namely PD1: 0.87, PD2: 0.85, PD 5: 0.83,

PD6: 0.89, PD7: 0.86, PD8: 0.87, PD9: 0.90 and PD10: 0.88 of all measurement indicators have values above 0.70 and the correlation value of the purchase decision construct is greater than other construct values namely brand image, sales promotion Trustrust. Thus it can be explained that all construct values or latent variables already have a good *Dicriminant Validity* value, where the value of the construct indicator is greater or better than the value of other construct indicators.

**Table 8. Construct Reliability and Validity**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<i>Brand Image</i>	0.93	0,95
<i>Sales Promotion</i>	0,94	0,95
<i>Trust</i>	0,95	0,96
<i>Purchase Decision</i>	0,95	0,96

Source: Data that has been processed by researchers (2023)

Based on table 8 above, *Cronbach's Alpha* test results on the Brand image construct = 0.93, Sales Promotion = 0.94, Trust = 0.95 and Purchase Decision 0.95 have met the minimum value requirements of > 0.70 and *Composite reliability* on the Brand image construct = 0.95, Sales Promotion = 0.95, Trust = 0.96 and Purchase Decision 0.96 has met the minimum value requirement of > 0.70. So it can be concluded that all constructs in this study are reliable and acceptable for conducting further analysis tests.

Based on the test results of the *evaluation of measurement model* or

*outer model*, it can be concluded that this study has acceptable *convergent validity* and *discriminant validity* test results. Then, this research can also conduct further testing because it has adequate *internal consistency* reliability in *Cronbach's alpha* and *composite reliability* tests.

**Evaluation of Structural Model (Inner Model)**

*Inner Model* is a form of structural model based on the value of path coefficients and can see how much influence between variables by *bootstrapping* calculate.

Table 9. R-Square

Variable	R-Square
Purchase Decision	0,86
Trust	0,76

Source: Data that has been processed by researchers (2023)

Based on table 9 above, the *R-Square* value for the *Purchase Decision* variable is 0.86 and the Trust variable is 0.76. Thus, it can be concluded that the *R-Square* value for the *purchase decision* variable is 0.86 which means the variability of the purchase decision can be explained by the brand image, trust

and *sales promotion* variables in the model of 86% and is included in the strong category. Then, the *R-Square Trust* value of 0.76 which means trust variability in the model is 76% and is included in the strong category.

### Hypothesis Testing

Table 10. Value Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Value	Ket
BI → TR	0,79	0,78	0,08	9,42	0,00	Accepted
SP → TR	0,10	0,11	0,09	1,19	0,23	Rejected
BI → PD	0,34	0,33	0,11	3,10	0,00	Accepted
SP → PD	0,27	0,28	0,07	3,68	0,00	Accepted
TR → PD	0,38	0,39	0,10	4,00	0,00	Accepted

Source: Data that has been processed by researchers (2023)

Based on table 10 above, the results of hypothesis testing show that the four hypotheses Statistical *T* value has exceeded 1.96 so the hypothesis can be accepted. While one hypothesis SP->TR (*Sales Promotion* to *Trust*) has a Statistical *T* value less than 1.96, the hypothesis is rejected. Below is an explanation of the results of hypothesis testing in table 4.11 as follows:

1. Hypothesis 1 (H1) testing: *Brand image* is significant and has a positive influence *Trust*. Based on the results of testing hypothesis 1 (H1) it can be seen that the beta coefficient value is 0.79 (Positive), it can be

interpreted that the higher the brand image of Shell gas stations, it will increase the level of consumer confidence. Then, the results of testing the hypothesis have a *T-Statistic* value of 9.42 or greater than 1.96 with a *P-Value* of 0.00 or below <0.05, it can be explained that brand image brand *image* has a positive influence *Trust* so that **H1 is accepted**.

2. Testing Hypothesis 2 (H2): *Sales promotion* is significant but has a negative effect *Trust*. Based on the results of testing hypothesis 2 (H2) it can be seen that the value of the beta

coefficient of 0.10 the value is close to 0 can still be said to be significant but weak, it can be interpreted that sales promotion will weaken the level of consumer trust because the more often a product or service promotes, the level of consumer confidence about Trust of the product will decrease or weaken. In addition, the results of testing the hypothesis have a *T-Statistic* value of 1.19. This shows that the hypothesis does not have a significant effect because the *T-Statistic* value  $< 1.96$  with a *P-Value* value of  $< 0.23$  or above 0.05, it can be explained that sales promotion has a negative influence Trust so that **H2 is rejected**.

3. Hypothesis 3 (H3) testing: *Brand image* is significant and has a positive influence on *purchase decisions*. Based on testing hypothesis 3 (H3) it can be seen that the value of the beta coefficient is 0.34 (positive). It can be interpreted that the higher the brand image of Shell gas stations, the more consumers will decide to make purchases (*purchase decisions*). Then, the results of testing the hypothesis have a *T-Statistic* value of 3.10 or greater than 1.96 with a *P-Value* of 0.00 or below  $< 0.05$ , it can be explained that brand image brand image has a positive influence on consumer *purchase decisions* so that **H3 is accepted**.

4. Testing Hypothesis 4 (H4): *Sales promotion* is significant and has a positive influence on *purchase decisions*. Based on testing hypothesis 4 (H4) it is seen that the value of the beta coefficient is 0.27 (positive). It can be presented that *sales promotion* carried out at Shell gas stations will also increase consumers in deciding to make purchases (*purchase decisions*). Then, the results of testing the hypothesis have a *T-Statistic* value of 3.68 or greater than 1.96 with a *P-Value* of 0.00 or below  $< 0.05$ , it can be explained that *sales promotion* has a positive influence on consumer purchase decisions so that **H4 is accepted**.

5. Hypothesis 5 (H5) testing: Trust is significant and has a positive influence on *purchase decisions*. Based on testing hypothesis 5 (H5) it can be seen that the value of the beta coefficient is 0.38 (positive). It can be interpreted that consumer trust in Shell gas stations will also increase consumers in making purchase *decisions*. Then, the results of testing the hypothesis have a *T-Statistic* value of 4.00 or greater than 1.96 with a *P-Value* of 0.00 or below  $< 0.05$ , it can be explained tTrust has a positive influence on consumer *purchase decisions* so that **H5 is accepted**.

Table 11. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistic	P- Value	Ket
BI → TR → PD	0,30	0,30	0,09	3,24	0,00	Accepted
SP → TR → PD	0,04	0,04	0,03	1,26	0,21	Rejected

Source: Data that has been processed by researchers (2023)

Testing Hypothesis 6 (H6): *Brand image* is significant and has a positive influence on *trust-mediated purchase decisions*. Based on testing hypothesis 6 (H6) it is seen that the value of the beta coefficient is 0.30 (positive). It can be interpreted that brand image will increase consumers in deciding to make purchases (*purchase decisions*) mediated by a sense of consumer trust (*Trust*). Then, the results of testing the hypothesis have a *T-Statistic* value of 3.24 or greater than 1.96 with a *P-Value* of 0.00 or below <0.05, it can be explained that *brand image* affects *purchase decisions* mediated *Trust* so that **H6 is accepted**.

While testing hypothesis 7 (H7): *Sales promotion* is significant but has a negative influence on *purchase decisions* mediated *Trust*. Based on testing hypothesis 7 (H7) it can be seen that the value of the beta coefficient is 0.04 (still positive but weakened). It can be interpreted that *sales promotion* can be a factor in consumer purchasing decisions but has a negative influence on consumer trust (*Trust*). Then, the results of testing the hypothesis have a *T-Statistic value* of 1.26 smaller than the value of 1.96 with a *P-Value* above 0.05, it can be explained that *sales promotion* has an influence on *purchase decisions*

but cannot be mediated *Trust* so that **H7 is rejected**.

### The Effect of *Brand Image* on *Trust*

Based on the results of the research above, it can be concluded that the *Brand Image* or brand image of Shell gas stations has a positive influence on consumer *trust*. This is in line with previous research by Sari & Dhewi (2022) which explains that brand image has a positive influence on consumer confidence. The same also explains that every product or company must have a *strong brand image* in the memory of consumers so that consumers have their own perception and consumer confidence in the brand (Kotler, 2000).

Improving the quality of service at Shell gas stations such as good and friendly service to consumers, a comfortable place when transacting fuel purchases and the commitment of Shell gas stations in providing quality fuel products, this is in line with his book entitled *Quality Management For Organizational Excellence: Introduction to Total Quality 8<sup>th</sup> ed* Consumer trust in Shell gas stations is supported by Shell Companies that already have a strong brand influence as an Goetsch & Davis, (2016). oil and gas company in Indonesia and internationally. Consumer

confidence is also a strong factor in the survival of private gas stations in Indonesia since 2005 until now amid a lot of competition in the public fuel distribution business in Indonesia.

#### **The Effect of Sales Promotion on Trust**

Based on the research above, it can be explained that *sales promotion* negatively affects *trust* or consumer trust. This is not in line with previous research which explains that promotional sales have a positive influence on consumer confidence. This research is also a new finding where in the fuel distribution industry to consumers or the general public, the promotion that can reduce the level of consumer confidence in the product offered, namely fuel. Consumer trust can be judged by the strength of the brand image of its products or consumer trust can be built from the commitment of gas stations in providing good service to consumers. (Purwianti & Syriac, 2021).

#### **The Influence of Brand Image on Purchase Decisions**

The above research shows that *brand image* has a *positive and significant* influence on purchase decisions, this is in line with previous research by *which showed that the influence of positive brand image* on interest in consumer purchase decisions Arianty (2017) and Sari and Dhewi, (2022). The strength of *brand image* is a factor that can influence consumer interest in determining the process of choosing products to be purchased.

With the influence on this research, brand image is something that must be considered for gas station provider companies to continue to maintain a good commitment in maintaining their brand image.

#### **The Effect of Sales Promotion on Purchase Decision**

Based on the research above, sales promotion *has a positive and significant influence on purchase decisions, this is in line with previous research* by which explains that Marbun et al (2022) and Bhatti (2018), sales promotion can affect consumer buying interest. This is supported by an explanation from his book entitled marketing management, that promotion is an important part of the marketing process. The influence on this study is also in line with that promotional activities related to persuasion where this determines a commodity or service that aims to influence the minds of consumers (Wibowo, 2019) (Nangoy & Tumbuan, 2018).

Promotions carried out at Shell gas stations such as discounts, bundling prices and attractive prizes can attract consumers in making purchasing decisions. Appropriate and targeted promotions will attract consumers to buy a product or service. This is also in line with previous research by that sales promotion affects Purwianti and Syriac, (2021) *purchase decisions*.

#### **The Effect of Trust on Purchase Decisions**



The research above shows that *Trust* has a positive and significant influence on purchasing decisions. This is in line with previous research which shows that the influence of consumer feelings causes confidence in determining purchasing decisions (Purwianti & Syriac, 2021).

The sense of *Trust* that arises in the minds of consumers will provide a sense of comfort and confidence to consumers in using or purchasing fuel at Shell gas stations. *Trust* is obtained not easily, it takes a process and commitment for Shell gas stations to provide *Trust* to their consumers.

#### **The Effect of Brand Image on Trust-Mediated Purchase Decisions**

Based on the research above, it shows that *brand image* has a positive and significant influence on purchasing decisions mediated by *Trust*. A positive and good *brand image* will create a level of consumer confidence in the products or services at Shell gas stations so that they can attract consumers to buy and make transactions at Shell gas stations.

Trust becomes a supporting factor for consumers after the strength of brand image is formed in the minds of consumers and consumers. Without consumer trust, a good and positive *brand image* will not be formed for consumers. This can affect purchasing decisions made by consumers. This can be an input for Shell companies that are the *principle of* Shell gas stations in Indonesia in building the strength of its brand image.

#### **The Effect of Sales Promotion on Purchase Decisions Mediated by Trust**

Based on the research above, it shows that *sales promotion* has a negative influence on trust-mediated purchasing decisions. This is not in line with previous research where Ardiansyah & Nurdin, (2020) *sales promotion* has a positive and significant effect on *trust-mediated purchase decisions*. This is a new finding and can be carried out further research with more complex variables in examining the relationship between promotion *Trust* and purchasing decisions in the general fuel distribution business sector (SPBU). Promotions carried out in the general fuel distribution business can reduce the level of consumer confidence and consumer purchasing decisions. This research is an input to Shell companies or Shell gas stations where promotions carried out must be right on target to consumers and not reduce the level of consumer confidence.

#### **CONCLUSION**

Based on the results of research on the influence of Brand Image and Sales Promotion on Purchase Decisions mediated by Trust at Shell gas stations in Jabodetabek, several important findings can be concluded. First, Brand Image has a positive and significant influence *Trust*, showing that a good brand image builds consumer trust in Shell gas stations. Second, sales promotion turns out to have a negative and insignificant effect *Trust*, indicating that excessive or

inappropriate promotion can damage consumer confidence. Third, Brand Image and Sales Promotion have a positive and significant influence on consumer purchasing decisions. Fourth, Trust has a positive and significant influence on purchasing decisions. Fifth, Brand Image also has a positive and significant influence on purchasing decisions mediated by Trust, showing that a good brand image can influence purchasing decisions through increased consumer trust.

In terms of suggestions, this study provides recommendations for future research to develop further theories and explore other variables that can influence consumer purchasing decisions. For companies, the research suggests paying more attention to brand image, consumer trust, and appropriate promotions to maximize their influence on purchasing decisions. For consumers, the study provides insight into the importance of brand image, trust, and appropriate promotion in purchasing decision making.

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