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Influence of Brand Image and Word of Mouth on the Decision to Purchase an iPhone Brand Phone Through Brand Trust as a Mediating Variable at Reza Cell Shop, Senggol Market, Lumajang

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ABSTRACT

This study analyzes the influence of brand image and word of mouth on iPhone purchasing decisions, with brand trust as a mediating variable. This study uses a quantitative, explanatory design. The research population consists of consumers who have purchased an iPhone from Reza Cell Store, using a simple random sampling technique. Data were collected via a Likert-scale questionnaire and analyzed using the Partial Least Squares–Structural Equation Modeling method. The study's results indicate that brand image and word of mouth have a significant effect on brand trust. Brand trust has been shown to have a significant effect on purchasing decisions, whereas brand image does not. Word of mouth has a significant effect on purchasing decisions. The results of the mediation test indicate that brand trust mediates the relationship between brand image and purchasing decisions, but does not mediate the relationship between word of mouth and purchasing decisions. This research provides theoretical contributions by strengthening the role of brand trust as a connecting mechanism between brand perception and purchasing behavior, as well as practical implications for business actors, including increased consumer trust and the encouragement of purchasing decisions through effective marketing strategies.

Keywords: Brand Image; Word of Mouth; Brand Trust; Purchasing Decision

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INTRODUCTION

Increasingly fierce business competition requires companies and entrepreneurs to implement various strategies to ensure their products are recognized by all levels of society, from the upper middle class to the lower middle class. One strategy currently widely used is promotional activities through social media, which are considered effective in introducing and marketing goods and services to the wider public. Marketing is defined as the process of organizing institutions and activities to create, communicate, deliver, and exchange offerings that have value

for customers, clients, and society at large (Kotler, 2022). According to data presented by Market*Smartphone* in Indonesia, the iPhone brand of mobile phones is the top choice for Indonesians, perhaps because the technology and features it offers are well-suited to the needs of the general public, such as a good camera, ample storage, and a unique model. Another advantage of this brand is its *service center, which* is easy to find or is available everywhere, with the price of each component frame being very low and having good quality or the same as the original. Reza Cell is an electronic equipment sales counter that focuses on mobile phone products (*cellphones*), especially the iPhone brand. This counter provides two types of products, namely new units and used units, or used ones that are still usable. Reza Cell was founded in 2018 and is located in Pasar Senggol, Lumajang. The choice to sell mobile phones was made because, currently, the cellphone has become a primary need for all levels of society, both to support educational activities, work, and social communication between individuals and families. As these needs increase, competition in the cellphone sales sector is getting tighter, marked by the emergence of many new counters as competitors. Each counter has its own strategy to attract consumers to buy products from it. In the mobile phone sales industry, particularly smartphones, competition between brands is intensifying as the public's need for communication technology increases. The iPhone brand is one product that has a strong market share and is widely recognized by consumers. This phenomenon is also seen at the Reza Cell Store, which shows fluctuations and increases in iPhone sales from August to December. In August, Reza Cell managed to sell fourteen iPhones. Sales decreased in September to ten units, but increased again in October to sixteen units, then rose to eighteen units in November, and reached twenty-three units in December, for both new and used products. This phenomenon indicates the existence of certain factors that influence consumer purchasing decisions. Various promotional activities undertaken by businesses aim not only to increase short-term sales but also to build brand image and brand trust. These two factors are crucial because consumers tend to have strong brand memories and trust levels that influence their purchasing decisions.

According to Aaker (2010), brand image is how consumers and others view a brand, which is formed from consumer perceptions and assessments, both positive and negative. Kotler (2016) states that brands have the ability to influence consumer intentions in choosing preferred products, where consumers tend to choose brands that are considered to have the best quality based on their perceptions. Research by Solikhul Khadi (2023) found that brand image has a positive effect on purchasing decisions, in line with the findings of Frisca Prisilia (2022), which showed that brand image has a significant influence on consumer purchasing decisions. Thus, brand image can be understood as a consumer's perspective on a product, which is one of the main keys in making purchasing decisions. In addition to brand image, brand trust is also a crucial factor in increasing sales. Consumers who purchase iPhones at Reza Cell generally have prior experience using iPhone products, fostering confidence that the brand is the best choice. Brand trust is defined as a brand's ability to build trust stemming from consumers' belief that the product delivers the promised value and demonstrates good faith that prioritizes consumer interests (Delgado in Rizan, 2012). Research by Yan Khanafi (2021) indicates that brand trust plays a significant role in influencing purchasing decisions for Instinct products in Samarinda City. Research by Retno Hartanti (2022) also found that brand trust influences purchasing decisions for Scarlet Whitening products. This suggests that trust plays a role in building consumer loyalty, encouraging repeat purchases, and is influenced by consumers' past experiences.

Another factor contributing to the increase in iPhone sales at Reza Cell Store is word of mouth, which is a word-of-mouth promotion carried out by consumers to other potential customers or by employees who recommend products directly. Word of mouth is an effective, low-cost marketing method because it leverages consumer experience to convey information to others. However, the success of this strategy depends heavily on product quality and service, thus building long-term bonds between sellers and consumers. Silviana (2021) states that word of mouth is a marketing activity that encourages consumers to discuss, promote, and recommend a product to other consumers. Kotler (2022) explains that word of mouth includes oral, written, and electronic

communication between individuals who share experiences in purchasing or using a product. Research related to the influence of word of mouth shows inconsistent results. Yan Khanafi (2021) found that word of mouth had no significant effect on purchasing decisions for Instinct products in Samarinda City, while Wahyu Anggar Saputra (2020) stated that word of mouth had a significant effect on purchasing decisions for Samsung cellphones.

Although numerous studies have examined the influence of brand image, brand trust, and word of mouth on purchasing decisions, most previous studies were conducted separately and within different product and regional contexts. Furthermore, previous research has shown inconsistent findings, particularly regarding word of mouth, which in some studies has not shown a significant influence on purchasing decisions. Therefore, this study has novelty by simultaneously examining the influence of Brand Image, Brand Trust, and Word of Mouth on iPhone purchasing decisions in the context of a local retail store, namely Toko Reza Cell. This study also strengthens theoretical contributions by critically positioning these variables within the marketing literature framework and provides stronger academic justification through observations of empirical phenomena occurring in the field. Thus, this study is expected to fill existing research gaps and provide new contributions to the development of marketing studies, particularly in the context of consumer behavior of technology products. Based on the differences in previous research findings regarding the influence of brand image, brand trust, and word of mouth on purchasing decisions, there is an empirical gap that requires further study. This inconsistency in findings suggests that the influence of these three variables can vary depending on the research context, product type, and consumer characteristics. The urgency of this research lies in the importance of understanding the factors influencing consumer iPhone purchasing decisions at the retail level, particularly at Reza Cell Store. This understanding is expected to assist businesses in formulating more effective and sustainable marketing strategies. The aim of this research isTo Describe*Brand Image, Word of Mouth, Brand Trust*and the Purchase Decision of the iPhone Brand Cell Phone at the Reza Cell Store in Lumajang, to analyze the influence*Brand Image* on the decision to purchase an iPhone at the Reza Cell counter, to analyze the influence*Wotd of Mouth* on the decision to purchase an iPhone at the Reza Cell counter, to analyze the influence*Brand image* to *Brand Trust* iPhone brand cellphone buyers at Reza Cell, To analyze the influence*Wotd of Mouth* to *Brand Trust* iPhone brand cellphone buyers at Reza Cell, To analyze the influence*Brand Trust*on the decision to purchase an iPhone brand cellphone at Reza Cell, to analyze the influence*Brand image*on purchasing decisions through*Brand Trust* iPhone brand cellphone buyers at Reza Cell, To analyze the influence *Wotd of Mouth*on purchasing decisions through*Brand Trust* iPhone brand cellphone buyers at Reza Cell.

Theory of Planned Behaviour (TPB)

Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) introduced by Fishbein and Ajzen in 1975. Ajzen noted that TPB has been widely accepted as a tool for analyzing the differences between attitudes and intentions, as well as between intentions and behavior. In this context, the application of TPB to explain the phenomenon of whistleblowing can help address some of the limitations of previous research and provide a framework for understanding the gap between attitudes and behavior that has been widely identified by Blenkinsopp. (2009). Theory of Planned Behavior. The TPB is highly relevant to explaining whistleblowing fraud detection intentions, given that this action is based on complex psychological processes (Gundlach, 2003). The TPB states that a person's behavioral intentions are determined by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control.

Brand Image

Brand Image Rangkuti (2021:90) states that brand image refers to the perception of a brand related to associations embedded in consumers' memories. Some marketing tools that can be used to shape a brand image include the product itself, packaging or label, brand name, logo, color, sales promotion, retailer, advertising, and all other types of promotions, price, brand owner, country of origin, as well as target market and product usage. Keller (2012: G1), brand image is the perception

and beliefs of consumers reflected in the associations stored in their memories. This can be interpreted as views and beliefs reflected in consumers' minds and memories, which may be formed from previous information or experiences with the brand. Kotler (2012:10) states that all companies strive to build a brand image with strong, positive, and unique associations. From this statement, it can be concluded that every company strives to create a strong and unique brand image to obtain optimal benefits. Dobni (1990), as quoted in Erna (2022:166), states that brand image is a concept formed by consumers based on subjective reasons and personal emotions.

Brand Trust

Delgado (2020) states that expectations regarding a brand's reliability and goodwill are referred to as brand trust. Brand trust includes two main components: brand reliability and brand intention. Brand reliability is the consumer's belief that a product is capable of fulfilling promised value or fulfilling desires and providing satisfaction. This reliability is very important in building trust in a brand because brand capabilities can increase promised value, thereby providing customer confidence in similar satisfaction. Meanwhile, brand intention is based on customer confidence that a brand will prioritize customer interests when unexpected product consumption problems arise. Ferrinadewi (2021) states that brand trust is the ability of a brand to be trusted (brand reliability), which is based on consumer confidence that the product can deliver the promised value. Brand intention is based on consumer confidence that the brand is able to prioritize consumer interests. Kertajaya (2021) states that from a company's perspective, brand trust is the brand's ability to create memorable and sustainable experiences for consumers in the long term, based on the brand's integrity, honesty, and decency.

Word of Mouth

Word of Mouth is a positive word of mouth communication that can reduce marketing promotion costs because this promotional method is relatively cheaper compared to the use of advertising Riva'i, 2009). Susilawati. (2021) states that word of mouth is like free and powerful advertising to communicate products or services to consumers. Sumardy (2021: 63) states that Word of mouth is a marketing strategy in which consumers are encouraged to talk, promote, recommend, and even sell products to other consumers. Keller (2012) defines word of mouth marketing as oral, written, and electronic communication between people related to the advantages or experience of buying or using a product or service.

Purchase Decision

Tjiptono (2022) states that a purchasing decision is a process in which consumers view and search for problems. Information about a particular product or brand and the proper evaluation of each of these options. Solving problems, which leads to a purchasing decision. Arfah (2022) states that a purchasing decision is a crucial stage in the purchasing process where consumers must choose among several available options before committing to purchasing a particular product. A purchasing decision is the final stage of the buying and selling process carried out by sellers and buyers after obtaining various information about the products or services being sold or offered.

Hypothesis

Sugiyono (2020) states that a hypothesis is a temporary response to a problem formulation. Because it is still preliminary, it must be proven with collected empirical data.
The hypothesis in this study is:
H1: There is an Influence of Brand *Image* on *Brand Trust*
H2: There is an Influence of Brand *Image* on the Purchase Decision
H3: There is an Influence of Brand *Trust* on the Purchase Decision
H4: There is an Influence of Word *of mouth on brand trust*
H5: There is an influence of Word *of Mouth* on the Purchase Decision
H6: There is an Influence of Brand Image on purchasing decisions through brand trust
H7: There is an Influence of Word *of Mouth on* Purchasing Decisions Through Brand *Trust*

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Kerangka Konseptual

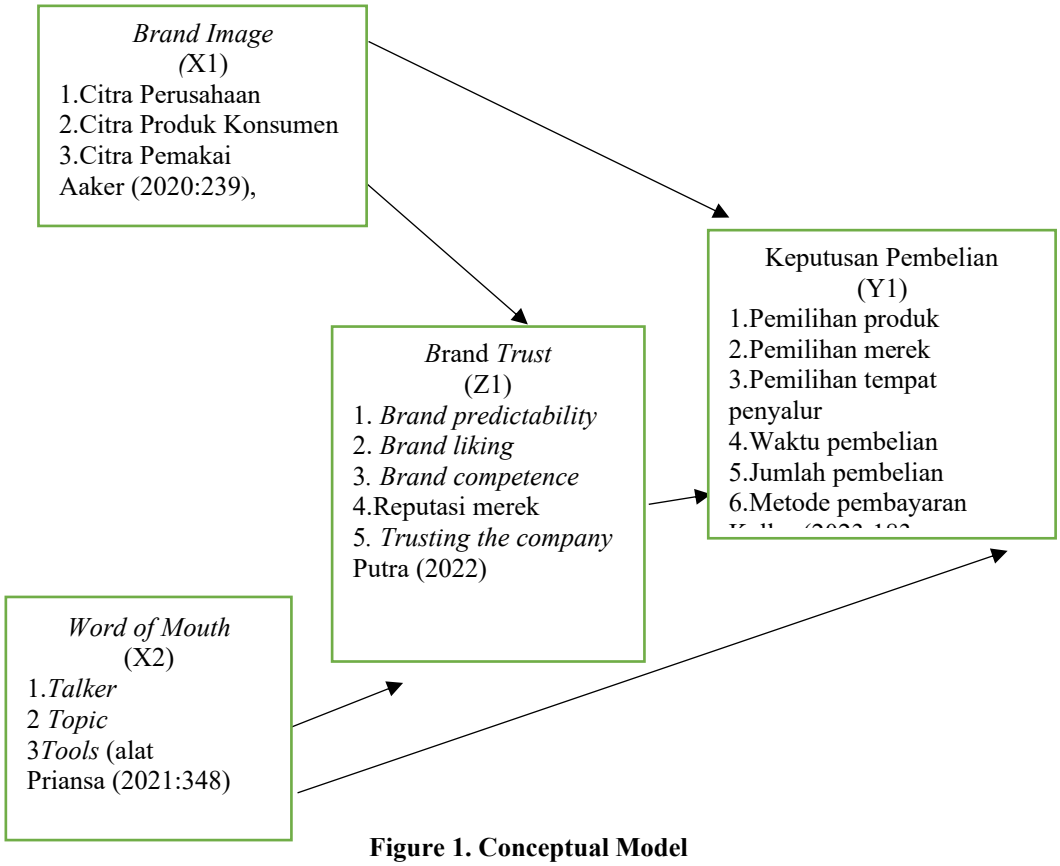

Figure 1. Conceptual Model
Source: Developed by the author, 2025

METHODS

Based on the objectives of this research, the research design is a causal research design. According to Sanusi (2014:14), a causal research design is a research design designed to examine the possibility of a causal relationship between variables. This design is generally related to the cause-and-effect relationship that researchers have been able to estimate, so that researchers can state the classification of variables, causes, intervening variables, and dependent variables. The approach used in this study, namely the quantitative approach, the process of which begins with the preparation of a theoretical model and analysis as the basis for submitting a temporary statement (hypothesis), after which it continues with the operationalization of the concept, and finally, the conclusion as a research finding.
The population in this study was iPhone buyers at the Reza Cell store in Pasar Senggol, Lumajang. The exact population size is unknown.

Sample
The sample in this study was taken from a portion of the entire population studied, thus being considered representative of the entire population. The sample size was determined using the Hair formula. *et al.* (2013). The use of the Hair formula is due to the size of the research population not being known with certainty. According to Hair et *al.* (2013), a good sample size ranges from 100-200 respondents and can be adjusted to the number of indicators used in the questionnaire, assuming

5-10 times the number of existing indicators. In this study, 17 indicators were used. Therefore, this study used the Hair formula. *et al.* (2013).

5 x 17 to 10 x 17 samples 5 x 17 = 85 to 10 x 17 = 170 samples

Based on the calculation above, the minimum sample size is 85, and the maximum is 170 samples, so researchers can adjust to the research conditions by using the assumption of 10 times the number of indicators or as many as 170 respondents.

Sampling Techniques

The sampling technique used in this study was simple random sampling. According to Sugiyono (2017), *Simple Random Sampling is* the taking of sample members from a population, which is done randomly without paying attention to the strata in that population.

Data Collection Techniques

Data collection in this research is intended to provide relevant, accurate material or data for the study. Therefore, it is necessary to use a good and appropriate data collection method. This research method used a questionnaire. Researchers conducted online sampling using Google Forms and distributed questionnaires via WhatsApp. The questionnaires were structured using a Likert scale and then distributed to respondents. The measurement scale used in this study was the Likert scale. The Likert scale is the easiest to use. The Likert scale uses several questions to measure individual behavior by responding to each question on a five-point scale: strongly agree, agree, undecided, disagree, and strongly disagree.

Table 1. Variable Indicator

No	Variables	Indicator	Statement Items
1	Brand Image (X1) Aaker & Biel in Keller & Swaminathan (2020:239),	Corporate Image (Corporate Image), (X1.1)	I have my own point of view regarding the IPHONE brand HP product that I want to buy. I have my own reasons for buying an iPhone brand cellphone.
		Product/consumer image (product Image) ($X_{1.}2$)	I bought it because I wanted to get the benefits of the IPHONE brand HP product that was offered. I bought it because I wanted to use the features available on the iPhone brand cell phone.
		User image (User Image) ($X_{1.}3$)	I bought an IPHONE brand cellphone because I wanted to gain social status in society. I bought an iPhone to be seen as more prestigious in society.
2	Word of Mouth (X2) The Bride (2021)	Talker(talk) ($X_{2.}1$)	I bought an IPHONE brand cellphone at Reza Cell because I got information from relatives and close friends. I chose to buy an iPhone brand cellphone at Reza Cell because I trusted the recommendations given by my relatives and people close to me.
		Topic(topic) ($X_{2.}2$)	I purchased an IPHONE brand cellphone at Reza Cell because I got a good price offer and facilities. I decided to buy an iPhone brand cellphone at Reza Cell because I was satisfied with the price and facilities they offered.

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		3Tools(tool) ($X_{2.}3$)	I made a purchase of an IPHONE brand cellphone at Reza Cell because I got information through blogs, websites, and social media. I made a purchase of an iPhone-brand cellphone at Reza Cell because I got information through blogs, websites, and social media.
3	Purchase Decision (AND) Keller (2020)	Product selection ($Y_{.1}$)	I purchased because I was interested in the quality of the IPHONE brand cellphone that was offered. I am interested in buying an iPhone brand cellphone because of its reputation as a quality and trusted brand.
		Brand selection ($Y_{.2}$)	I made a purchase of an IPHONE brand cellphone because I was interested in a well-known/trusted brand. I bought an iPhone from a trusted seller because I was attracted by the discount offered.
		Selection of distribution location ($Y_{.3}$)	I chose a service provider that sells trusted IPHONE brand cellphones because I was attracted by the discounts they offered. I am interested in buying an iPhone brand cellphone because of its reputation as a quality and trusted brand.
		Time of purchase ($Y)_{.4}$)	I made a purchase of an iPhone brand cellphone during the promotional period for big days such as Eid, Christmas, and the end of the year. I take advantage of big holiday promotions such as Eid, Christmas, and the end of the year to buy an iPhone at a more affordable price.
		Total purchases ($Y_{.5}$)	I bought an iPhone-brand cellphone when it was on a big discount. I bought more than 1 iPhone-brand cellphone during a big discount to get a lower price. I chose the direct payment type (cash) rather than a transfer when purchasing an iPhone brand cellphone. I chose the transfer payment type when purchasing an iPhone brand cellphone.
		Payment methods (Y.6)	
4	Brand Trust (Z) Son (2020)	Brand predictability (brand predictability) ($Z_{.1}$)	I can predict the capacity of a product, especially the IPHONE brand of cell phone. I am able to analyze and estimate the capacity and potential of a product, especially the iPhone brand.
		Brand liking (brand preference) ($Z_{.2}$)	I have a feeling of liking the HP brand IPHONE products offered by the seller. I am interested in the iPhone brand HP product offered by the seller.

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	Brand competence (brand competition) ($Z_{.3}$)	I have confidence in the IPHONE brand that I want to buy to solve the problems and needs that I have. I have confidence that the iPhone is capable of providing convenience and practical solutions for all my needs. I trust the reputation of the IPHONE brand product that I want to buy. I am confident in the reputation and excellence of the iPhone as a quality and trusted product.
	Brand reputation: The good name of a brand (Z.4)	I trust the IPHONE Company that produces the product I am going to buy.
	Trusting the company (trust in the company) (Z.5)	I believe that the iPhone company has a reliable reputation and quality in every product they produce.

Source: primary data analysis, 2025

Table 2. Convergent Validity Test Results (Outer Loadings)

Variable	Indicators	Outer Loading Range	Remarks
Brand Image	6	0.629–0.945	Valid*
Word of Mouth	6	0.737–0.967	Valid
Brand Trust	10	0.629–0.975	Valid*
Purchasing Decision	12	0.656–0.983	Valid*

Source: primary data analysis, 2025

RESULTS AND DISCUSSION

The purpose of the overall measurement model is to analyze the validity and fit of the three latent variables simultaneously. If the overall measurement of this model can meet the requirements of convergent validity and model fit, then the model can be continued to the next stage of the structural model. The results of the overall measurement model are as follows:

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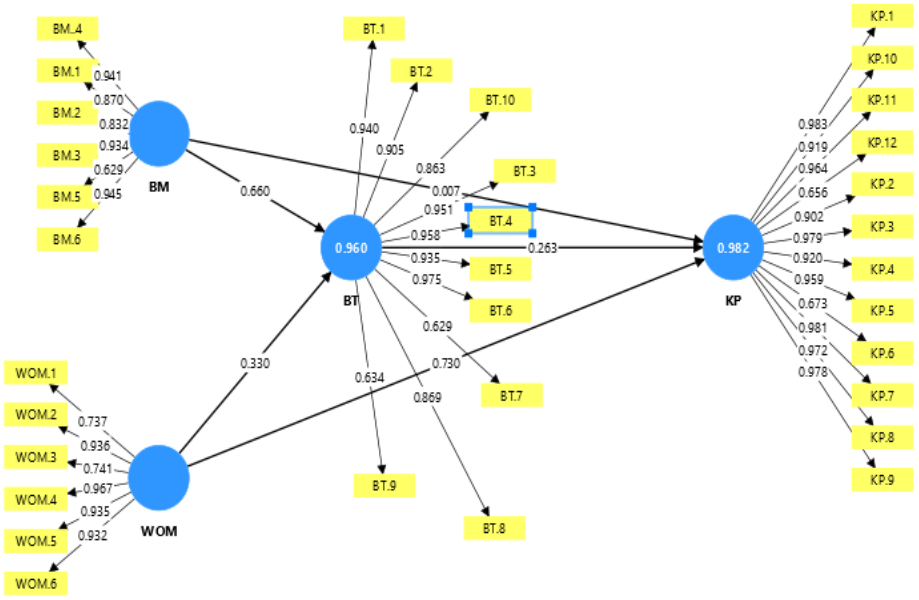

Figure 1. PLS-SEM Structural Model Results
Source: Primary data processed using SmartPLS 4 software

Table 3. Composite Reliability

	Alfa Cronbach	Keandalan komposit (rho_a)
BM	0,929	0,946
BT.	0,963	0,972
KP	0,981	0,985
WOM.	0,940	0,959

Source: Primary data processed using SmartPLS 4 software

Information obtained from the results of the construct reliability and validity in the reliability test results table using Cronbach's alpha values: the highest reliability value is the Purchase Decision variable at 0.981, indicating a level of consistency in respondents' answers of 98.1%. Then the variable Brand Trust has a reliability value of 0.963, indicating a consistency level of 96.3%. Then the variable Word *of Mouth has* a reliability value of 0.940, which indicates a consistency level of 90.4%. The variable Brand Image has a reliability value of 0.929, indicating a consistency level of 92.9%. These four variables have a reliability value greater than 0.600 using Cronbach's alpha and a composite reliability value greater than 0.7. Therefore, the variables Brand *Image, Brand Trust, Word of Mouth, and* the Purchasing Decision variable are declared reliable, so all research variable indicators can be used in further analysis.

Table 4. Fornell-Larcker Criterion

	BM	BT.	KP	WOM.
BM	0,783			
BT.	-0,168	0,750		
KP	-0,040	0,768	0,826	
WOM.	-0,083	0,814	0,758	0,844

Source: Primary data processed using SmartPLS 4 software

Based on the Fornell-Larcker Criterion results table, the variable *Brand Image has* a value of 0.783; this value is greater than the correlation with other variables, namely -0.168, -0.40, and -0.083, so it

can be concluded that the discriminant validity is met. However, the variable Brand *Trust* has a value of 0.750; this value is smaller than the correlation with other variables, namely 0.768 and 0.814, so it can be concluded that the discriminant validity is not fulfilled. The Purchase Decision variable has a value of 0.826; this value is greater than the correlation with other variables, namely 0.758, so it can be concluded that the discriminant validity is fulfilled. The variable Word *of Mouth has* a value of 0.844; this value is greater than the correlation with other variables, namely -0.083, 0.814, and 0.758, so the discriminant validity is met. Based on this, for the Fornell-Larcker Criterion test, it is concluded that the discriminant validity has been met.

The Analysis of Variance (R^2) is used to see how the independent variable affects the dependent variable. The R^2 value is shown in the table below:

Table 5. Coefficient of Determination (R-Square) Results

	R-square
Brand Trust	0.673
Kepitusan Pembelian	0.647

Source: Primary data processed using SmartPLS 4 software

The table above explains how much influence the independent variable has on the dependent variable. Brand Trust has an R-square value of 0.673, meaning that 67.3% of the variation in the dependent variable can be explained by the brand awareness variable, and the purchasing decision variable has an R-square value of 0.647, indicating that 64.7% of the variation in the dependent variable can be explained by the purchasing decision.

Table 6. Goodness of Fit Index

	Rata-rata varians diekstraksi (AVE)
BM	0.612
BT.	0.563
KP	0.683
WOM.	0.712

Source: Primary data processed using SmartPLS 4 software

Based on the AVE value table, it can be seen that the AVE value is above 0.5 for all variables. This indicates that all variables have a fairly high discriminant validity, because they exceed the AVE value limit. Overall, the variables have an Average Variance Extracted (AVE) value that exceeds the recommended or minimum threshold. This means that the four variables in this study are valid and all indicators have met the construct validity criteria. Overall, the variables have a value. Average Variance Extracted (AVE) exceeds the recommended or minimum threshold. This means that the four variables in this study are valid, and all indicators have met the construct validity criteria. This study also used the Fornell-Larcker Criterion to test validity. The Fornell-Larcker Criterion states that the square root of the Average Variance Extracted (AVE of a construct, shown on the diagonal of the table, must be greater than the correlation between the construct and other constructs (values outside the diagonal). If this criterion is met, then the discriminant validity can be said to be good.

Hypothesis Testing

By looking at the significance values, t-statistics, and p-values from bootstrapping, a hypothesis can be accepted or rejected. The research model for this study is outlined in the following table.

Table 7. Hypothesis Testing Results (Path Coefficients, t-Statistics, and p-Values)

	Sampel asli (O)	T statistik (|O/STDEV|)	Nilai P (P values)
BM -> BT.	0.660	5.078	0.000
BM -> KP	0.007	0.099	0.921
BT. -> KP	0.263	2.634	0.008
WOM. -> BT.	0.330	2.551	0.012
WOM. -> KP	0.730	8.610	0.000

Source: Primary data processed using SmartPLS 4 software

Table 8. Mediation Effect Results (Indirect Effects, t-Statistics, and p-Values)

	Sampel asli (O)	Tstatistik (|O/STDEV|)	Nilai P (P values)
BM -> BT. -> KP	0.173	2.415	0.016
WOM. -> BT. -> KP	0.087	1.516	0.130

Source: Primary data processed using SmartPLS 4 software

Influence Brand Image to Brand Trust

The results of data analysis in this study show that Brand Image has a significant impact on Brand Trust. Based on the results of the hypothesis testing that has been conducted, it can be concluded that the first hypothesis (H1) is accepted, which states that brand image influences brand trust in iPhone purchases at Reza Cell Pasar Senggol Lumajang, because the strong, positive, and widely recognized iPhone brand image is able to build consumer trust in the quality, reliability, and consistency of the product performance offered. Acceptance of this hypothesis indicates that the better consumer perception of the iPhone brand image, which is reflected in brand reputation, product quality, design, and technological innovation, the higher the level of brand trust felt by consumers, even though purchases are made through local reseller stores. The results of this study are in line with Sallam's (2021) study, which states that a positive brand image has a significant influence on brand trust because it is able to build consumer confidence in the brand's credibility and commitment to fulfilling its quality promises. This finding is also supported by Dwivedi et al.'s (2021) study, which explains that a strong brand image plays an important role in reducing risk perception and increasing consumer trust, especially in technology products with high levels of involvement, such as smartphones. In addition, research in Indonesia conducted by Putri and Yasa (2022) and Hidayat, Suryani, and Nurhadi (2023) showed that brand image has a positive and significant effect on brand trust in electronic products, where consumers tend to trust brands that have a good reputation and are more widely known in the market.

No Influence of Brand Image on the Purchase Decision

The results of the study show that Brand Image does not have a significant effect on Purchasing Decisions. H2 is Rejected. This finding shows that even though consumers have a positive perception of brand image, this does not necessarily encourage them to make a purchase. Theoretically, Brand Image is the consumer's perception of a brand based on associations stored in their memory, such as logos, quality, and reputation (Keller, 1993). Meanwhile, the Purchase Decision is the final stage in the consumer process marked by the actual act of purchasing a product or service (Kotler & Keller, 2016). However, in the context of this study, the absence of a significant influence can be caused by several things, including: Consumers are more rational than emotional. This finding is in line with several previous studies, which show that brand image does not always have a direct influence on purchasing decisions. Several studies that support this include: Gunawan and Octavia (2020) in their journal entitled"Analysis of the Influence of Brand Image and Price on Xiaomi Smartphone Purchase Decisions" stated that brand image does not have a significant influence on purchasing decisions, while price is a more dominant factor. Tjiptono, F. (2015) stated that in markets with high commodity levels, such as electronics and fast-moving consumer goods (FMCG), brand image is not the only main consideration in purchasing decisions, but is influenced by availability and added value. Zameer et al. (2012) in their research entitled"The Impact of Brand

Image on the Consumer Buying Behavior: A Case Study of Footwear Industry in Pakistan" found that brand image did not have a significant influence on purchasing decisions, but rather brand loyalty and brand awareness played a greater role. Hidayat and Kusumawati (2017) in the journal"The Influence of Brand Image and Product Quality on Purchasing Decisions with Satisfaction as a Mediating Variable" also found that brand image does not have a direct effect, but only has an indirect effect through customer satisfaction.

The Existence of Influence of Brand Trust on the Purchase Decision

The results of this study show that Brand Trust has a significant influence on Purchasing Decisions.H3 Accepted. This finding supports the hypothesis that the higher the level of consumer trust in a brand, the more likely they are to purchase products from that brand. Theoretically, Brand Trust is the consumer's belief that a brand will consistently fulfill their promises and expectations (Delgado-Ballester et al., 2003). Brand trust is built from consumer experience with product quality, service reliability, and consistency of brand communication. When consumers feel that a brand is trustworthy, they tend to feel safe and confident in making purchases. The influence of brand trust on purchasing decisions can be explained through the following factors: Reducing Perceived Risk. Consumers often face uncertainty when choosing a product. Brand trust helps reduce the perception of risk, so consumers feel more confident and faster in making purchasing decisions (Chaudhuri & Holbrook, 2001). Building Loyalty and Positive Reputation. High trust in a brand encourages consumers to make repeat purchases and even recommend it to others, which indirectly also increases the purchase intention of new consumers. Psychological and Emotional Influences Brand trust creates an emotional bond between consumers and brands. Consumers feel comfortable and appreciated, so purchasing decisions are easier to make compared to brands that are unknown or whose integrity is in doubt. This research is in line with research conducted by Yan Khanafi (2021), which found that the variable Brand Trust has a positive and significant influence on the purchasing decision of Instict products in Samarinda city, and this research is also in line with research conducted by Retno Hartanti (2022), which found that the variable Brand Trust has a positive and significant influence on the decision to purchase Scarlet whitening products. Brand Trust is consumer trust in a product or company that makes the product, which is deliberately created either through brand image or other things that concern consumer trust in the product being sold or the product being offered.

The Existence of Influence: Word of Mouth Regarding Brand Trust

The results of this study show that Word of Mouth (WOM) has a significant influence on Brand Trust (brand trust). H4 Accepted. This finding strengthens the notion that opinions and recommendations from others, both directly and through digital media, play an important role in shaping consumer perceptions of brands, especially in terms of trust. Word of mouth is a form of communication between consumers regarding experiences, opinions, or information about a particular product or service (Westbrook, 1987). WOM can be positive or negative and is often considered more credible than formal advertising because it comes from the real experiences of others. Meanwhile, Brand Trust is the consumer's belief that a brand is reliable, honest, and able to fulfill the promises communicated (Delgado-Ballester et al., 2003). These results are in line with various previous studies, which also found that WOM has a significant influence on Brand Trust. Sweeney, Soutar & Mazzarol (2008), in the journal"Word-of-mouth: Measuring the Power of Individual Messages," stated that WOM greatly influences brand trust because of its interpersonal nature and has a higher level of trust than advertising. Ladhari & Michaud (2015), in their study"eWOM Effects on Hotel Booking Intentions: A Mediation Analysis of Trust in eWOM," found that trust in WOM information is an important factor that shapes consumer trust in hotel brands. Pradana, M., & Suharto, R. (2020), in the journal"The Influence of Electronic Word of Mouth on Brand Trust and Its Impact on Online Fashion Product Purchasing Decisions," concluded that e-WOM has a direct and significant effect on brand trust. Wijaya, H., & Astuti, R. (2021) stated that consumers who frequently hear or read other people's positive experiences about a brand tend to build trust more quickly towards that brand, especially in the service and e-commerce industries.

The Existence of Influence of Word of Mouth on Purchase Decisions

Based on the results of data analysis in this study, it was found that Word of Mouth (WOM) has a significant influence on Purchasing Decisions. H5 is Accepted. This finding shows that communication between individuals about a product or brand, either directly (offline) or through digital media (online), can influence consumer intentions and actions in making purchases. Word of Mouth (WOM) is an informal communication process that occurs between consumers regarding experiences, opinions, or recommendations for a product or service (Kotler & Keller, 2016). WOM is often considered more credible because it comes from people who do not have direct commercial interests. This finding is in line with various previous studies that concluded that Word of Mouth plays an important role in influencing purchasing decisions. Arndt (1967), in his classic study, stated that WOM is one of the most effective forms of marketing communication in influencing consumer behavior because it is interpersonal and has high credibility. Cheung & Thadani (2012), in a study entitled"The impact of electronic word-of-mouth communication: A literature analysis and integrative model," show that e-WOM significantly influences consumer perceptions, intentions, and purchasing decisions. Lis, B. (2013), in his article"In eWOM we trust: A framework of factors that determine the eWOM credibility," confirms that WOM, especially that which is considered credible, has a major influence on consumer confidence and decisions in purchasing products online. Wulandari & Rahayu (2020), in the journal"The Influence of Electronic Word of Mouth and Price on Online Fashion Product Purchase Decisions," found that e-WOM has a positive and significant influence on purchasing decisions, especially among the millennial generation. Saputra & Hidayat (2021) concluded that WOM not only influences consumers' initial perceptions of a brand but also plays a direct role in driving the final decision to purchase the product.

Brand Trust significantly mediates the relationship between Brand Image and Purchase Decision.

Based on the results of testing the sixth hypothesis (H6), it can be concluded that Brand Trust significantly mediates the relationship between Brand Image and Purchase Decision, so that H6 is accepted, which indicates that a positive iPhone brand image not only has a direct influence on purchase decisions, but also has an indirect influence through the formation of consumer trust in the brand. Acceptance of H6 indicates that Brand Image. The strong iPhone brand, which is reflected in its brand reputation, product quality, premium design, and technological innovation, first builds Brand Trust. This trust then drives consumers to make purchasing decisions at Reza Cell Pasar Senggol Lumajang. This finding aligns with research by Sallam (2021) and Dwivedi et al. (2021), which states that brand trust acts as an intervening variable that strengthens the influence of brand image. Brand Image on consumer behavior, particularly in the context of technology products and global brands. Furthermore, research in Indonesia conducted by Putri and Yasa (2022) and Hidayat et al. (2023) also found that Brand Trust significantly mediates the relationship between Brand Image and Purchasing Decisions, because consumers tend not to make purchasing decisions directly based on brand image alone, but rather through a process of building trust in the quality and reliability of the brand.

Brand Trust does not significantly mediate the relationship between Word of Mouth and Purchase Decisions.

Based on the results of testing the seventh hypothesis (H7), it can be concluded that Brand Trust does not significantly mediate the relationship between Word of Mouth and Purchase Decisions, so that H7 is rejected, which shows that the influence of the iPhone purchasing decision at Reza Cell Pasar Senggol Lumajang does not involve building brand trust. This finding indicates that information, recommendations, and experiences shared by others regarding the iPhone are more directly influencing consumer purchasing decisions, without having to first build in-depth brand trust. In the context of Reza Cell Pasar Senggol Lumajang, consumers tend to use word of Mouth as a practical and fast source of information, especially regarding price, product condition, and user experience, so that purchasing decisions can be made spontaneously without a lengthy brand trust evaluation process. The results of this study are in line with the research of Ismagilova et al. (2020) and Cheung et al. (2021), which state that Word of Mouth, especially those of a personal and contextual nature, has a direct influence on purchasing decisions and is not always mediated by Brand Trust, especially

for products that already have strong brand awareness and reputation, such as the iPhone. Thus, the mediating role of Brand Trust in the relationship between Word of Mouth and Purchase Decisions shows that iPhone consumers rely more on the power of direct social recommendations than the process of forming brand trust, so the rejection of H7 implies that Word of Mouth functions as an independent factor that directly influences purchase decisions at Reza Cell Pasar Senggol Lumajang.

CONCLUSION

Based on the results of descriptive analysis of the research variables, it can be concluded that Brand *Image* and *Word of Mouth are.* The decision to purchase an iPhone brand cellphone at the Reza Cell store, Pasar Senggol, Lumajang, is generally in the good category. *Brand Image: The* iPhone brand at Reza Cell Store, Senggol Market, Lumajang, was in the good category. This indicates that respondents had a positive perception of the iPhone brand image, both in terms of brand identity, brand associations, brand personality, and perceived benefits. The iPhone brand image was considered strong, easily recognized, and had a high reputation for quality and prestige, thus remaining in consumers' minds. *Word of Mouth: The* results at the Reza Cell Store in Pasar Senggol, Lumajang, are also categorized as good. Respondents assessed that information, recommendations, and positive experiences shared by other consumers and those in the surrounding community played a significant role in shaping perceptions and purchasing intentions. This indicates that word-of-mouth communication is an effective and trusted promotional tool among consumers. *Brand Trust:* Consumers' satisfaction with the iPhone brand purchased at the Reza Cell Store, Senggol Market, Lumajang, is in the high category. Consumers feel confident in the product's reliability, the seller's honesty, and the quality of the product offered. This high level of trust indicates that consumers have confidence that the iPhone is able to consistently meet their expectations and needs. The decision to purchase an iPhone brand at the Reza Cell Store, Senggol Market, Lumajang, is in the good category. Consumers show a positive tendency in making purchasing decisions, from the stages of need recognition, information search, alternative evaluation, to the final decision to purchase. This indicates that consumers feel confident and steady in choosing the iPhone as the product purchased at the Reza Cell Store.

Based on testing hypothesis 1, it was concluded that brand image has an impact on brand trust in the purchase of an iPhone at Reza Cell Pasar Senggol Lumajang, because the strong, positive, and widely recognized iPhone brand image can build consumer trust in the quality, reliability, and consistency of the product performance offered. Acceptance of this hypothesis shows that the better consumer perception of the iPhone brand image, which is reflected in brand reputation, product quality, design, and technological innovation, the higher the level of brand trust felt by consumers, even though purchases are made through local reseller stores. Based on testing hypothesis 2, it was concluded that Brand Image does not have a significant effect on Purchasing Decisions. This finding shows that even though consumers have a positive perception of brand image, it does not necessarily encourage them to make a purchase. However, in the context of this study, the absence of a significant effect can be caused by several things, including: Consumers are more rational than emotional. Under certain conditions, consumers may not only consider brand image in making purchasing decisions, but also pay attention to other factors such as price, features, customer reviews, and promotions. In other words, even though the brand image is good, consumers can choose other brands that offer more rational or economical value. Brand image does not reflect real experiences. Brand Image Images created through advertising and social media don't always align with actual user experiences. If consumers have had negative experiences or heard negative reviews from others, a positive brand image won't be enough to influence purchasing decisions.

Based on testing hypothesis 3, it was concluded that Brand *Trust* influences the decision to purchase the iPhone brand cellphone at Reza Cell Pasar Senggol Lumjang. Buyers pay close attention to*Brand Trust* or brand trust of HP IPHONE when making a purchasing decision at Reza Cell Pasar Senggol Lumajang. This is because buyers of HP brand IPHONE at Reza Cell Pasar Senggol Lumajang

already trust the HP brand IPHONE, such as buying the HP brand IPHONE because they have used it and got many benefits after making a purchase, and also seeing promotions carried out by HP brand IPHONE companies on social media, such as throwing HP and pouring water, and it is proven that there is no damage to the HP. This makes the trust of prospective buyers in the HP brand IPHONE even greater and will influence purchasing decisions. Based on testing hypothesis 4, it was concluded that Word *of Mouth* has an impact on Brand *Trust* HP brand IPHONE in Reza Cell Store Pasar Senggol Lumajang. This is because WOM is considered more honest and authentic. Consumers tend to trust opinions from friends, family, or online reviews because they consider the information as a real experience, not a fabricated promotional message. WOM influences initial perceptions of the brand. Before trying a product or service, WOM can be a primary source of information that helps consumers form initial perceptions. If the information is positive and consistent, consumers will have more trust in the brand. The influence of communities and social media. In the digital era, WOM develops in the form of electronic Word *of Mouth*(e-WOM) such as marketplace reviews, social media comments, and blogs. Brand trust can increase when consumers see a consistent number of positive testimonials. Based on testing hypothesis 5, it was concluded that Word *of Mouth* Controversy over Purchase Decisions, the IPHONE brand HP at Reza Cell Store, Senggol Market, Lumajang, this is because WOM is often considered more credible. After all, it comes from people who do not have direct commercial interests. Therefore, WOM is an important source of information for prospective buyers in making decisions. The influence of WOM on purchasing decisions can be explained by several aspects: High credibility. Consumers tend to trust advice from friends, family, or reviews from other users more than advertisements from companies. This increases the likelihood of someone making a decision based on that information. Psychological and social effects. Recommendations from others can create a sense of security, reduce perceived risk, and instill confidence in choosing a product

Based on testing hypothesis 6, it was concluded that Brand Trust significantly mediates the relationship between Brand Image and Purchasing Decisions. The results of this study confirm that Brand *Trust* has a strategic role as a bridge connecting Brand Image with the Purchase Decision, so it becomes a more positive *Brand Image.* The higher the perceived quality of the iPhone by consumers, the higher the Brand Trust that is formed, and ultimately the greater the possibility of consumers making purchases at Reza Cell Pasar Senggol Lumajang, which simultaneously strengthens the acceptance of H6 empirically and theoretically. Based on testing hypothesis 7, it was concluded that Brand Trust does not significantly mediate the relationship between Word *of Mouth and* Purchasing Decisions. shows that the influence *of Word of Mouth on* the iPhone purchase decision at Reza Cell in Pasar Senggol Lumajang does not involve building brand trust. This finding indicates that information, recommendations, and experiences shared by others regarding the iPhone are more directly influencing consumer purchasing decisions, without first having to form trust. *Brand Trust in* depth. In the context of Reza Cell Pasar Senggol Lumajang, consumers tend to use word *of Mouth as* a practical and fast source of information, especially regarding price, product condition, and user experience, so that purchasing decisions can be made spontaneously without a long brand trust evaluation process.

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