

Brand Awareness And Brand Image Their Effects On Purchase Decisions With Brand Trust As A Mediating Variable

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Abstract

The purpose of this study is to analyze the influence of brand awareness and brand image on the purchase decision of Azarine sunscreen products in Sleman Regency, Yogyakarta, as well as to test the role of brand trust as a mediating variable. The population of this study consists of all consumers who have ever purchased Azarine sunscreen products in Sleman Regency, Yogyakarta. The sampling technique used was probability sampling, with a sample size of 100. Data analysis was performed using SPSS (Statistical Package for the Social Sciences) version 26. Instrument validation (validity test, reliability test, and classical assumption test), data analysis (multiple linear regression analysis and coefficient of determination analysis (adjusted R²)), and hypothesis testing (partial significance test (t-test) and mediation test (Sobel test)) were conducted.

The results of the study show that: 1). Direct Effects. Brand awareness (X₁) has a direct and significant effect on purchase decisions (Y); Brand image (X₂) has a direct and significant effect on purchase decisions (Y); Brand awareness (X₁) has a direct and significant effect on brand trust (Z); Brand image (X₂) has a direct and significant effect on brand trust (Z); Brand trust (Z) has a direct effect on purchase decision (Y). 2). Indirect Effect. Brand awareness (X₁) has a positive and significant effect on purchase decisions (Y) through brand trust (Z); Brand image (X₂) has a positive and significant effect on purchase decisions (Y) through brand trust (Z). 3). Total Effect. Brand awareness (X₁) explains 0,388 of the variance in purchase decisions; Brand image (X₂) explains 0.489 of the variance in purchase decisions. 4). Adjusted R² Results: Brand awareness (X₁), brand image (X₂), and brand trust (Z) have an effect on purchase decision (Y) of 0.736 (73,6%), while the remaining 0.264 (26,4%) is influenced by other factors not examined in this study. 5) The adjusted R² results brand awareness (X₁), brand image (X₂), have an influence on brand trust (Z) of 0.766 (76.6%), while the remaining 0.234 (23.4%) is influenced by other factors not examined in this study.

INTRODUCTION

The skincare industry in Indonesia has experienced rapid growth in recent years as public awareness of the importance of maintaining skin health has increased. Changes in lifestyle, increased knowledge about skincare, and the ease of accessing information through digital media have driven the rise in the use of various skincare products, one of which is sunscreen. Sunscreen products not only protect the skin From Ultraviolet (UV) radiation but have also become an essential part of daily skincare routines. This trend has prompted an increasing number of cosmetics companies both local and international brands to introduce innovative and high-quality products, making competition in the skincare industry increasingly fierce. Companies no longer

compete solely on product quality but also on their ability to build positive brand value and perception in the minds of consumers (Akmam, 2024).

One local brand that has successfully competed in the sunscreen category is Azarine. Azarine's sunscreen products offer various benefits, such as a lightweight texture, quick absorption, and formulations suitable for various skin types. Based on the data used in this study, Azarine held a 14.3% market share in the *sunscreen* category on Indonesian e-commerce platforms in the first quarter of 2024, higher than several other brands, such as Facetology at 12.3% and Skin Aqua at 8.3%. Additionally, on the Shopee platform, Azarine recorded a Gross Merchandise Value (GMV) of Rp22.14 billion with sales reaching 438,900 units, indicating high consumer interest in the product (Watsons, 2025). Data from GoodStats in 2025 also shows that Azarine ranked second as the best selling sunscreen brand in Indonesia with a 6.7% market share, trailing Wardah at 7.9%. These high sales figures indicate that Azarine is capable of competing in the national skincare market. However, there are still various negative reviews from consumers regarding the product's quality and whether it meets their expectations. According to user reviews on Female Daily (2026), some consumers reported that Azarine products caused skin breakouts, acne, a stinging sensation upon application, skin dehydration, and results that fell short of expectations. Although the majority of users gave positive ratings, the presence of these negative reviews shows that consumer experiences with Azarine products remain mixed. This situation indicates that high sales figures do not necessarily translate into purchasing decisions based on consumer trust in the brand.

In the face of increasingly fierce competition, companies need to implement marketing strategies capable of creating value and building long-term relationships with consumers. Marketing is the process of creating, communicating, and delivering value to consumers to meet their needs and build mutually beneficial relationships (Wicaksono et al., 2023). According to Nurhadi (2023), a marketing strategy is an effort to market a product whether a good or a service by employing specific plans and tactics to increase sales volume. Dewani et al. (2024) explain that marketing is not only focused on product sales but also on creating customer satisfaction by delivering value that aligns with consumer needs. Therefore, companies need to build brand strength by enhancing brand awareness, brand image, and brand trust in order to drive consumer purchasing decisions.

Brand awareness

Brand awareness is the level of understanding or knowledge that consumers have regarding the existence of a brand. This encompasses the extent to which consumers are familiar with the brand, including their understanding of the products or services offered by that brand (Maulidina & Siregar, 2024). According to Firmansyah (2023), the factors influencing brand awareness are advertisements, products, taglines, and logos. Meanwhile, methods for measuring brand awareness Regarding are assessed through Top-of-Mind, Brand Recall, Brand Recognition, and Brand Unawareness (Durianto, 2004). According to Amrita et al. (2024), indicators of brand awareness consist of: recall, recognition, purchase, and consumption. Meanwhile, the indicators in this study are recognizing, recalling, and placing the brand in one's mind.

Brand Image

Brand image is an important component of the overall marketing strategy, as it reflects consumers' perceptions and beliefs regarding a specific brand (Iba & Wardhana, 2024). According to Putri et al. (2021), the factors influencing brand image are the strength of brand associations, the uniqueness of brand associations, and the distinctiveness of brand associations. Meanwhile, brand image can be measured through surveys or interviews to determine how consumers perceive

brand attributes, such as quality, innovation, good service, or other aspects (Dora, 2024). According to Wiguna & Majid (2025), brand image indicators include: a memorable logo, a strong brand image, a brand with positive values, a good corporate reputation, recommendations from others, strong brand identification, a brand with an ideology, a communicative brand image, a brand reputation to be proud of, and a brand with high quality. Meanwhile, the indicators in this study are positive impressions, trust, and brand uniqueness.

Brand Trust

Brand trust refers to the extent to which consumers believe that a brand is reliable and will consistently meet their expectations (Harjadi & Fatmasari, 2025). According to Putri et al. (2021), the factors influencing brand trust include functionality, reliability, financial performance, size, quality, and innovation. Meanwhile, brand trust is measured using the Net Promoter Score (NPS) survey, assessments of business integrity and ethics, customer retention rates, customer satisfaction surveys, complaint tracking, employee satisfaction surveys, transparency assessments, data security assessments, and loyalty analysis (Febrianty et al., 2023). According to Harjadi & Fatmasari (2025), brand trust indicators consist of: Trust, reliability, honesty, safety, and fulfilling consumer promises (achieving results). Meanwhile, the indicators in this study are reliability, good faith, honesty, a sense of security, and consistency.

Purchase Decision

The purchase decision is the evaluation stage of the decision-making process that leads consumers to make a purchase by comparing various types of products or services available as alternatives in the decision-making process, ultimately leading them to decide to buy (Andri et al., 2023). According to Nurmawati (2021), the factors influencing purchase decisions include cultural, social, personal, and psychological factors. Meanwhile, the stages of the purchase decision process consist of problem or need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior (Kurniawan, 2024). According to Rambe & Arianty (2026), the indicators of the purchase decision consist of: problem recognition, information search, and evaluation of alternatives. Meanwhile, the indicators in this study are product choice, brand choice, choice of point of sale, purchase quantity, time of purchase, and payment method.

Several previous studies that examined the relationship between brand awareness, brand image, purchase decisions, and brand trust include the studies by Octaviani et al. (2026), Saidi et al. (2016), and Sitompul (2021), which state that brand awareness has a positive effect on purchase decisions; Mariana et al. (2024), Danuarta & Yulianthini (2025), and Ani et al. (2021), who found that brand image has a positive and significant effect on purchasing decisions; Baisyir (2021) and Setiawan (2025), who state that brand awareness has a significant effect on brand trust, whereas Safitri & Albari (2024) state that brand awareness has no effect on brand trust; Pramana et al. (2024), Zebuah (2018), and Bastian (2014), who state that brand image has a positive effect on brand trust; Mahendra & Putri (2022), Mahendri & Agustianingrum (2024), and Khasanah & Sudarwanto (2021), who state that brand trust has a positive and significant effect on purchase decisions; Mushida et al. (2025) and Rusmanida (2020) state that brand awareness has a positive and significant effect on purchase decisions, mediated by brand trust; Reynaldi & Nuvriasari (2024), Ayu & Ketut (2021), and Hapsoro & Hafidh (2018), who state that brand trust can mediate the relationship between brand image and purchase decisions.

Based on this research gap, this study aims to analyze the influence of brand awareness and brand image on purchase decisions through brand trust as a mediating variable among consumers of Azarine sunscreen in Sleman Regency, Yogyakarta. The novelty of this study lies in

testing a brand trust mediation model in the relationship between brand awareness, brand image, and purchase decisions in the context of the local Azarine sunscreen product. This study is expected to enrich the marketing literature, particularly regarding consumer behavior in the skincare industry, and to provide insights for companies in formulating more effective marketing strategies to increase consumer purchasing decisions.

Theoretical framework

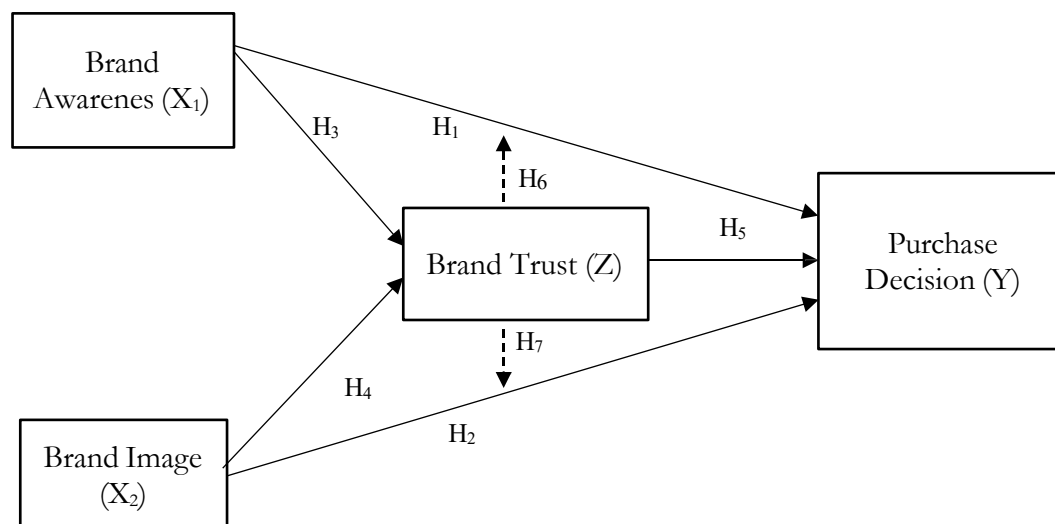


Figure 1. Conceptual Framework

Hypothesis Development

Brand awareness, as a stimulus, influences purchasing decisions, but this influence tends to be not very significant (Yuniar et al., 2021). This is consistent with the research by Hartono & Tjiptodjojo (2024), which states that brand awareness influences purchasing decisions. Based on this, the first hypothesis in this study is:

H₁ : Brand awareness/ X_1 influences purchasing decisions/ Y

Product with a strong brand image will have a positive impact on the company because it is able to satisfy consumers/customers, thereby influencing purchase decisions while increasing consumer interest in using (Bancin, 2021). This is consistent with the research by Darmansah & Yosepha (2020), which states that brand image influences purchasing decisions. Based on this, the second hypothesis in this study is:

H₂ : Brand image (X_2) influences purchase decisions (Y)

Brand awareness allows companies to identify the proportion of customers who recognize and can recall their product brand (Putri et al., 2021). This is consistent with the research by Pramana et al. (2024), which states that brand awareness influences brand trust. Based on this, the third hypothesis in this study is:

H₃ : Brand awareness/ X_1 influences brand trust/ Z

A strong brand image communicated through credible signals such as supply chain transparency and ethical marketing directly contributes to the formation of brand trust (Konsumen et al., 2026).

This is consistent with the research by Huda & Nugroho (2020), which states that brand image influences brand trust. Based on this, the fourth hypothesis in this study is:

H₄ : Brand image/X₂ influences brand trust/Z

Brand trust acts as a mediating mechanism in the relationship between product quality and purchase decisions (D. Gunawan et al., 2022). This is consistent with the research by Khasanah & Sudarwanto (2021), which states that brand trust influences purchase decisions. Based on this, the fifth hypothesis in this study is:

H₅ : Brand trust/Z influences purchase decisions/Y

Brand trust acts as a mediator in the relationship between brand awareness and purchase decisions (Alfansi, 2023). This is consistent with the research by Rusmanida (2020), which states that brand trust acts as a mediator in the relationship between brand awareness and purchase decisions. Based on this, the sixth hypothesis in this study is:

H₆ : Brand trust/Z mediates the relationship between brand awareness/X₁ and purchase decision/Y

Raniya et al. (2024) explain that brand trust can be positioned as a mediating variable linking the influence of brand image on purchase decisions. Conceptually, the brand image embedded in consumers' minds will influence their level of trust in that brand. This is consistent with the research by Aeni & Ekhsan (2021), which states that brand trust acts as a mediator in the relationship between brand image and purchase decisions. Based on this, the seventh hypothesis in this study is:

H₇ : Brand trust/Z mediates the relationship between brand image/X₂ and purchase decision/Y

METHODS

This is a quantitative study using a survey method. the research objects include the independent variable, the dependent variable, and the mediating variable brand trust while the research subjects are consumers who have purchased and used Azarine sunscreen products in Sleman regency.

The population for this study consists of all consumers of Azarine sunscreen products in sleman regency, the exact number of whom is unknown. the sampling technique used was purposive sampling, which involves selecting respondents based on specific criteria: being at least 12 years old, residing in sleman regency, having previously purchased and used Azarine sunscreen, and being willing to complete the research questionnaire. the sample size consisted of 100 respondents.

The primary data used consisted of the questionnaire responses provided by the respondents, while secondary data were obtained from literature reviews, relevant journals, online books (e-books), google scholar, library research, and websites. the data collection method used was a questionnaire employing a likert scale; The research variables included brand awareness, brand image, purchase decision, and brand trust.

Instrument validation was conducted using validity tests, reliability tests, and classical assumption tests. data analysis was performed using multiple linear regression and the coefficient of determination (adjusted R²). hypothesis testing was conducted using partial significance tests (t-tests) and mediation tests (sobel test).

RESULTS AND DISCUSSION

A. Respondent Characteristics

The respondents in this study were 100 consumers of Azarine *Sunscreen* in Sleman Regency, Yogyakarta. The majority of respondents were aged 12-22 years, totaling 59 people (59%). The majority of respondents were female, totaling 90 people (90%). The majority of respondents were students, totaling 74 people (74%). The majority of respondents had a high school or vocational high school education, totaling 59 people (59%). The majority of respondents had an income of less than Rp3 million, totaling 89 people (89%). The majority of respondents had been using Azarine Sunscreen for less than 3 months, totaling 59 people (59%).

B. Variable Measurement Results

The results of respondents' assessments of the research variables show that, regarding **brand awareness**, the majority agreed, with an average score of 39.5%. The highest percentage was found in the statement "I can easily obtain information about Azarine products" at 49%, while the lowest percentage was found in the statement "I am interested in buying Azarine sunscreen because I am already familiar with the brand" at 36%; The majority of respondents agreed with the statement regarding **brand image**, with an average score of 44.2%. The highest percentage of agree responses was for the statement "I've heard many positive recommendations about Azarine from others" at 50%, while the lowest percentage was for the statement "I often come across positive reviews about Azarine sunscreen" at 39%; The majority of respondents agreed with their perception of the **purchasing decision**, with an average score of 42.5%. The highest percentage of agree responses was for the statement "I consider the product's benefits before deciding to buy Azarine," at 50%, while the lowest percentage was for the statement "I recommend Azarine sunscreen to others after using it," at 35%; Respondents' perceptions regarding **brand trust**, the majority agreed, with an average score of 39.3%. The highest percentage of agree responses was found in the statement "I believe Azarine is a trusted sunscreen brand," at 41%, while the lowest percentage was found in the statement "I am confident that Azarine pays attention to its consumers' needs," at 35%.

C. Instrument Validation Results

Validity test results for the variables of brand awareness, brand image, brand trust, and purchase decision showed that all items in the research instrument were deemed valid because the calculated *r* value was greater than the critical *r* value (0.361).

Table 1. Reliability Test Results

Variable	Cronbach Alpha	N of Items	Description
Brand Awareness	0,904	10	Reliability
Brand Image	0,845	10	Reliability
Purchase Decision	0,909	10	Reliability
Brand Trust	0,885	10	Reliability

The reliability test above shows that the Cronbach's Alpha values for all independent variables, dependent variables, and mediating variables are greater than 0.70: Brand awareness (0.904 > 0.70), brand image (0.845 > 0.70), purchase decision at 0.909 > 0.70, and brand trust at 0.885 > 0.70. This indicates that all statements for each variable in this study can be considered reliable.

Results of the Classical Assumptions Test

The results of the normality test show that the research data are normally distributed because the significance values for Equation I are 0.056 and for Equation II are 0.141, both of which are greater than 0.05. The results of the heteroscedasticity test show that there are no signs of heteroscedasticity because all variables in both equations have significance values greater than 0.05. The results of the multicollinearity test indicate that there is no multicollinearity, as all variables have VIF values <10.

A. Data Analysis Results

1. Multiple Linear Regression Test

Table 2. Results of the Multiple Linear Regression Test/Y (Equation 1)

		Coefficients ^a		Standardized Coefficients		
Model		Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error				
1	(Constant)	4,138	1,827		2,265	,026
	Brand Awareness	,388	,089	,397	4,378	,000
	Brand Image	,498	,089	,505	5,572	,000

a. Dependent Variable: Purchase Decision

From the test results above, the following equation is obtained: $Y = 4,138 + 0,388 X_1 + 0,498 X_2$. This equation indicates that the regression coefficient for the brand awareness variable, 0,388 (positive), shows that a 1 unit increase in brand awareness will increase purchase decision by 0,388, assuming all other variables remain constant; Whereas the regression coefficient for the brand image variable, 0,498 (positive), indicates that a 1 unit increase unit in brand image will increase purchase decision by 0,498, assuming all other variables remain constant.

Table 3. Results of the Multiple Linear Regression Test/Z (Equation 2)

		Coefficients ^a		Standardized Coefficients		
Model		Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error				
1	(Constant)	2,408	1,832		1,314	,192
	Brand Awareness	,354	,089	,340	3,981	,000
	Brand Image	,607	,090	,577	6,769	,000

a. Dependent Variable: Brand Trust

From the test results above, the following equation is obtained: $Z = 2,408 + 0,354 X_1 + 0,607 X_2$. This equation indicates that the regression coefficient for the brand awareness variable is 0,354 (positive), meaning that a 1 unit increase in brand awareness will increase the brand trust by 0,354, assuming all other variables remain constant; The regression coefficient for the brand image variable, 0,607 (positive), indicates that a 1-unit increase in brand image will increase the brand trust by 0,607, assuming all other variables remain constant.

2. Coefficient of Determination Test (Adjusted R²)

Table 4. Results of the Coefficient of Determination Test (Adjusted R²)/Y (Equation 1)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,861 ^a	,741	,736	3,63128

a. Predictors: (Constant), Brand Image, Brand Awareness

b. Dependent Variable: Purchase Decision

The results above show an Adjusted R² of 0,736 (73.6 %). This indicates that 73.6% of purchase decisions among Azariene sunscreen users is collectively influenced by the variables of brand awareness and brand image. Meanwhile, the remaining 0,264 (26.4%) is influenced by other variables not examined by the researcher in this study.

Table 5. Results of the Coefficient of Determination Test (Adjusted R²)/Z (Equation 2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,878 ^a	,771	,766	3,64258

a. Predictors: (Constant), Brand Image, Brand Awareness

b. Dependent Variable: Brand Trust

The results above show an Adjusted R² of 0.766 (76.6%). This indicates that 75.3% of Azariene *sunscreen* users' brand trust are collectively influenced by the variables of brand awareness, brand image. Meanwhile, the remaining 0,234 (23.4%) is influenced by other variables not examined by the researcher in this study.

3. Partial Significance Test (T-Test)

Table 6. Results of the Partial Test/Y (Equation 1)

Variable	t _{value}	t _{table}	Sig.
Brand Awareness	3,157	1,985	0,002
Brand Image	3,177	1,985	0,002
Brand Trust	2,774	1,985	0,007
a. Dependent Variable: Purchase Decision			

H₁ : Based on the hypothesis testing results, the calculated t-value (3.157) exceeded the critical t-value (1.985), while the significance level ($p = 0.002$) was below the threshold of 0.05. Therefore, the null hypothesis (H₀) was rejected, and the alternative hypothesis (H₁) was supported. These findings indicate that brand awareness (X₁) has a statistically significant positive effect on purchase decision (Y).

H₂: Based on the hypothesis testing results, the calculated t-value (3.177) exceeded the critical t-value (1.985), and the p-value (0.002) was below the significance level of 0.05. Therefore, the null hypothesis (H₀) was rejected, and the alternative hypothesis (H₁) was

supported. These findings demonstrate that brand image (X_2) has a statistically significant positive effect on purchase decision (Y).

H_5 : Based on the hypothesis testing results, the calculated t-value (2.774) exceeded the critical t-value (1.985), and the p-value (0.007) was below the significance level of 0.05. Therefore, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_1) was supported. These findings indicate that brand trust (Z) has a statistically significant effect on purchase decisions (Y).

Table 7. Results of the Partial Test/Z (Equation 2)

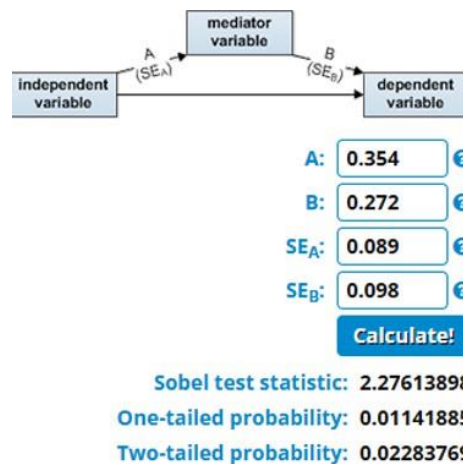
Variable	t _{value}	t _{table}	Sig.
Brand Awareness	3,981	1,985	0,000
Brand Image	6,769	1,985	0,000
a. Dependent Variable: Brand Trust			

H_3 : Based on the hypothesis testing results, the calculated t-value (3.981) exceeded the critical t-value (1.985), and the p-value (< 0.001) was below the significance level of 0.05. Therefore, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_1) was supported. These findings indicate that brand awareness (X_1) has a statistically significant effect on brand trust (Z).

H_4 : Based on the hypothesis testing results, the calculated t-value (6.769) exceeded the critical t-value (1.985), and the p-value (< 0.001) was below the significance level of 0.05. Therefore, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_1) was supported. These findings indicate that brand image (X_2) has a statistically significant effect on brand trust (Z).

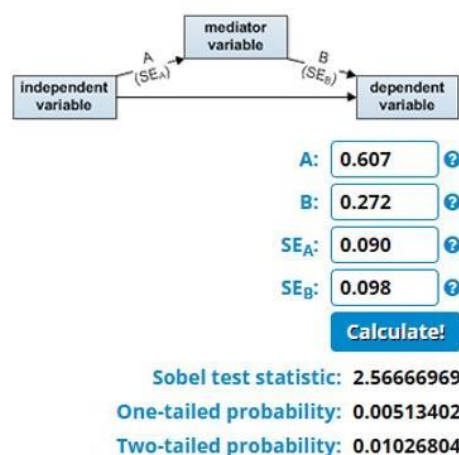
4. Mediation Test (Sobel Test)

Table 8. Results Of The Mediation Test (Sobel Test) For Equation 1



H_6 : Based on the mediation analysis, the calculated Z-value (2.2761) exceeded the critical value of ± 1.96 at the 5% significance level ($\alpha = 0.05$). Furthermore, the one-tailed p-value (0.0114) and the two-tailed p-value (0.0228) were both below 0.05, indicating that the indirect effect was statistically significant. Therefore, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_1) was supported. These findings indicate that brand trust significantly mediates the relationship between brand awareness and purchase decision.

Table 9. Mediation Test Result (Sobel Test) For Equation 2



H₇ : Based on the mediation analysis, the calculated Z_{value} (2.5667) exceeded the critical value of ± 1.96 at the 5% significance level ($\alpha = 0.05$). Furthermore, the one tailed p-value (0.0051) and the two tailed p-value (0.0103) were both below 0.05, indicating that the indirect effect was statistically significant. Therefore, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_1) was supported. These findings indicate that brand trust significantly mediates the relationship between brand image and purchase decision.

DISCUSSION

The Effect of Brand Awareness on Purchase Decisions

The results of the first hypothesis test indicate that the brand awareness variable (X_1) has a positive and significant effect on purchase decisions (Y). These findings align with Talahatu (2024), who found that brand awareness has a significant effect on purchase decisions. Conversely, this study does not align with Pawestri & Suji'ah (2023), who found that brand awareness has a non-significant effect on purchasing decisions.

The results of respondents' evaluations of the research variables indicate that, regarding brand awareness, the majority of respondents strongly agreed, with an average of 38.6%, which falls into the "very good" category. This means that brand awareness reflects the level of consumers' knowledge and ability to recognize a brand. The higher a consumer's brand awareness, the greater the likelihood that the brand will be considered and chosen in the purchasing decision-making process (Hariyanto & Wijaya, 2022). This is supported by respondents' perceptions in their questionnaire responses, which provide evidence that brand awareness in this study indicates that brands that are easily recognized and remembered are more likely to be chosen by consumers when making purchases.

The Effect of Brand Image on Purchase Decisions

The results of the second hypothesis test show that the brand image variable (X_2) has a positive and significant effect on purchasing decisions (Y). These findings align with those of Fatmasari & Barusman (2025), who found that brand image has a significant effect on purchasing decisions. Conversely, this study does not align with Sinaga et al. (2024), who found that brand image does not influence purchasing decisions.

The results of respondents' evaluations of the research variables show that, regarding brand image, the majority of respondents agreed with the statement, with an average score of 39.5%, indicating a "good" category. This means that the stronger and more positive a brand's image is, the greater the likelihood that consumers will choose and remain loyal to that brand (Aaker, 2014). This is supported by the view of Prasetyo & Angelina (2022), who state that brand image has a positive and significant effect on purchasing decisions, indicating that the better the brand image embedded in consumers' minds, the greater the likelihood of a purchasing decision. This is supported by the respondents' perceptions as expressed in their survey responses, which provide evidence that the brand image in this study reflects that consumers already have a positive perception of the brand, thereby encouraging the formation of purchase decisions.

The Effect of Brand Awareness on Brand Trust

The results of the third hypothesis test show that the brand awareness variable (X_1) has a positive and significant effect on brand trust (Z). These findings align with those of Pramana et al. (2024), who found that brand awareness has a positive and significant effect on brand trust. Conversely, this study does not align with Rahmawati (2020), who found that brand awareness does not have a significant effect on brand trust.

The results of respondents' assessments of the research variables show that the majority of respondents agreed with the statement regarding brand trust, with an average score of 39.3%, indicating a "good" category. This means that brand trust is a key factor influenced by product quality, product innovation, and marketing communication, thereby enhancing consumers' positive perceptions of a brand (Simbolon & Sukresna, 2021). This is supported by respondents' perceptions in their survey responses, which provide evidence that brand trust reflects consumers' belief that the brand they use can meet their expectations and deliver benefits as promised.

The Effect of Brand Image on Brand Trust

The results of the fourth hypothesis test indicate that the brand image variable (X_2) has a positive and significant effect on brand trust (Z). These findings are consistent with those of Tamindael & Ruslim (2021), who found that brand image has a positive and significant effect on brand trust. Conversely, this study does not align with Hakim et al. (2014), who found that brand image does not have a positive effect on brand trust.

The results of this study indicate that brand awareness plays a crucial role in enhancing brand trust, although not all studies show similar results, suggesting differing perspectives across various contexts. This is supported by the view of Fauzi & Evanita (2024), who state that the higher the level of consumer awareness of a brand, the greater the trust that develops toward that brand.

The Effect of Brand Trust on Purchase Decisions

The results of the fifth hypothesis test show that the brand trust variable (Z) has a positive and significant effect on purchasing decisions (Y). These findings align with those of Novrianto & Restuti (2024), who found that brand trust has a positive and significant effect on purchasing decisions. Conversely, this study does not align with Citra & Santoso (2016), who found that brand trust does not have a positive and significant effect on purchasing decisions.

The results of respondents' assessments of the research variables show that, regarding brand trust, the majority of respondents agreed, with an average score of 42.5%, indicating a "good" category. This means that the higher the level of consumer trust in a brand, the more positive consumers' attitudes and tendencies are toward making purchases and maintaining a relationship with that brand (Iran et al., 2022). This is supported by respondents' perceptions in their survey responses, which provide evidence that brand trust indicates the brand has successfully created a

sense of security, confidence, and credibility in the eyes of consumers, thereby enhancing the positive relationship between consumers and the brand.

The Influence of Brand Awareness on Purchase Decisions Through Brand Trust

The results of the sixth hypothesis test show that the brand trust variable (Z) mediates the influence of brand awareness (X₁) on purchase decisions (Y). These findings align with Restiawati (2025), who found that brand trust acts as a partial mediator in the influence of brand awareness on purchase decisions. Conversely, this study does not align with Putriana & Abdurrahman (2024), who found that brand awareness has no an effect on purchase decisions through brand trust.

This finding confirms that brand trust serves as a link between brand awareness and purchase decisions, whereby positive brand awareness can increase brand trust and, in turn, strengthen consumers' purchase decisions. This is supported by the view of Arifin & Syah (2023), who state that high brand awareness can increase brand trust, and that trust serves as a key factor driving the emergence of both consumer purchase intent and purchase decisions.

The Influence of Brand Image on Purchase Decisions Through Brand Trust

The results of the seventh hypothesis test indicate that the brand trust variable (Z) mediates the effect of brand image (X₂) on purchase decisions (Y). These findings are consistent with Michelle (2025), who found that brand image significantly influences purchase decisions through brand trust as a mediating variable. Conversely, this study does not align with Utami et al. (2024), who found that brand image has a negative impact on purchase decisions, with brand trust functioning as an intervening variable.

This confirms that brand trust serves as a link between brand image and purchase decisions, whereby a positive brand image can increase brand trust and, in turn, strengthen consumers' purchasing decisions. This is supported by the findings of Lestari & Saputra (2024), who state that brand trust acts as a mediating variable between brand image and purchasing decisions; thus, the more positive a brand's image, the higher the level of consumer trust, which ultimately enhances purchasing decisions.

CONCLUSION

Brand awareness (X₁) has a partial, positive, and significant effect on purchase decisions (Y); Brand image (X₂) has a partial, positive, and significant effect on purchase decisions (Y); Brand awareness (X₁) has a partial, positive, and significant effect on brand trust (Z); Brand image (X₂) has a partial, positive, and significant effect on brand trust (Z); Brand trust (Z) has a partial, positive, and significant effect on purchase decisions (Y); Brand trust (Z) mediates the effect of brand awareness (X₁) on purchase decision (Y); Brand trust (Z) mediates the effect of brand image (X₂) on purchase decision (Y); The multiple linear regression equation is $Y = 4,138 + 0,388 X_1 + 0,498 X_2$; the adjusted R² value is 0,736, or 73.6%, indicating that 73.6% of purchasing decisions among Azariene sunscreen users is jointly influenced by the variables of brand awareness and brand image. Meanwhile, the remaining 0,264 or 26.4% is influenced by other variables not examined by the researcher in this study; Multiple linear regression equation: $Z = 2,408 + 0,354 X_1 + 0,607 X_2$; the adjusted R² value is 0.766, or 76.6%. This indicates that 76.6% of Azariene sunscreen users' brand trust are collectively influenced by the variables of brand awareness, brand image. The remaining 0,234, or 23.4%, is influenced by other variables not examined by the researcher in this study.

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