

The Influence of Brand Awareness, Product Quality, and Brand Trust on Purchase Intention for Bata Shoes Product

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ABSTRACT

This research aims to examine and analyze the influence of Brand Awareness, Product Quality, and Brand Trust on Purchase Intention for Bata Shoes Product. The population in this research are consumers who know Bata Shoes Product. The sampling method uses a purposive sampling technique with a sample size of 126 responden. This research employed a quantitative approach with a survey method for data collection. Data were obtained through questionnaires measured using a likert scale. Data analysis was performed using the Partial Least Squares (PLS) method using the SmartPLS 4 application. The results showed that brand awareness had a positive and significant effect on purchase intention, product quality had a positive but insignificant effect on purchase intention, and brand trust had a positive and significant effect on purchase intention. These findings suggest that increasing brand awareness and brand trust can be important factors in driving consumer purchase intention for Bata Shoes Product.

INTRODUCTION

The fashion industry is a sector that continues to evolve in line with changing trends, lifestyles, and consumer preferences. Beyond simply fulfilling basic needs, fashion products have become a means for consumers to express their identity and lifestyle. One fashion product category with high demand is shoes, as they not only protect the feet but also enhance appearance and boost consumer confidence (Silalahi & Hartanti, 2021). This situation has driven increasingly fierce competition among footwear companies, requiring each company to develop effective marketing strategies to maintain its competitiveness and attract consumer interest.

One company facing this competition is PT Sepatu Bata Tbk. As a long-standing footwear company in Indonesia, Bata is known as a shoes brand with a strong reputation. However, amidst increasing competition from various local and international brands offering more innovative design, competitive product quality and more aggressive marketing strategies, PT Sepatu Bata Tbk faces challenges in maintaining its sales performance. This condition is reflected in the company's declining revenue over the past two years.

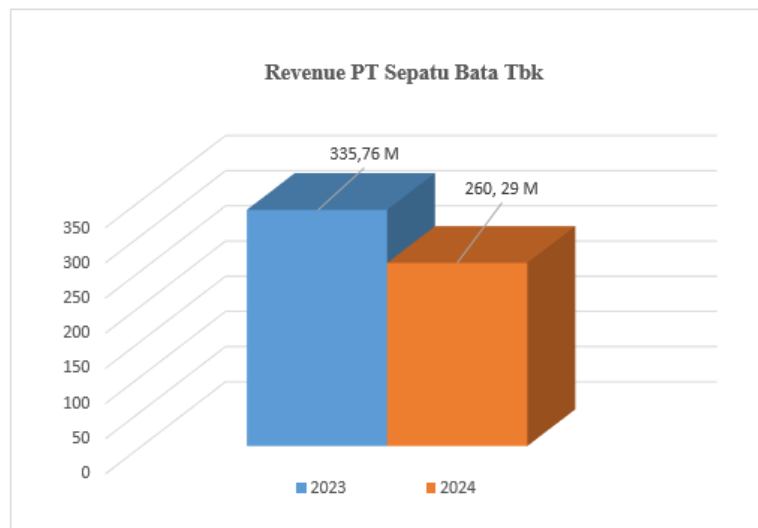


Figure 1. Revenue of PT Sepatu Bata Tbk in 2023-2024

Source: Binekasri, CNBC Indonesia (2024)

Based on figure 1, PT Sepatu Bata Tbk revenue decreased from IDR 335,76 billion in 2023 to IDR 260,29 billion in 2024. This decline indicates that the company faces challenges in maintaining its sales performance amidst increasingly fierce market competition. This situation indicates that the company needs to evaluate various factors that could impact its product competitiveness in order to revive consumer interest in Bata product.

Besides the decline in revenue, the challenges faced by PT Sepatu Bata Tbk can also be seen in its brand position based on the Top Brand Index is an indicator that illustrates a brand's strength based on consumer perceptions, thus reflecting the brand's level of competitiveness in the market.

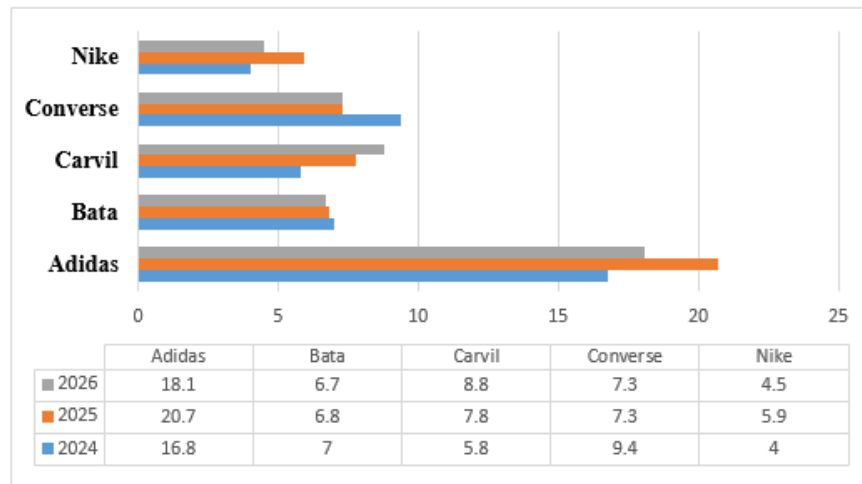


Figure 2. Comparison Chart of Top Brand Index (TBI) for Casual Shoes Brand 2024-2026

Source: Top Brand Index

Based on figure 2, Bata achieved a Top Brand Index score of 7.0% in 2024, the declined to 6.8% in 2025 and again to 6.7% in 2026. Meanwhile, Adidas maintained its top position with a TBI score of 18.1% in 2026. This decline in the TBI score indicates that Bata brand competitiveness remains below that of several major competitors. This situation indicates that Bata needs to strengthen its brand position to increase consumer interest in its product amidst increasingly competitive markets.

The declining revenue and weakening brand position demonstrate the importance of companies understanding the factors that drive consumers to make purchase. One factor that needs to be considered is consumer purchase intention, as it is the initial stage that reflects a consumer's likelihood of making a future purchase. By understanding the factors that influence purchase intention, companies can develop more appropriate marketing strategies to increase sales and strengthen the brand's position in the market.

Purchase intention is a consumer's tendency or desire to purchase a product, influenced by various factors, such a product characteristics and brand perceptions (Stephanie & Rodhiah, 2025). In a marketing context, purchase intention is an important indicator because it reflects a consumer's likelihood of making a future purchase. Therefore, companies need to identify factors that can increase purchase intention as a basis for developing more effective marketing strategies.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

According to Mustika et al. (2022), this theory asserts that an individual's behavior is influenced by their own resources and abilities in addition to their own total control. This theory generally looks at how an individual's actions can affect their intention or will to accomplish a goal.

Consumer Behavior

The study of how people, groups, and even organizations choose, buy, and utilize products or services to fulfill their needs and aspirations is known as consumer behavior (Hermawan, 2023).

Brand Awareness

According to Shwastika & Keni (2021), define brand awareness as a consumer's mental representation of a product that they have seen or heard about and are able to identify.

Product Quality

According to Elliyana & Ela (2022), define product quality as the degree to which a product satisfies or surpasses customer expectations and wishes based on its physical state, function, and features.

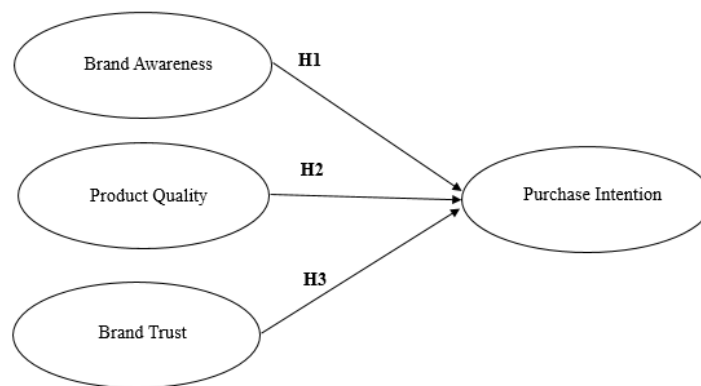
Brand Trust

According to Yohanna & Ruslim (2021), brand trust as consumer's faith in the quality of a product based on the unique attributes of the brand. Customers are more inclined to buy a brand again when they have a high degree of trust in it. As a result, establishing long-term brand loyalty and fostering customer happiness depend heavily on brand trust.

Purchase Intention

According to Karlina et al. (2023), purchase intention as an individual's motivation to buy a good or service to fulfill their wants or desires after giving it due thought.

Figure 2. Conceptual Framework



Description:

1. An independent variable, which is typically represented by the symbol (X), is one whose value is unaffected by other variables, such as:
X1: Brand Awareness
X2: Product Quality
X3: Brand Trust
2. A dependent variable, which is typically represented by the symbol (Y), is a variable is affected by other variables, such as:
Y: Purchase Intention

METHODOLOGY

Time and Place of Research

The research process began with identifying existing problems, formulating the problem, and gathering basic theories that support the research variables. This research was conducted from May 2025 to June 2026 in the DKI Jakarta area, with the research subjects being consumers familiar with Bata Shoes Products.

Research Design

The causal relationship between the independent and dependent variables is tested in this study using a quantitative method and a causal research design. The purpose of this study is to examine how purchase intention is impacted by brand awareness, product quality, and brand trust. Because it enables hypothesis testing through statistical analysis based on data from the research sample, a quantitative method was adopted (Sugiyono, 2023).

Variable Measurement Scale

To gauge respondents' reactions to each research indicator, this study employed a likert scale. The likert scale is used to gauge people's attitudes, beliefs, and perceptions of a social phenomenon, according to (Sugiyono, 2023). Questionnaires were used to collect research data, and each respondent's response was graded based on how much they agreed, producing quantitative data for analysis.

Research Population and Sample

The study's demographic scope comprises customers familiar with Bata Shoes Product who reside in DKI Jakarta and are aged 15 to 30 years or older. The sample strategy employed purposive sampling in conjunction with non-probability sampling, choosing respondents according to specified standards. Using three independent variables, a significance threshold of 0.05, a power of 0.95, and an effect size of 0.15, the sample size was calculated using the Hair et al. (2022) G*Power analysis recommendations. The study used 126 respondents, which is considered sufficient for analysis using the SEM-PLS approach, despite the calculation results indicating a minimum requirement of 119 respondents.

Data Analysis Method

The primary goal of Partial Least Square (PLS), which is used in this study to evaluate the data, is to find the best predicted linear relationship in the data using SmartPLS 4. Evaluation of the Measurement Model (Outer Model) and Evaluation of the Structural Model (Inner Model) are the two primary phases of Partial Least Square (PLS).

RESEARCH RESULT

Evaluation of the Measurement Model (Outer Model)

Convergent Validity

According to Hair et al., (2019), Convergent Validity shows the extent to which the indicators of a construct correlate with each other and are able to explain the construct being measured.

Table 1. Loading Factor Test Results (Outer Loading)

Variabel	Indicator	Outer Loading	Description
Brand Awareness (X1)	KM1	0,735	Valid
	KM2	0,812	Valid
	KM3	0,827	Valid
	KM4	0,711	Valid
	KM5	0,720	Valid
Product Quality (X2)	KP1	0,884	Valid
	KP2	0,862	Valid
	KP3	0,868	Valid
	KP4	0,870	Valid
Brand Trust (X3)	KPM1	0,841	Valid
	KPM2	0,871	Valid
	KPM3	0,884	Valid
	KPM4	0,867	Valid
Purchase Intention (Y)	NB1	0,794	Valid
	NB2	0,832	Valid
	NB3	0,855	Valid
	NB4	0,882	Valid
	NB5	0,848	Valid

Source: Output PLS 4 (2026)

Based on Table 1. above, it is evident that every indicator for the research variables has an outer loading value exceeding 0.70, thereby meeting validity standards. These findings show that the measured variable is sufficiently described by each indicator. As a result, all of the study's indications are deemed legitimate and suitable for additional testing.

Table 2. Average Variance Extracted (AVE) Test Results

	<i>Average Variance Extracted (AVE)</i>	Description
Brand Awareness (X1)	0,588	Valid
Product Quality (X2)	0,759	Valid
Brand Trust (X3)	0,749	Valid
Purchase Intention (Y)	0,710	Valid

Source: Output PLS 4 (2026)

The Average Variance Extracted (AVE) test finding, as shown in table 2 above, indicate that all variables have AVE values greater than 0.50, According to (Hair et al., 2019). Each latent indicator may explain the other indicators, indicating that these variables satisfy the requirements for good discriminant validity.

Discriminant Validity

To make sure that every latent variable examined yields a different value from other variables, discriminant validity testing is utilized.

Table 3. Discriminant Validity Test Results (Cross Loading)

Indicator	Brand Awareness (X1)	Product Quality (X2)	Brand Trust (X3)	Purchase Intention (Y)
KM1	0,755	0,367	0,417	0,545
KM2	0,812	0,544	0,595	0,450
KM3	0,827	0,488	0,518	0,696
KM4	0,711	0,581	0,383	0,378
KM5	0,720	0,637	0,570	0,460
KP1	0,595	0,884	0,549	0,531
KP2	0,549	0,862	0,597	0,571
KP3	0,582	0,868	0,629	0,537
KP4	0,591	0,870	0,579	0,554
KPM1	0,602	0,638	0,841	0,552
KPM2	0,515	0,554	0,871	0,531
KPM3	0,595	0,601	0,884	0,654
KPM4	0,526	0,552	0,867	0,659
NB1	0,509	0,490	0,506	0,794
NB2	0,646	0,484	0,613	0,832
NB3	0,528	0,476	0,549	0,855
NB4	0,529	0,510	0,572	0,882
NB5	0,647	0,667	0,672	0,848

Source: Output PLS 4 (2026)

Based on Table 3. above, show that all measurement items have a higher correllation with the variables they measure, so all indicators are considered to have good discriminant validity. This is due to the fact that all of the indicators above meet the cross – loading category, having a loading factor value > 0.70.

Table 4. Fornell Lacker Criterion Test Results

	Brand Awareness (X1)	Product Quality (X2)	Brand Trust (X3)	Purchase Intention (Y)
Brand Awareness (X1)	0,767			
Product Quality (X2)	0,664	0,871		
Brand Trust (X3)	0,647	0,676	0,866	
Purchase Intention (Y)	0,685	0,630	0,698	0,843

Source: Output PLS 4 (2026)

Each variable has a greater correlation value than the correlation between the other variables in the model, as seen in table 4 above. Thus, according to the Fornell Larcker Criterion approach, the data in the table satisfies the standards and criteria showing that each construct has discriminant validity (Hair et al., 2019).

Table 5. Heterotrait Monotrait Ratio (HTMT) Test Results

	Brand Awareness (X1)	Product Quality (X2)	Brand Trust (X3)	Purchase Intention (Y)
Brand Awareness (X1)				
Product Quality (X2)	0,791			
Brand Trust (X3)	0,753	0,759		
Purchase Intention (Y)	0,754	0,695	0,766	

Source: Output PLS 4 (2026)

Each variable has a greater value than that the correlation between the other variables in the model, as seen in table 5 above. If a construct's Heterotrait Monotrait Ratio (HTMT) test result is less than 0.90, it is considered to have discriminant validity. Accordingly, the table's results show that every construct satisfies the HTMT approach's discriminant validity requirements (Hair et al., 2019).

Composite Reliability Test and Cronbach's Alpha

Ghozali (2023) states that the purpose of the Cronbach's Alpha test and Composite Reliability test is to assess internal consistency or test an instrument's validity in a research model. The construct has strong reliability and the questionnaire employed as a research tool is consistent if all latent variable values have a composite reliability or Cronbach's Alpha Value > 0.70.

Table 6. Composite Reliability and Cronbach's Alpha Test Results

	Cronbach's Alpha	Composite Reliability	Description
Brand Awareness (X1)	0,828	0,853	Reliable
Product Quality (X2)	0,894	0,894	Reliable
Brand Trust (X3)	0,889	0,896	Reliable
Purchase Intention (Y)	0,898	0,904	Reliable

Source: Output PLS 4 (2026)

Based on Table 6. above, the results of the composite reliability and cronbach's alpha tests show that all variables are deemed reliable because their values are higher than 0.70. This suggests that the used questionnaire has a high degree of consistency.

Structural Model Evaluation (Inner Model)
R-Square (R^2)

Table 7. R-Square (R^2) Test Results

	R-Square	R-Square Adjusted
Purchase Intention (Y)	0,591	0,581

Source: Output PLS 4 (2026)

Based on Table 7. above, brand awareness, product quality, and brand trust account for 59,1% of purchase intention, as indicated by the R-Square value of 0.591. In the meantime, variables not included in this research model have an impact on 40,9%.

F-Square (F^2)

Table 8. F-Square (F^2) Test Results

	F-Square
Brand Awareness (X1) -> Purchase Intention (Y)	0,141
Product Quality (X2) -> Purchase Intention (Y)	0,024
Brand Trust (X3) -> Purchase Intention (Y)	0,163

Source: Output PLS 4 (2026)

The F-Square (F^2) value is a measure used to determine the extent of influence of a predictor variable or construct on an endogenous variable or construct. According to Hair et al. (2019), F-Square value of 0.02, 0.15, and 0.35 indicate different level of strength: weak, moderate, and strong, respectively.

Predictive Relevance (Q^2)

Table 9. Predictive Relevance (Q^2) Test Results

	Q^2 predict
Purchase Intention (Y)	0,535

Source: Output PLS 4 (2026)

Based on Table 9. above, the research model has an excellent predictive capacity for the purchase intention variable, as indicated by the predictive relevance (Q^2) value of 0.535. This is because this model is seen as having predictive relevance (Q^2) because the Q^2 value is greater than 0.

*Model Fit***Table 10. Model Fit Test Results**

Model Fit	Value
SRMR	0,092
NFI	0,722

Source: Output PLS 4 (2026)

The Standardized Root Mean Square Residual (SRMR) is a measurement tool used to assess model fit. The criteria used state that an SRMR value below 0.08 indicate a good fit, while an SRMR value between 0.08 and 0.10 is acceptable. The NFI (Non-Financial Fit) is a measure for comparing models that do not contain relationship between variables. An NFI value greater than 0.90 is considered good (Sofyan Yamin, 2021).

*Hypothesis Testing Results***Table 11. Hypothesis Test Results**

	Beta (β) Value	T Value (O/STDEV)	P values	Description
Brand Awareness (X1) -> Purchase Intention (Y)	0,345	2,861	0,002	Positive Significant
Product Quality (X2) -> Purchase Intention (Y)	0,148	1,087	0,139	Positive and Insignificant
Brand Trust (X3) -> Purchase Intention (Y)	0,375	4,000	0,000	Positive Significant

Source: Output PLS 4 (2026)

DISCUSSION***The Effect of Brand Awareness on Purchase Intention***

Based on the results of testing the first hypothesis (H1), it was found that Brand Awareness has a positive and significant effect on Purchase Intention. This is evident from the Beta (β) value of 0.345, indicating a positive correlation, and the T-statistic of 2.861 ($2.861 > 1.645$). Furthermore, with a P-value of 0.002 ($0.002 < 0.05$), it can be concluded that the first hypothesis (H1) is accepted.

The results indicate that the higher a consumer's level of brand awareness of Bata, the greater their likelihood of purchasing the product. As a long-established brand in the market, Bata has a high level of recognition, making it easier for consumers to recognize, remember, and consider the brand when considering a purchase. High consumer familiarity with the Bata brand ultimately contributes to increased purchase intention.

The Effect of Product Quality on Purchase Intention

Based on the results of testing the second hypothesis (H2), it was found that product quality has a positive but insignificant effect on purchase intention. This is evident from the Beta (β) value of 0.148, indicating a positive correlation, and the T-statistic of 1.087 ($1.087 < 1.645$). Furthermore, the P-value is 0.139 ($0.139 > 0.05$), which indicates that the second hypothesis (H2) is rejected. The results obtained in this study contradict the proposed hypothesis, thus demonstrating a significant relationship between product quality and purchase intention.

The results indicate that product quality is not yet a determining factor in consumer purchase intention for Bata shoes. Although Bata is known for its comfortable and durable products, consumers today tend to consider other aspects such as trendy designs, model variety, competitive prices, and a brand image that aligns with their lifestyle. Furthermore, increased competition from local and international shoe brands, with product innovations and more engaging marketing strategies, has diminished the role of product quality as a primary factor in driving purchase intention. Therefore, consumer purchase intention is more influenced by a combination of factors that can deliver value and experiences that align with their preferences.

The Influence of Brand Trust on Purchase Intention

Based on the results of testing the third hypothesis (H3), it was found that Brand Trust has a positive and significant effect on Purchase Intention. This is evident from the Beta (β) value of 0.375, indicating a positive correlation, and the T-statistic of 4.000 ($4.000 > 1.645$). Furthermore, with a P-value of 0.000 ($0.000 < 0.05$), it can be concluded that the third hypothesis (H3) is accepted.

The results of the study indicate that brand trust is a factor driving consumer purchase intention for Bata Shoes. Consumers tend to have purchase intentions when they perceive the brand to be trustworthy, have a good reputation, and are able to meet their expectations. This trust is formed through product experience, consistent quality, and the belief that the brand can deliver the promised benefits.

CONCLUSION AND RECOMMENDATIONS

Overall, it can be concluded that brand awareness and brand trust have a significant positive influence on purchase intention for Bata Shoes Product. Meanwhile, product quality has a positive but insignificant influence on purchase intention for Bata Shoes Product. The results of this research are expected to serve as a reference for future research examining similar topics. However, this study still has several limitations, so future researchers are advised to add other variables not yet studied to gain a more comprehensive understanding of the factors influencing purchase intention.

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