

The Influence Of Brand Image And Brand Trust On Chicken Purchase Decisions At Maju Bersama Broiler Company

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Abstract

This study aims to analyze the influence of brand image and brand trust on chicken purchasing decisions at Maju Bersama (MB) Broiler Company. The background to this study is based on the fluctuation and decline in sales levels of MB Broiler poultry products in recent periods, a phenomenon that indicates a change in consumer behavior towards the product. This decline in sales is thought to be related to consumer perception factors regarding brand quality and reputation, as well as the level of consumer trust that has not been fully established or is less stable, thus giving rise to the need to evaluate the role of brand image and brand trust in influencing purchasing decisions. This study uses a quantitative approach with an associative research type. Data were collected through questionnaires to 130 respondents using a purposive sampling technique. The analysis method used is multiple linear regression with the help of the SPSS program. The results of the study indicate that partially, brand image has a significant effect on purchasing decisions. Meanwhile, brand trust also has a significant effect on purchasing decisions. Simultaneously, brand image and brand trust have a significant effect on purchasing decisions. The coefficient of determination (R^2) value shows that 61.7% of the variation in purchasing decisions can be explained by these two variables, while the remaining 38.3% is influenced by other variables outside the study. The results of this study indicate that the better the brand image and the higher consumer trust in the brand, the more likely consumers are to make a purchase decision. Therefore, MB Broiler needs to improve product quality consistency, strengthen marketing communications, and maintain transparency and reliability of service to increase consumer trust and positive perceptions.

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IJEBIR, Volume 05 Issue 04, 2026



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Keywords: Brand Image, Brand Trust, Purchasing Decision

INTRODUCTION

The poultry farming industry is a vital sector for Indonesia's food security, particularly due to the high consumption of chicken meat, which continues to rise alongside population growth, economic development, and changing consumption patterns. These conditions have spurred the growth of various poultry slaughterhouses (RPA) that compete to provide high-quality, hygienic, and safe chicken products. In this industry, success is determined not only by product quality and operational efficiency but also by the brand image and brand trust formed in consumers' minds (Kotler, Keller, & Chernev, 2022; Keller, 2021).

One business operator, MB Broiler, serves as a poultry processing plant ensuring that the slaughtering and distribution of chicken comply with hygiene and food safety standards before reaching consumers. MB Broiler offers chicken in several weight categories, with the approximately 2 kg size being the most sought-after as it is considered the most ideal for household needs and efficient in terms of usage. This preference indicates that, in addition to quality, the alignment of the product with consumer needs also influences purchasing decisions. Therefore, understanding brand image, brand trust, and consumer preferences is crucial for MB Broiler in maintaining loyalty and enhancing competitiveness in the market.



Figure 1. MB Broiler Logo

MB Broiler's brand image is shaped by several key elements, namely the implementation of cleanliness and hygiene, halal certification and veterinary standards, consistent product quality through a cold chain system, market reputation based on reviews and business partners, and transparent brand communication. According to

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Keller (2021), a positive brand image arises from consistency between brand promises and customer experiences, which then form positive associations such as “hygienic” and “trustworthy.” In the food industry, brand image is important because it relates to perceptions of product safety and quality (Aaker, 2020).

Sales data for 2022–2024 show fluctuations and even a downward trend in 2024, indicating a shift in consumer purchasing behavior. According to Kotler and Keller (2022), purchasing decisions for food products are strongly influenced by risk perception and trust. Additionally, Schiffman & Wisenblit (2023) explain that purchasing decisions are influenced by internal factors (perceptions, motivations, attitudes) and external factors (brand image, trust, social factors, and market conditions). Overall, the decline in purchasing decisions at MB Broiler is suspected to be related to a weakening of brand image and brand trust due to inconsistencies in quality and service. This indicates a research gap, as while theory suggests that brand image and brand trust influence purchasing decisions (Keller, 2021; Imani et al., 2023; Tahir et al., 2024), research in the context of local broiler chicken businesses remains limited. Therefore, this study is important to examine the influence of these two variables on purchasing decisions at MB Broiler as a local fresh food business.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior refers to the actions of individuals or groups in selecting, purchasing, using, and evaluating products or services, which involves a decision-making process (Nugraha et al., 2021; Firmansyah, 2020; Satriadi et al., 2021). This process encompasses activities before purchase, during purchase, and after product use. According to Kotler and Keller in Nugraha (2021), consumer behavior is influenced by several key factors. First, cultural factors, which include culture and subcultures such as religion, race, and region. Second, social factors, which include reference groups, family, as well as social roles and status. Third, personal factors, which consist of age, occupation, economic status, personality, and lifestyle. Fourth, psychological factors, which include motivation, perception, learning, and memory, shape consumers' purchasing decisions.

Brand Image

Brand image is consumers' perception of a brand, shaped by their experiences, marketing communications, and interactions with the product or service. It reflects the set

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of associations in consumers' minds—such as quality, price, reputation, and the values associated with the brand. Brand image also serves as a differentiator between brands in a competitive market (Kotler & Keller, 2022). According to Rangkuti (2009) in Hendrayanti & Terini (2021), indicators of brand image include: (1) brand recognition, (2) reputation, (3) appeal, and (4) consumer loyalty.

Brand Trust

Brand trust is consumers' belief that a brand is capable of fulfilling its promises and consistently delivering high-quality products or services. This trust forms the foundation of a long-term relationship between consumers and the brand, particularly in influencing purchasing decisions (Handoyo, 2024). Brand trust also reflects consumers' belief that the brand can deliver beneficial outcomes and sustained satisfaction. According to Gecti and Zengin in Firmansyah (2019), indicators of brand trust include: (1) trust in the brand, (2) brand reliability, (3) brand honesty, and (4) brand safety.

Purchase Decision

A purchasing decision is a process in which individuals are directly involved in choosing to buy a product offered by a company (Indrasari, 2019). This process reflects a series of cognitive considerations consumers make in selecting the product that best suits their needs and desires (Sudirman et al., 2020; Andrian, 2022).

METHODOLOGY

This study employs a quantitative approach; data were collected via a questionnaire administered to 130 respondents using purposive sampling from a population consisting of individual consumers, food business operators, and regular customers who purchase fresh chicken products from MB Broiler. The data were then analyzed using multiple linear regression with the aid of SPSS. This study focuses on the influence of brand image and brand trust on the purchasing decisions of MB Broiler consumers.



DISCUSSION**Validity Test****Table 1. Recapitulation of Validity Test Results**

Variable	Item	KMO	Anti Image	Factor Loading	Description
Brand Image (X1)	X1.1	0,740	0,797	0,591	Valid
	X1.2		0,756	0,753	Valid
	X1.3		0,707	0,841	Valid
	X1.4		0,742	0,809	Valid
Brand Trust (X2)	X2.1	0,673	0,735	0,643	Valid
	X2.2		0,641	0,749	Valid
	X2.3		0,644	0,760	Valid
	X2.4		0,745	0,554	Valid
Purchase Decision (Y)	Y.1	0,752	0,764	0,776	Valid
	Y.2		0,733	0,638	Valid
	Y.3		0,741	0,763	Valid
	Y.4		0,758	0,769	Valid
	Y.5		0,767	0,591	Valid

Source: Processed data (2026)

Based on the validity test results, all items in the brand image (X1), brand trust (X2), and purchase decision (Y) variables were deemed valid because they had KMO values > 0.5 , anti-image values > 0.5 , and factor loadings that met the criteria (> 0.5). For the brand image variable, factor loadings ranged from 0.591 to 0.841; for brand trust, from 0.554 to 0.760; and for purchase decision, from 0.591 to 0.776. This indicates that all indicators are capable of accurately measuring the research variables and are suitable for use in further analysis.

Reliability test**Table 3. Reliability Test Results**

Variable	Item	Cronbach Alpha	Keterangan
Brand Image (X1)	X1.1	0,742	Reliable
	X1.2		Reliable



	X1.3		Reliable
	X1.4		Reliable
Brand Trust (X2)	X2.1	0,613	Reliable
	X2.2		Reliable
	X2.3		Reliable
	X2.4		Reliable
Purchase Decision (Y)	Y.1	0,750	Reliable
	Y.2		Reliable
	Y.3		Reliable
	Y.4		Reliable
	Y.5		Realible

Source: Processed data (2026)

The results of the reliability test show that the Cronbach's Alpha values for all items in the instrument are ≥ 0.60 ; therefore, it can be concluded that all statements in the questionnaire are reliable and valid. Thus, the research instrument is deemed consistent in measuring the variables under study.

Multiple Linear Regression Results

Table 3. Results of Multiple Linear Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	7,650	1,622		4,718	,000
	Brand Image	,322	,095	,270	3,372	,001
	Brand Trust	,511	,094	,437	5,455	,000
a. Dependent Variable: Purchase Decision						

Source: Processed data (2026)

Table 3 above shows that brand im



age (X1) is 0.322 and brand trust (X2) is 0.511. From the multiple linear regression equation, we obtain:

$$Y = 7,650 + 0,322X1 + 0,511X2 + e$$

The constant value of 7.650 indicates that if brand image and brand trust are held constant, the purchase decision is 7.650. The brand image coefficient (X1) of 0.322 means that every increase in brand image will increase the purchase decision by 0.322, while the brand trust coefficient (X2) of 0.511 means that every increase in brand trust will increase the purchase decision by 0.511, assuming all other variables remain constant. This indicates that both variables have a positive effect on purchase decisions, with the influence of brand trust being more dominant than that of brand image.

Hypothesis Testing

Table 4. T-test Results

Variable	t-value	t-table	Sig.	Description
H1: <i>Brand image has a positive influence on purchasing decisions</i>	3,372	1,98	0.001	Ha accepted
H2: <i>Brand trust has a positive influence on purchasing decisions</i>	5,455	1,98	0.001	Ha accepted

Source: Processed data (2026)

1. The Effect of Brand Image on Purchase Decisions at MB Broiler

Based on the results of descriptive analysis, the MB Broiler brand image variable (X1) has a high average value of 4.29, indicating a positive consumer perception of the brand. The highest indicators are reputation (4.37) and loyalty (4.34), while recognition (4.28) is also classified as high, and attractiveness (4.18) is the lowest but still in the good category. According to Kotler & Keller (2022), brand image is a consumer's perception of a brand formed from experience and information received, which then influences attitudes and purchasing decisions. The regression results show that brand image has a positive effect on purchasing decisions with a coefficient of 0.322, meaning that the better the brand image, the higher the purchasing decision. The t-test results also show a significant effect with a value of 3.372 and a significance of 0.001 (<0.05), so the hypothesis is accepted. In addition, the simultaneous test shows that brand image and brand trust have a

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significant effect on purchasing decisions with a significance value of 0.000, and an R^2 value of 0.380, meaning that 38% of the variation in purchasing decisions can be explained by these two variables. However, the influence of brand image is still lower than brand trust based on the standard Beta value ($0.270 < 0.437$). Theoretically, these results align with Aaker's (2020) opinion that a positive brand image can improve perceived quality and drive consumer purchasing decisions. Therefore, it can be concluded that brand image has a significant influence on purchasing decisions at MB Broiler, requiring the company to continuously maintain and enhance its brand image through product quality, services, and appropriate marketing strategies.

2. The Effect of Brand Trust on Purchase Decisions at MB Broiler

Based on the descriptive analysis, the brand trust variable (X_2) for MB Broiler has a mean value of 4.13, which falls into the high category, indicating that consumers have a high level of trust in the brand. According to Kotler & Keller (2022), brand trust is consumers' belief in a brand's ability to consistently meet expectations, and thus significantly influences purchasing decisions. The results of the multiple linear regression indicate that brand trust has a positive effect on purchase decisions with a coefficient of 0.511, meaning that every increase in brand trust will increase purchase decisions by 0.511. The t-test results also show a significant effect with a value of 5.455 and a significance level of 0.000 (< 0.05), so the hypothesis is accepted. Additionally, the simultaneous test indicates that brand trust, together with brand image, has a significant effect on purchasing decisions with a significance level of 0.000, as well as an R^2 value of 0.380, meaning that 38% of the variation in purchasing decisions can be explained by these two variables. However, brand trust has a more dominant influence compared to brand image based on the Standardized Beta value ($0.437 > 0.270$). Theoretically, these findings align with Aaker's (2020) view that brand trust is built through consistent positive experiences and plays a crucial role in driving consumer loyalty and purchasing decisions. Therefore, it can be concluded that brand trust has a positive and significant influence and is a dominant factor in purchasing decisions at MB Broiler; consequently, the company must continue to maintain quality, transparency, and service to strengthen consumer trust.



Results of the F-Test**Table 5. F-Test Results**

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	382,733	2	191,367	38,932	,000 ^b
Residual	624,259	127	4,915		
Total	1006,992	129			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Brand Trust, Brand Image					

Source: Processed data (2026)

Based on the ANOVA table, the calculated F-value was 38.932 with a significance level of 0.000 (< 0.05), indicating that the regression model is valid and statistically significant. This means that brand image (X1) and brand trust (X2) simultaneously have a significant effect on purchase decisions (Y) regarding MB Broiler.

Coefficient of determination**Table 6. Determination Analysis Results (R^2)**

Model Summary	
Adjusted R Square	Std. Error of the Estimate
,370	2,217
a. Predictors: (Constant), Brand Trust, Brand Image	

Source: Processed data (2026)

Based on the results of the coefficient of determination test, an R-value of 0.617 indicates a fairly strong relationship between brand image (X1) and brand trust (X2) and purchase decisions (Y). An R-squared value of 0.380 means that 38% of the variation in purchase decisions can be explained by these two variables, while the remaining 62% is influenced by other factors such as price, product quality, promotions, location, and



consumer personal factors. Meanwhile, an adjusted R-squared of 0.370 indicates that the model remains stable and is suitable for use in this study.

CONCLUSION

Based on the analysis results, it can be concluded that the hypothesis is accepted: brand image and brand trust have a positive and significant effect on purchasing decisions regarding MB Broiler. Brand image exerts its influence through reputation and loyalty, which lead consumers to consistently choose MB Broiler, although its appeal still needs to be improved. Meanwhile, brand trust also has a significant effect, particularly through the indicators of safety and reliability, which enhance consumer confidence, although the aspect of honesty still needs improvement regarding information transparency. Overall, both variables are capable of enhancing consumer purchasing decisions. Therefore, MB Broiler is advised to enhance brand appeal through product innovation and more creative promotions, as well as strengthen consumer trust by improving information transparency, maintaining clear communication, and consistently upholding service quality to ensure that repeat purchases continue to increase.

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