



The Influence of Brand Image, Brand Trust, and Brand Love on Buying Attitudes of Teenage Girls

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Abstract: According to survey results, 54% of Indonesians prefer shopping online, with Gen Z being the most active group. Additionally, the majority of online shoppers by gender are female, accounting for 65%. The purpose of this study is to examine the influence of brand image, brand trust, and brand love on the attitude toward buying of teenage girls in Mataram City toward Colorbox products. This research employs a quantitative method, collecting data through questionnaires distributed to 150 participants. Using SPSS 24 for data processing, the study found that brand image has a positive but insignificant partial effect on attitude toward buying, brand love has a positive but insignificant effect on attitude toward buying, while brand trust has a positive and significant effect on attitude toward buying. However, when examined simultaneously, brand image, brand trust, and brand love have a positive and significant impact on attitude toward buying. This study highlights the significant role of brand trust in shaping the buying attitudes of teenage girls in Mataram toward Colorbox products. The findings offer valuable insights for marketers aiming to enhance brand strategies and consumer engagement in the rapidly growing online shopping market in Indonesia, particularly among female Gen Z consumers.

Keywords: Attitude Toward Buying, Brand Image, Brand Love, Brand Trust, Colorbox.

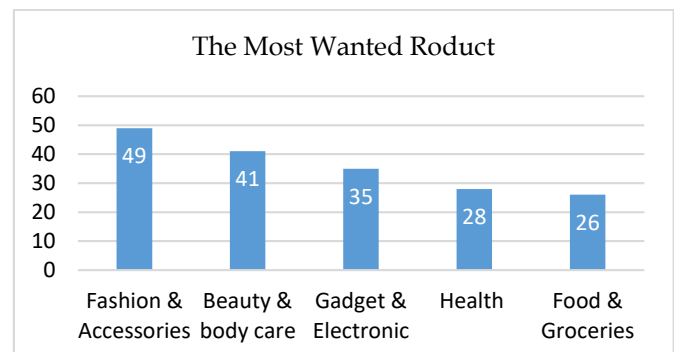
Introduction

The era of digitalization is very developed among the community, especially among teenagers or often called Generation Z (Ika, 2023). Currently, teenagers are the biggest and very influential target in online shopping activities. The majority of consumers who shop online based on gender are dominated by women, with a percentage reaching 65% (Yulianto & Juliatin, 2020). survey data conducted by Katadata in 2024 where the picture shows that Fashion and accessories are items that are sought after by 49% by consumers (Rania, 2024).

The development of communication and information technology slowly but surely shifts the community's shopping culture that previously used traditional shopping and turned into online shopping.

The most wanted products in marketplaces are presented in Figure 1.

Figure 1. Top Most Searched Products



Source: (www.katadata, 2024)

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In today's competitive market, understanding consumer behavior, particularly buying attitudes, is crucial for companies aiming to maintain a strong market position. The attitude toward buying, which is part of the behavioral component in consumer purchasing decisions, plays a pivotal role in influencing whether a consumer decides to purchase a product. This attitude is a response formed by evaluating a product or service, and it can significantly impact a consumer's intention to buy. It is stated that the attitude towards purchasing is a behavior that appears as a response to the evaluation of objects. As consumer preferences evolve, it becomes increasingly important for businesses to understand the psychological and emotional factors that shape buying decisions (Jaya et al., 2020).

Among the key factors influencing purchasing attitudes, brand-related elements such as brand image, brand trust, and brand love stand out as critical components in shaping consumer perceptions and behaviors. Brand image is the public's perception of a company or product. The definition of brand image according to (Kotler, 2009) is a person's beliefs, ideas, and perceptions towards a brand. It is a public's overall impression of the product or the company that can affect consumer's engagement with the brand (Paputungan et al., 2023).

Brand trust, another critical factor, relates to the consumer's belief in the brand's reliability and its ability to meet consumer needs consistently (Lantara & Pramudana, 2020). It refers to the level of trust that consumers have towards a brand (Hendrayanti & Terini, 2021). A trustworthy brand influences the consumer's confidence in making purchasing decisions, reinforcing the importance of building brand trust in a highly competitive market (Utama & Ambarwati, 2022). On the other hand, consumers' emotional attachment to a brand, often described as brand love, also plays a significant role. Brand love refers to the emotional commitment consumers develop towards a brand, characterized by deep affection, attachment, and loyalty (Sulistianti et al., 2024).

In today's market, teenage girls in particular are a distinctive and powerful demographic, particularly when it comes to internet purchasing, where this segment is becoming more and more engaged. Teenage girls are a crucial market group for companies looking to reach the quickly growing youth market because, as digital natives, they are extremely sensitive to brand perceptions, trust, and emotional ties. Gaining insight into how these brand elements—love, trust, and brand image— influence their attitudes toward buying can help marketers create campaigns that appeal to this powerful consumer base.

By examining how these brand features affect purchasing attitudes, particularly among teenage

females in Mataram, this study seeks to close a gap in the body of existing knowledge. By concentrating on this group, the study aims to offer useful suggestions for companies looking to improve customer loyalty, increase brand engagement, and better match their marketing initiatives with the changing tastes of young customers. This study has important ramifications for entrepreneurs looking to improve their tactics and grow their clientele in a market marked by intense competition and changing consumer preferences.

Method

The research is a quantitative research with associative approach. The population in this study is teenage girls (particularly girls between 17-21 years old) who purchased Colorbox products online, and the number of sample used was 150 respondents. The data analysis technique used is a multiple linear regression approach consisting of validity and reliability tests, classical assumption tests (normality test, heteroscedasticity test, and multicollinearity test), and hypothesis test consisting of t test (partial influence), and f test (simultaneous influence). The respondent criteria in this study are presented in the Table 1.

Table 1. Characteristics of Respondents

Criteria	Sum	Percentage
Age		
17-21 years old	150	100%
Gender		
Female	150	100%
Occupation		
University Student	113	75,3%
Highschool Student	23	5,4%
Entrepreneur	7	4,7%
Private Employees	6	4%
Health Workers	1	0,6%

Table 1 shows that all of the respondents are between 17 - 21 years female. That age is in the late adolescence phase. Most of them (75.3%) are university students. At that age, their attitude requires recognition from their social environment, identity search, and in an unstable emotional state. This affects the decision in making transactions, including when shopping online (Mustika & Astiti, 2020).

Result and Discussion

1. Validity Test

Validity test is used to measure the validity or invalidity of a questionnaire. A questionnaire is said to be valid if the question is able to express something that will be measured by the questionnaire (Sanaky et

al., 2021). The technique used for the validity test is to calculate the Pearson product-moment correlation. If the calculated r (r -count) is greater than the r -table and the value is positive, then the question and indicator are declared valid. Table 2 shows that r count is greater than r table with a value of 0.135, this means that the questionnaire is valid.

Table 2. Results of Validity Test

Variable	Item	r count >0,135	Conclusion
<i>Brand Image (X1)</i>	X1.1	0,651>0,135	Valid
	X1.2	0,741>0,135	Valid
	X2.3	0,749>0,135	Valid
	X1.4	0,744>0,135	Valid
	X1.5	0,782>0,135	Valid
	X1.6	0,704>0,135	Valid
<i>Brand Trust (X2)</i>	X2.1	0,820>0,135	Valid
	X2.2	0,787>0,135	Valid
	X2.3	0,738>0,135	Valid
	X2.4	0,763>0,135	Valid
	X2.5	0,755>0,135	Valid
	X2.6	0,783>0,135	Valid
<i>Brand Love (X3)</i>	X3.1	0,722>0,135	Valid
	X3.2	0,704>0,135	Valid
	X3.3	0,738>0,135	Valid
	X3.4	0,727>0,135	Valid
	X3.5	0,763>0,135	Valid
	X3.6	0,716>0,135	Valid
	X3.7	0,783>0,135	Valid
	X3.8	0,817>0,135	Valid
	X3.9	0,803>0,135	Valid
	X3.10	0,820>0,135	Valid
	X3.11	0,747>0,135	Valid
	X3.12	0,728>0,135	Valid
<i>Attitude Toward Buying (Y)</i>	Y1.1	0,549>0,135	Valid
	Y1.2	0,578>0,135	Valid
	Y1.3	0,624>0,135	Valid
	Y1.4	0,618>0,135	Valid
	Y1.5	0,727>0,135	Valid
	Y1.6	0,627>0,135	Valid
	Y1.7	0,678>0,135	Valid
	Y1.8	0,574>0,135	Valid

2. Reliability Test

As the questionnaire is valid, reliability tests are carried out to prove the accuracy, consistency, and accuracy of the instrument in measuring variables (Sulistianingsih et al., 2024). A variable or question is said to be reliable if the answer to the question is stable and consistent over time. In this research, reliability of the items is measured by the Cronbach alpha (α) value. A construct or variable is said to be reliable if it gives a Cronbach's alpha value (α) > 0,7 (Hair et al., 2020). The results reliability test is shown in Table 3. The results shown are the basis for the

conclusion that the research instrument used is reliable.

Table 3. Results of Reliability Test

Variable	Cronbach's Alpha	Conclusion
<i>Brand Image</i>	0,826	Reliable
<i>Brand Trust</i>	0,869	Reliable
<i>Brand Love</i>	0,933	Reliable
<i>Attitude Toward Buying</i>	0,766	Reliable

3. Classical Assumption Tests

a) Normality Test

The Normality Test is used to determine whether the variable data used in the research is normally distributed or not (Khatun, 2021). Data normality can be seen through the Kolmogorov-Smirnov test, where the data is said to be normally distributed if the test statistic value is > 0.05 with a sig value > 0.05. The data found to be not normally distributed so the researcher did Monte Carlo approach to further test the data normality as seen in Table 4. With the Monte Carlo test, the sig value obtained was 0.369 > 0.05, so it can be concluded that the data is normally distributed.

Table 4. Results of Monte Carlo Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			150
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.87859205
Most Extreme Differences	Absolute		.074
	Positive		.074
	Negative		-.043
Test Statistic			.074
Asymp. Sig. (2-tailed)			.043 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.369 ^d
	99% Confidence Interval	Lower Bound	.356
		Upper Bound	.381

b) Multicollinearity Test

Multicollinearity test is used to test whether the regression model finds correlation between independent variables. To find out the presence of multicollinearity in the multiple linear regression model, the variance inflation factor (VIF) value can be used, and if the VIF value exceeds 10, multicollinearity occurs (Lavery et al., 2019). The results of the multicollinearity test in Table 5 show

that all independent variables in this study have a tolerance value greater than 0.10 and a VIF value less than 10, so it is concluded that there is no multicollinearity problem.

Table 5. Results of Multicollinearity Test

Variables	Tolerance	VIF
Brand Image	.374	2.675
Brand Trust	.382	2.620
Brand Love	.578	1.731

c) Heteroscedasticity Test

The heteroscedasticity test is used to test whether there is inequality of variance from the residual in the regression model (Saleh & Rosli, 2024). In a good regression there should be no heteroscedasticity which can be seen from the absence of a certain pattern in the Scatter Plot graph. The results of the Scatter Plot test show that the points are spread randomly, do not form a pattern, do not form a line and do not pile up, so it can be concluded that there is no heteroscedasticity. The result of the test is shown in Figure 2.

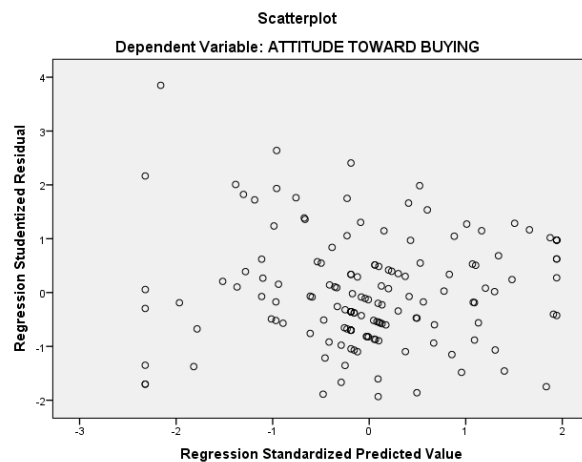


Figure 2. Results of Heteroscedasticity Test

4. Multiple Linear Regression

Based on the SPSS test results shown in Table 6, the constant value obtained is 16,276. On the other hand, it was found that Brand Image has a regression coefficient value of 0.211, Brand Trust has a regression coefficient value of 0.355, and Brand Love has a regression coefficient value of 0.066. The multiple linear regression formula equation is shown in Equation 1.

Table 6. Multiple Regression Analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	16.276	2.094		7.771	.000
Brand Image	.211	.127	.186	1.665	.098
Brand Trust	.355	.126	.311	2.813	.006
Brand Love	.066	.045	.132	1.467	.144

a. Dependent Variable: Attitude Toward Buying

$$Y = 16,276 + 0,211X_1 + 0,355X_2 + 0,066X_3 + e \text{ (Equation 1)}$$

5. Hypotheses Testing

The t test is used to determine the significance of each variable partially between the free variable and the bound variable. To be able to see the significance value, it can be seen if the sig value is < 0.05 (5%), then it is known that the influence of the variable X on Y is significant and it can also be done by comparing the calculated t value with the t table (t calculated > t table, then it has a significant effect). The results of the hypothesis test are shown in Table 6.

a) t-test

The t-test is used to determine the significance of the influence of the independent variable partially on the dependent variable. The significance of the influence can be known through the significance value, if the sig value < 0.05 (5%), then the influence of the independent variable on the dependent variable is significant. The significance of the influence can also be seen by comparing the calculated t value with the t table (t calculated > t table, then it has a significant effect).

The Influence of Brand Image on Attitude Towards Buying of teenage girls

Buying interest or purchasing decision is closely related to attitude towards buying. Both buying interest and Attitude Toward Buying are integral components of the consumer decision-making process. They represent the psychological stage that occurs prior to the actual purchase of a product or service. When consumers hold a strong and positive Attitude Toward Buying a particular brand or product, their likelihood of exhibiting

high buying interest also increases. Based on Table 6, it can be known that the Brand Image variable has a coefficient value of 0.211 which means positive. t calculated value is $1.665 > t$ table value of 1656 with significance value $0.09 > 0.05$. This means that Brand Image variable has a positive effect on Attitude Towards Buying of teenage girls, but the effect is insignificant. This result is supported by research conducted by (Amalia & Mawardani, 2022) which have found that brand image has a positive and insignificant effect on purchasing decisions. Another research conducted by (Nida et al., 2023) said the same, that Brand Image has a positive and insignificant effect on buying interest.

The Influence of Brand Trust on Attitude Towards Buying Teenage Girls

Buying interest and Attitude Toward Buying are closely intertwined in the consumer decision-making process. Both represent crucial psychological stages that precede the actual purchase of a product or service. When consumers hold a strong, positive Attitude Toward Buying a specific brand or product, their likelihood of developing a high level of buying interest significantly rises. Based on Table 6, it can be known that Brand Trust variable has a coefficient value of 0.355 which means positive. t calculated value is 2.813 which is greater than t table value of 1656 with significance value $0.006 < 0.05$. This means that Brand Trust has a positive and significant influence on Attitude Towards Buying. This result is supported by research conducted by (Laraswanti, 2022; Wiryanata et al., 2021) who found that brand trust has a positive and significant effect on the buying interest.

The Influence of Brand Love on Attitude Towards Buying Teenage Girls

Based on Table 6, it can be known that Brand Love has a coefficient value of 0.066 which means positive. t calculated value is 1.467 which is greater than t table value of 1.656 with significance value $0.144 > 0.05$. This means that brand love doesn't have a significant effect on attitude towards buying. This is in line with the research conducted by (Hasibuan et al., 2024) stating that brand love has a positive and insignificant effect on the attitude towards buying. Where consumers may have positive feelings towards the brand, it

does not always directly improve the attitude towards purchases that lead to buyers. Other factors, such as price, product quality, and satisfaction, may play a more dominant role in influencing consumer purchasing attitudes.

b) F Testing

F test is used to determine the significant influence and regression coefficient simultaneously between free variables to bound variables. To be able to see the significance value, it can be seen that if the sig value is < 0.05 (5%), then the influence of independent variables on attitude towards buying is significant. The significance can also be done by comparing the calculated F value with the F table (If Counted $F > F$ table, so it has a significant simultaneous effect).

Table 7. Results of F Testing

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	575.342	3	191.781	22.678	.000 ^b
Residual	1234.658	146	8.457		
Total	1810.000	149			

a. Dependent Variable: Attitude Toward Buying

b. Predictors: (Constant), Brand Love, Brand Trust, Brand Image

The Influence of Brand Image, Brand Trust, and Brand Love on Attitude Toward Buying of teenage girls

The F test results in Table 7 show that the F-count value is 22.678 (F table seen on row 150-(4-1) = 147 and column (4-1=3) (total number of variables - number of dependent variables) is 2.67 which means $F\text{-count} > F\text{-table}$ ($22.678 > 2.67$) and the sig value is $0.000 < 0.05$). With this result, it can be concluded that brand image, brand trust, and brand love have a significant effect simultaneously on Attitude Toward Buying of teenage girls.

This is in line with the research conducted by (Handayani, 2024) saying that brand image and brand trust have a simultaneous impact on buying interest. Buying interest and Attitude Toward Buying have a close relationship in the consumer decision-making process. Both are part of the psychological stage before someone purchases a product or service. If consumers have a strong and positive Attitude Towards Buying towards a

brand or product, then their chances of having a high buying interest also increase.

Conclusion

This study concludes that teenage girls' attitudes on purchasing Colorbox items in Mataram are positively impacted by brand image, however this effect is statistically small. This shows that while brand image does affect buying decisions, it does not have a strong enough effect to control or greatly influence young females' sentiments toward Colorbox products. Conversely, the Attitude Toward Buying is positively and statistically significantly impacted by Brand Trust. According to this research, young females in Mataram have a more positive attitude regarding buying Colorbox items the more they trust the Colorbox brand. Like Brand Image, Brand Love has a favorable but statistically negligible impact on teenage females' attitudes toward purchasing Colorbox items in Mataram City. Although Brand Love has some influence, it is not strong enough to change people's attitudes about making purchases. When taken as a whole, brand image, brand trust, and brand love all affect how Mataram City's teenage females feel about purchasing Colorbox goods. This is demonstrated by the fact that the F-calculated value is greater than the F-table value, suggesting that the combination of these three factors significantly and meaningfully influences the formation of purchasing attitudes.

Teenage girls are a group that is frequently disregarded in studies on consumer behavior, and this study helps to clarify how various brand-related factors—Brand Image, Brand Trust, and Brand Love—affect their purchasing behavior. The results emphasize the significance of brand trust as a major influence on consumer attitudes toward purchases, which might assist marketers in customizing their approaches to forge closer bonds with customers. Furthermore, the study shows that although brand image and brand love have some influence, it is not as strong as it could be. This suggests that in order to effectively engage young customers, brands should concentrate more on building trust. For academics and marketers looking to comprehend and improve customer behavior in the teenage market, these insights offer insightful advice.

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