

## **ABSTRACT**

*This study, which is guided by the Theory of Reasoned Action, examines the complex interactions that exist between brand image, brand awareness, brand trust, and purchase intentions among motorsport enthusiasts in Jakarta with the purchase intention of Formula One merchandise. It investigates how brand image and brand awareness affect purchase intentions, with brand trust serving as a mediator, in an effort to close research gaps that currently exist.*

*Data from 130 respondents were examined using structural equation modeling (SEM) and a quantitative methodology. Direct communication, social media, and Formula One fan bases were used to survey these individuals. The study's main research questions center on how brand perception and brand awareness affect purchase intent and brand trust, as well as how brand trust functions as a mediator in these connections.*

*Results validate that brand trust is positively impacted by both brand image and brand awareness, and that purchase intention is positively impacted by brand trust. Furthermore, purchase intention is immediately and favorably impacted by brand awareness and brand image. This research adds to our understanding of consumer decision-making processes by offering insightful information about the dynamics of consumer behavior and brand perception in the niche market of motorsport merchandise.*

**Keywords:** *Brand Image, Brand Awareness, Brand Trust, Purchase Intention, Formula One merchandise, Theory of Reasoned Action.*