

ABSTRACT

Technological developments have rapidly changed consumer behavior, especially in online purchasing decisions. This study aims to analyze the effect of product quality, discounts, and online reviews on online purchasing decisions with brand trust as a mediator, using case studies on consumers of the Hot Side Story by Hangry brand.

This study uses a quantitative approach by collecting data through questionnaires distributed to Hot Side Story consumers and analyzed using the Structural Equation Modelling (SEM) method with the help of SPSS AMOS 26 software to test the relationship between the independent variable and the dependent variable and the role of brand trust as a mediator in the relationship. The results showed that product quality, discounts and online reviews have a positive and significant influence on brand trust and online purchasing decisions. In addition, brand trust also shows a positive and significant influence on online purchasing decisions. However, online reviews have a negative influence on online purchasing decisions although they still have a positive and significant impact on brand trust.

The implication of this study shows that improving product quality, appropriate discount strategies, and good online review management can increase brand trust and significantly influence customers' online purchasing decisions.

Keywords: Product Quality, Discount, Online Reviews, Brand Trust, Online Purchasing Decision, Structural Equation Modelling (SEM).