

ABSTRACT

This study focuses on the influence of brand awareness and brand image on purchasing decisions with brand trust as an intervening variable. Uniqlo as a global fashion brand continues to grow in the Indonesian market, including among Generation Z who are increasingly aware of brand value in the purchasing decision-making process. In the midst of increasingly fierce competition in the fashion industry, understanding the factors that influence purchasing decisions is crucial.

Brand awareness plays an important role in shaping consumers' initial recognition of a brand, while brand image builds deep perceptions of brand quality and reputation. Brand trust, on the other hand, reflects consumers' belief in the reliability and credibility of a brand. This trust is often the main foundation before consumers decide to make a purchase.

This study involved 120 Generation Z respondents in Semarang City who are Uniqlo consumers, selected through the Non-Probability Sampling technique with a purposive sampling approach. Data analysis was carried out using the Structural Equation Modeling (SEM) method using AMOS software to test the relationship between variables.

The test results showed that brand awareness, brand image, and brand trust had a positive and significant influence on purchasing decisions. Among the three variables, brand trust has the strongest influence on purchasing decisions, followed by brand image and brand awareness. In addition, brand trust is proven to be an intervening variable that strengthens the relationship between brand awareness and brand image on purchasing decisions. This finding provides strategic implications for Uniqlo in building brand trust to increase loyalty and purchasing decisions of Generation Z consumers.

Keywords: *Brand Awareness, Brand Image, Brand Trust, Purchase Decision, Generation Z*