



The Role of Consumer Trust in Mediating the Relationship between Service Quality, Promotion, and Product Variety on Purchasing Decisions at Amanda Brownies Purwokerto

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ABSTRACT

The purpose of this study is to examine the effect of service quality, promotion, and product variety on consumer purchasing decisions mediated by consumer trust. This study uses a quantitative approach. The population of this study is consumers of Amanda Brownies stores in Purwokerto. The sample was selected using purposive sampling, consisting of 102 respondents. Hypothesis testing was conducted through multiple regression analysis using the Partial Least Square (PLS) method. The results of the study indicate that service quality, promotion, and product variety have a positive and significant effect on purchasing decisions. Consumer trust does not influence purchasing decisions. Consumer trust does not mediate the relationship between the independent variables and purchasing decisions.

INTRODUCTION

The development of the business world is currently increasing rapidly in various fields, one of which is the food & beverages (F&B) industry, which is one of the most dynamic sectors in various parts of the world, including in Indonesia. The food & beverages business is the most visible business field for development, because food and drinks have become a permanent necessity for everyday humans (Hafizh et al. 2024). But on the other hand, the growth of the food & beverages business also needs to pay attention to relationships with consumers so that they remain well established in the long term so that they can change the status of consumers to customers (Shah et al. 2023).

According to data from the Central Statistics Agency (BPS) and the Coordinating Ministry for Economic Affairs from Surjantoro (2024), it shows that the food & beverages industry in Indonesia was significant in the second quarter of 2024, reaching 10.17%. The growing food and beverages business includes cake products, creating one of the cake product innovations that are currently in great demand by the public, namely brownies. Many companies have created brownie products as an icon that is used as a mandatory souvenir when visiting a place, one of which is Amanda Brownies. Amanda Brownies established more than a hundred stores or outlets in various regions in Indonesia, such as Surabaya, Yogyakarta, Medan, and one of them on Jl. Jenderal Sudirman No 675, Purwokerto.

According to Listyani et al. (2025) manda Brownies initially only produced original variants of family recipes, but the positive market response encouraged the company to continue to innovate by creating new variants such as cheese cream, crimson pandanus, blueberry, and tiramisu. This innovation is done to follow market tastes and provide added value for consumers, along with attention to halal certification. Even so, Amanda Brownies still faces challenges such as customer decline, limited variants, and competition from similar cake shops that continue to grow (Khumairoh et al. 2024).

According to Kotler (2009) consumer behavior theory is influenced by psychological factors, where trust is part of the attitudes and perceptions formed through experience, information and interaction with brands. In this context, trust bridges the influence of external variables such as service quality, promotion and product variety on purchasing decisions. This means that even though consumers receive positive stimuli from outside, the final decision to buy is often determined by the level of consumer confidence.

Consumer trust is a positive feeling that arises in consumers when they believe that the products or services offered by a brand meet the expectations, standards, or values that consumers consider important (Ginting et al., 2023). Consumer trust has an impact on purchasing decisions supported by Toji et al., (2024), Padang et al., (2025), Ridwan et al., (2025), dan Novianti et al., (2025) the better consumer trust, the more consumers trust. Several things that influence consumer confidence and customer decisions include service quality, promotion and product variety.

According to Kotler (2009) purchasing decisions are the final stage of the consumer behavior process which is influenced by cultural, social, personal, and

psychological factors. This process involves information search and evaluation of alternatives, in which perceptions and attitudes towards brands play a major role, so that purchasing decisions reflect the results of the interaction of various internal and external factors. According to Kotler & Armstrong (2012), what is meant by a purchasing decision is a problem-solving process carried out by consumers from the results of analyzing or recognizing needs and wants, product quality, service quality, and other factors that can convince consumers.

A factor that can influence purchasing decisions is service quality. According to Kotler (2009) in the theory of consumer behavior, good, responsive, friendly, and consistent service quality is able to form positive perceptions, increase satisfaction, and foster trust, thus playing an important role in influencing purchasing decisions. According to Tjiptono, (2011) describes that service quality is a form of effort in meeting the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. This research is in line with Astini & Amrita, (2023), Vianita et al., (2025), Oktaviani et al. (2025), Nurbaidah et al. (2023), dan Patmala & Fatihah (2021) the results showed that service quality has a positive and significant effect on purchasing decisions. Meanwhile, according to Saputra et al., (2024), Purnama et al., (2023) dan Hazizah et al., (2022) stated that service quality has no effect on purchasing decisions.

The second factor that can influence purchasing decisions is promotion. According to Kotler (2009) in the theory of consumer behavior, promotion plays an important role in shaping awareness and attitudes, so that the right promotional strategy can build perceptions, arouse interest, and drive consumers towards purchasing decisions. According to Kotler & Keller, (2018) promotion comes from the word *promote* which in English is defined as developing or increasing this understanding if it is related to the field of sales, it means as a tool to increase sales turnover. Supported by research by Wahida et al. (2023), Yulianto et al. (2024), Setiawan et al. (2023), Fairliantina & Paniroi (2023), dan Batubara et al. (2022), show that product variation has a positive and significant effect on purchasing decisions. Meanwhile, according to Dinianti et al. (2023), Wilidia et al. (2022) dan Yahya et al. (2022) stated that promotion has no effect on purchasing decisions.

According to Kotler (2009) product variety affects consumer behavior because consumers tend to choose products that suit their preferences and needs. In consumer behavior theory, purchasing decisions are influenced by psychological, social, and personal factors, so providing a variety of choices helps companies attract various segments, increase satisfaction, and build loyalty. According to Kotler (2009) product variety as a separate expert in a brand or product line as a product line that can be distinguished by size, price appearance or characteristics. According to Nurbaidah et al. (2023), Atho'urrohman et al. (2024), Assaukani et al. (2024), Novelina et al. (2024), dan Rahmawati (2022) state that product variations have a positive and significant effect on purchasing decisions. Meanwhile, Aunillah et al. (2023), Salman et al. (2025), dan KS et al. (2025) state that product variation has no effect on purchasing decisions.

The novelty of this study is by adding a mediating factor, namely consumer trust, conducted by Alesandro (2023), where good service quality encourages the formation of higher trust, which in turn increases the tendency of consumers to make purchases Welsa et al., (2024) Similarly, according to Padang et al., (2025) stated that initiatives and targeted promotions are able to create positive perceptions, strengthen trust, and encourage purchasing decisions. Meanwhile, the variety of products offered helps meet consumer needs, form positive perceptions, and build trust. This trust encourages consumers to make purchases because they feel the product matches consumer preferences and expectations (Asfawi, et al., 2025). Seeing this phenomenon, it is important to examine how much influence these variables have on purchasing decisions through consumer trust. So, this study is entitled "The Role of Consumer Trust in Mediating the Relationship between Service Quality, Promotion, and Product Variety on Purchasing Decisions at Amanda Brownies Purwokerto".

LITERATURE REVIEW

Theory of Consumer Behavior

Consumer behavior is a study of how a person, group, and organization select, use, purchase, and place things ranging from goods and services, experiences, ideas intended to meet consumer needs and desires (Kotler, 2009). This is very likely to be described as a process in which individuals make decisions to utilize their resources in purchasing goods related to consumption.

Effect of Service Quality on Purchasing Decisions

Service quality is the extent to which the company's ability to provide everything that buyers expect to fulfill their needs. According to Patmala & Fatihah (2021) service quality is the main concern of customers when making decisions. For customers, service quality and customer satisfaction come from organized service, so that it will create a good perception in customers. This is supported by research conducted by Astini & Amrita, (2023), Vianita et al., (2025), Oktaviani et al., (2025), dan Nurbaidah et al. (2023), show that service quality has a positive and significant effect on purchasing decisions. These findings emphasize that responsive, friendly, and professional service can increase consumer satisfaction and trust, which in turn encourages them to make purchases.

H₁: Service quality has a positive and significant effect on purchasing decisions

The Effect of Promotion on Purchasing Decisions

Sales promotion is very important in taking immediate and specific action. Sales promotion consists of a collection of short-term incentive tools to encourage the purchase or sale of various goods and services (Kotler & Armstrong, 2013). The results of this study are in line with research conducted by Wahida et al. (2023), Yulianto et al. (2024), Setiawan et al. (2023), Fairliantina & Paniroi (2023), dan Batubara et al. (2022) concluded that promotion has a positive and significant effect on purchasing decisions. These findings confirm that an intensive and effective promotional strategy plays an important role in attracting interest and encouraging consumers to make purchases.

H₂: Promotion has a positive and significant effect on Purchasing Decisions

Effect of Product Variety on Purchasing Decisions

Product variety is one of the benchmarks for purchasing decisions made by consumers (Norawati et al. 2021). Product variety (product mix) is a collection of all products and goods offered by certain sales to consumers, product variety is a diversity that has differences that can be seen directly and can be distinguished by the naked eye. The results of this study are in line with previous research conducted by Nurbaidah et al. (2023), Atho'urrohman et al. (2024), Assaukani et al. (2024), Novelina et al. (2024), dan Rahmawati (2022) show that product variety has a positive and significant effect on purchasing decisions. Diversity in product type, design, size, and price is considered capable of meeting diverse consumer needs, thereby increasing interest and encouraging purchasing decisions.

H₃: Product Variety has a positive and significant effect on Purchasing Decisions

The Effect of Consumer Trust on Purchasing Decisions

According to Anjani & Wimba (2021), trust is a cognitive component of psychological factors. Trust relates to belief, that something is true or false based on evidence, suggestion, authority, experience, and intuition. The results of this study are in line with previous research conducted by Anjani & Wimba (2021), Solihin (2020), dan Nurbaidah et al. (2023) which states that consumer trust has a positive and significant effect on purchasing decisions. Trust in a brand, product, or seller in terms of credibility, integrity, and security encourages consumers to feel more confident, making it easier for them to make purchasing decisions.

H₄: Consumer Trust has a positive and significant effect on Purchasing Decisions.

The Effect of Service Quality on Consumer Trust

According to Patmala & Fatihah, (2021) service quality is the main concern of customers when making decisions. Quality service can certainly encourage consumers to establish a close relationship with the company. This is supported by research conducted by Siswanto et al. (2025), Nurissyarifah et al., (2024), dan Kurniawan et al. (2020) which states that service quality has a positive and significant effect on consumer trust. This finding indicates that the better the quality of service provided, the higher the level of consumer confidence in the company or seller. With satisfying service, consumers feel safer and confident that the company is able to fulfill promises and maintain integrity in every transaction.

H₅: Service Quality has a positive and significant effect on Consumer Trust

The Effect of Promotion on Consumer Trust

Promotion according to Kotler & Keller (2017) is a target market to attract, retain, and increase consumers by creating and providing good quality sales. This is supported by previous research conducted by Triwidyati et al. (2024), Nurazizah & Sungkono (2023), dan Limbong (2023), and , and show that service quality has a positive and significant effect on consumer trust. Good service

makes consumers feel safe and confident in the credibility and integrity of the company.

H₆: Promotion has a positive and significant effect on Consumer Trust

The Effect of Product Variety on Consumer Trust

According to Peburiyanti et al. (2020) product diversity or product variation is one of the important factors that influence consumers' desire to repurchase. Consumer trust arises when consumers like the products and services of a company and have the desire to repurchase these products and services. The results of this study are in line with research conducted by Nurissyarifah & Darmawan (2025), Asfawi, et al., (2025), dan Permana & Afandi (2021) showing that product variety has a positive and significant effect on consumer trust. Diversity in design, size, function, and product quality reflects the company's commitment to meeting consumer needs, thus building positive perceptions and increasing trust in the brand.

H₇: Product Variety has a positive and significant effect on Consumer Trust

The Effect of Service Quality on Purchasing Decisions Mediated by Consumer Trust

Every product that has successfully penetrated the international market must have its own uniqueness and quality (Kotler, 2009), explaining that product quality is a characteristic of a product that is determined by its ability to meet consumer needs, both expressed and implied needs. This is in line with research conducted by Welsa et al., (2024), Pratiwi & Wahyuni (2023), serta Hakim et al. (2025) concluded that consumer confidence mediates the effect of service quality on purchasing decisions. Good service forms consumer trust first, which then encourages them to be more confident in making purchasing decisions.

H₈: Consumer Trust is able to significantly mediate the relationship between Service Quality and Purchasing Decisions.

The Effect of Promotion on Purchasing Decisions Mediated by Consumer Trust

Promotion is one of the ways used to attract consumer attention to buy a product. Implementing promotions regularly can support increased sales activity Kotler & Amstrong (2016). This research is in line with research conducted by Solihin (2020), Septiyanti & Andriani (2025) , dan Rahayu et al. (2025), stating that consumer confidence mediates the effect of promotion on purchasing decisions. An effective promotional strategy can increase trust in the brand, which in turn encourages consumers to make purchases more convincingly.

H₉: Consumer Trust is able to mediate the relationship between significant Promotion on Purchasing Decisions

The Effect of Product Variety on Purchasing Decisions Mediated by Consumer Trust

According to Kotler & Keller (2012) product variety refers to different units within a brand or product line, which can be distinguished by size, price, or other characteristics. The more and varied products offered in a place, the more likely consumers are to feel satisfied and purchase these products without

the need to look for other products. This indicates that product diversity can increase consumer loyalty. This research is in line with research conducted by Septiawati et al. (2022), Sofyan & Arifin (2021), serta Hidayat & Utami (2020), show that product variety has a positive effect on consumer trust, which then mediates purchasing decisions. Consumers are more likely to buy when they feel the products offered match their needs and preferences.

H10: Consumer Trust is able to mediate the relationship between significant Product Variety and Purchasing Decisions.

Based on the description of the theory and framework that has been stated above, the framework in this study can be described as follows:

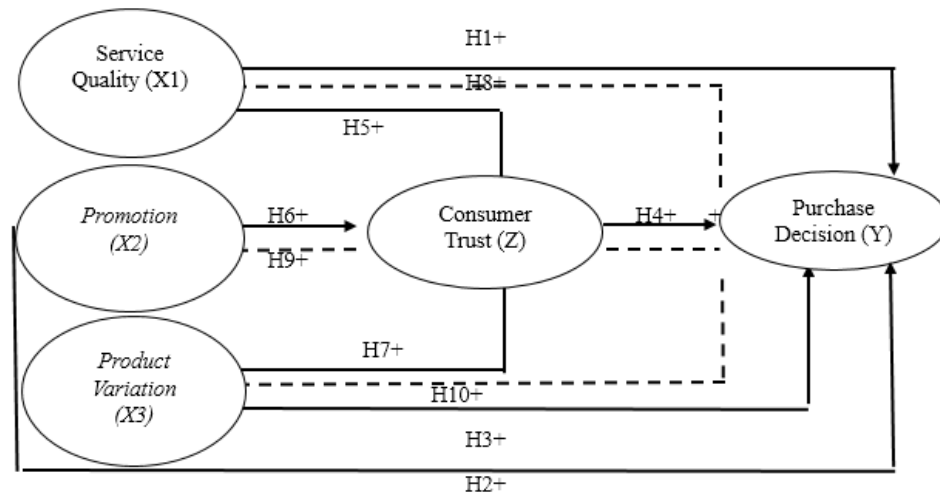


Figure 1. Theoretical Framework

METHODOLOGY

This research uses quantitative methods with descriptive and associative approaches. This research uses purposive sampling technique with the criteria that respondents are 17-35 years old, have bought Amanda Brownies Purwokerto once, and are willing to fill out a questionnaire. The number of samples was determined based on Hair et al. (2017) which is 10 times the largest number of indicators (6 indicators of purchasing decisions), so that the minimum is 60 respondents. This study obtained 102 respondents, exceeding the minimum number. Data was collected through a Likert scale questionnaire using the Smart PLS 4.0 analysis tool. Indicators on the questionnaire are compiled based on relevant theories. Variable measurements use different references, namely for the service quality variable Tjiptono (2011) there are 5 indicators. Promotion is 5 indicators (Kotler & Keller, 2018). Product variety as many as 3 indicators. Consumer trust as many as 3 indicators Morgan & Hunt (1994). Purchasing decisions are 6 indicators.

RESEARCH RESULTS

Description of Respondents

The following is a description of the respondents, including their gender, age, occupation, and domicile. The general data about the respondents is explained as follows:

Table 1. Description of Respondent

Identity	Information	Frequency	Percentage
Gender	Female	59	57,8
	Male	43	42,2
Age	17-22 years	54	52,9
	23-28 years	40	39,2
	29-34 years	7	6,9
	>35 years	1	1
Occupation	Student	63	61,8
	Entrepreneur	5	4,9
	Private Employee	27	26,5
	Civil Servant (PNS)	1	1
	Housewife (IRT)	6	5,8
Domicile	East Purwokerto	45	44,1
	South Purwokerto	28	27,5
	West Purwokerto	16	15,7
	North Purwokerto	13	12,7

Based on Table 1, the majority of Amanda Brownies consumers are female (57.8%) and dominated by young people aged 17-28 years (92.1%), and most are students (61.8%). This shows that Amanda Brownies is popular among young people, especially women, as a souvenir or snack, with the most consumers coming from East Purwokerto (44.1%) which may be influenced by strategic store location access.

Outer Model

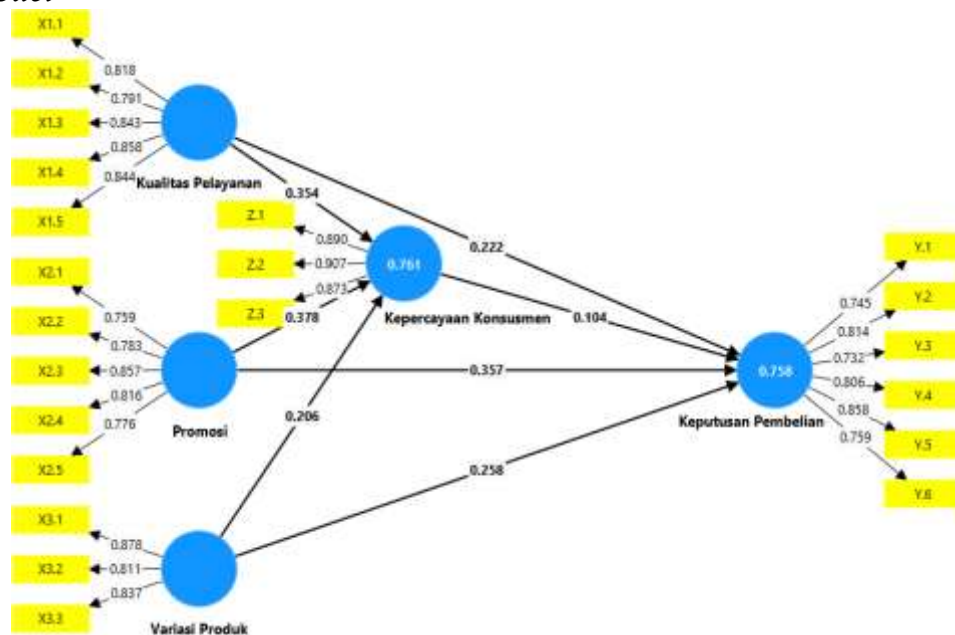


Figure 2. Path Model Analysis

Testing in the outer model section shows the relationship between latent variables (endogenous and exogenous) and existing variable indicators (Musyaffi et al., 2022). Understanding and evaluating the outer model appropriately is very important before interpreting the relationship between constructs in the inner model (the relationship between latent variables).

Based on Figure 2 above, it shows that each indicator of the research variable has an outer loading value > 0.7 . Therefore, in this outer loading test, each indicator related to service quality, promotion, product variety, consumer

confidence, and purchasing decisions all have a value > 0.7, which indicates that all indicators are valid, because they meet the correlation value.

Table 2. *Outer Loading Running*

Variable	Service Quality (X1)	Promotion (X2)	Product Variation (X3)	Consumer Trust (Z)	Purchase Decision (Y)	Note
X1.1	0.818					Valid
X1.2	0.791					Valid
X1.3	0.843					Valid
X1.4	0.856					Valid
X1.5	0.844					Valid
X2.1		0.799				Valid
X2.2		0.783				Valid
X2.3		0.857				Valid
X2.4		0.816				Valid
X2.5		0.776				Valid
X3.1			0.878			Valid
X3.2			0.811			Valid
X3.3			0.837			Valid
Z.1				0.890		Valid
Z.2				0.907		Valid
Z.3				0.873		Valid
Y.1					0.745	Valid
Y.2					0.814	Valid
Y.3					0.732	Valid
Y.4					0.806	Valid
Y.5					0.858	Valid
Y.6					0.799	Valid

Based on Table 2 Outer Loading, all variable indicators have a value > 0.7, so they are declared valid. Service quality indicators, such as friendliness and speed, are rated strongly by consumers. Promotion shows the highest value of 0.857, especially from digital media. Product variety has the highest value of 0.878, signifying the importance of a variety of flavors, sizes, and packaging. Consumer trust as a mediating variable is strongest with a value of 0.907, while purchase decisions are highest at 0.858, indicating that trust and product quality are the main factors of purchase.

Table. 3 Cronbach's Alpha, Composite Reability, Average Variance Extracted (AVE)

	Cronbach's Alpha	Composite Reability	Average Variance Extracted (AVE)
Service Quality	0.888	0.918	0.792
Promotion	0.858	0.896	0.819
Product Variation	0.795	0.880	0.691
Consumer Trust	0.869	0.920	0.638
Purchase Decision	0.877	0.907	0.710

Average Variance Extracted (AVE) To see how much the relationship between constructs in the model high correlation between constructs can indicate validity discrimination and multicollinearity problems. The AVE value can be declared valid if the $AVE \geq 0.5$ (Musyaffi et al., 2022). The composite reliability value is used to test the reliability of the indicators on a variable. According to Sarstedt et al. (2021) the composite reliability value is expected to be > 0.7. A high Cronbach's Alpha value indicates that the construct or variable is measured well and consistently. The Cronbach's Alpha value is declared valid if the Composite Reliability > 0.70.

Based on the table above, it shows that the results of the evaluation of reliability and validity show that all constructs in this study have a Cronbach's Alpha value > 0.70, Composite Reliability > 0.70, and AVE > 0.50, thus meeting the requirements of convergent validity and internal consistency. This indicates that

the indicators are able to consistently measure each construct accurately. Consumer trust and service quality are the most powerful constructs that greatly influence Amanda Brownies' purchasing decisions in Purwokerto.

Inner Model Evaluation

Inner model testing in this study can be done to find and see the relationship between exogenous and endogenous variables in research (Musyaffi This inner model evaluation is as follows:

R Square (R²) for Endogenous Variables

PLS-SEM, R-Square determines how well the latent independent variables in the model can explain the latent dependent variable.

Table 4. R Square (R²)

Variable	R Square (R ²)	R Square Adjusted	Description
Consumer Trust (Z)	0.761	0.753	Moderate
Purchase Decision (Y)	0.758	0.748	Moderate

Based on table 4 R Square (R²), shows that the endogenous variable (Purchase Decision) has an R Square value of 0.758 (75.8%) which falls into the moderate category. This shows that 75.8% of the endogenous variable purchasing decisions are influenced by exogenous variables, namely service quality, promotion, product variety, consumer confidence, while 24.2% is influenced by other exogenous variables that can affect the purchasing decision variable.

The R Square value of the endogenous variable (Consumer Trust) is 0.761 (76.1%) which is included in the moderate category. This shows that 76.1% of consumer confidence variables are influenced by exogenous variables of service quality, promotion, product variety, while 23.9% are influenced by other exogenous variables that can influence purchasing decision variables

Table 5. Path Coefficients Inner Model

Variable	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Service Quality → Purchase Decision	0.222	0.234	0.124	1.786	0.036	Accepted
Promotion → Purchase Decision	0.357	0.350	0.142	2.518	0.006	Accepted
Product Variation → Purchase Decision	0.256	0.250	0.114	2.256	0.012	Accepted
Consumer Trust → Purchase Decision	0.104	0.114	0.106	0.979	0.164	Accepted
Service Quality → Consumer Trust	0.354	0.345	0.114	3.108	0.001	Accepted
Promotion → Consumer Trust	0.378	0.380	0.104	3.624	0.000	Accepted
Product Variation → Consumer Trust	0.206	0.202	0.105	1.955	0.025	Accepted

Based on table 5 Path Coefficients Inner Model, service quality, promotion, product variety have a positive and significant effect on purchasing

decisions. This is because the T statistic value > 1.96 and the P value < 0.5 . Consumer Trust has a positive and significant effect on purchasing decisions, but it is rejected because it has a T statistic of $0.979 > 1.96$ and a P value of $0.164 < 0.5$. Service quality, promotion, and product variety have a positive and significant effect on consumer confidence. This is because the T statistic value > 1.96 and the P value < 0.5 .

Table 6. *Specific Indirect Effects Inner Model*

Variable	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hasil
Service Quality → Consumer Trust → Purchase Decision	0.037	0.039	0.041	0.906	0.182	Rejected
Promotion → Consumer Trust → Purchase Decision	0.039	0.042	0.042	0.934	0.175	Rejected
Product Variation → Consumer Trust → Purchase Decision	0.021	0.025	0.029	0.731	0.232	Rejected

Based on table 6 Specific Indirect Effects Inner Model, consumer confidence is able to mediate the relationship between service quality positively and significantly on purchasing decisions. However, it is rejected because it has a T statistic $0.979 > 1.96$ and a P value of $0.182 < 0.5$. Consumer confidence is able to mediate the relationship between promotion positively and significantly on purchasing decisions. However, it is rejected, because it has a T statistic of $0.934 > 1.96$ and a P value of $0.175 < 0.5$. Consumer confidence is able to mediate the relationship between product variations positively and significantly on purchasing decisions. However, it is rejected, because it has a T statistic of $0.731 > 1.96$ and a P value of $0.232 < 0.5$.

DISCUSSION

The Effect of Service Quality on Purchasing Decisions

The results showed that service quality has a positive and significant effect on purchasing decisions. Friendly, fast, and informative service from Amanda Brownies Purwokerto makes consumers feel valued, creates a positive experience, and encourages repeat purchases and trust in the product Kotler (2014:83). The highest respondent's answer was in the 4th item, namely "I am satisfied with the quality assurance provided by Amanda Brownies", which shows that consumers really appreciate the quality assurance of the products offered. The lowest respondents' answers to the 2nd and 3rd statement items, namely "I find it easy to get help when experiencing problems" and "I feel that I get a quick response from customer service when asking questions or requests", which shows that the quality of the product is considered very good, the after-sales service or customer service aspect still needs to be improved to provide a more optimal experience to consumers. The results of this study are in line with Astini & Amrita, (2023), Vianita et al., (2025), Oktaviani et al., (2025), Nurbaidah et al. (2023), and Patmala & Fatihah (2021) state that service quality has a positive and significant effect on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

The results of this study indicate that promotion has a positive and significant impact on purchasing decisions. According to Kotler dan Amstrong

(2016:408), Amanda Brownies Purwokerto's promotional strategies, such as discounts, bundling, and promotions on social media, are effective in attracting consumer attention and increasing buying interest. Attractive offers and easily accessible information make consumers feel benefited and faster in making purchasing decisions. The highest respondent's answer in the 4th statement item, namely "I feel that the bonus given is an added value for Amanda Brownies", which shows that the bonus strategy is considered effective in attracting consumer interest. The lowest respondent's answer to the 1st statement item, namely "I feel influenced to buy Amanda Brownies while browsing on the internet", which indicates that the influence of digital promotions or online activities is still not optimal in encouraging purchasing decisions. This shows the need to improve digital marketing strategies in order to attract more attention from consumers online. The results of this study are in line with Wahida et al. (2023), Yulianto et al. (2024), Setiawan et al. (2023), Fairliantina & Paniroi (2023), and Batubara et al. (2020) which states that promotion has a positive and significant effect on purchasing decisions.

Effect of Product Variety on Purchasing Decisions

The results of this study indicate that product variety has a positive and significant impact on purchasing decisions. According to Kotler (2009:72), Amanda Brownies Purwokerto provides a variety of flavors, sizes, and packaging displays to reach various consumer segments. This diversity provides flexibility in choice, increases satisfaction, and encourages purchasing decisions. The highest respondent's answer on item the 3rd statement, namely "I feel satisfied with the availability of product variations at Amanda Brownies", which shows that consumers appreciate the variety of product choices provided. The lowest respondent answer on the 2nd statement item is "I feel important in making product choices with different variations", which indicates that although product variations are available and appreciated, not all consumers consider this diversity as a major factor in making purchasing decisions. This reflects that product variety serves as an added value, but is not a top priority for some consumers. The results of this study are in line with Nurbaidah et al. (2023), Atho'urrohman et al. (2024), Assaukani et al. (2024) Nurissyarifah & Darmawan (2025), (Asfawi et a., 2025), and Permana & Afandi (2021) state that product variety has a positive and significant effect on purchasing decisions.

The Effect of Consumer Trust on Purchasing Decisions

The results showed that consumer trust did not have a significant effect on purchasing decisions for Amanda Brownies Purwokerto, because consumers were more influenced by factors such as taste, affordable prices, and attractive promotions. Purchasing decisions are driven more by direct experience and concrete stimulus than mere trust (Asfawi et a., 2025). The highest respondent's answer was on the 3rd statement item, namely "I am satisfied with the quality of the products provided by Amanda Brownies", which shows that consumers have a positive experience with the quality of the products received. The lowest respondent's answer was on the 1st question item, namely "I believe that the product information provided by Amanda Brownies is correct and appropriate",

which indicates consumer doubt or uncertainty about the accuracy of product information. This shows that even though the product quality is perceived as good, the transparency and clarity of product information still needs to be improved in order to strengthen overall consumer confidence. The results of this study are in line with Khamimah et al. (2024) which states that consumer trust has no effect on purchasing decisions. In this study, it was found that although consumers have a certain level of trust in the product or platform, this factor does not directly encourage them to make purchases.

The Effect of Service Quality on Consumer Trust

The results showed that service quality has a positive and significant effect on consumer trust. Friendly, fast, and swift service creates a pleasant shopping experience, thus building trust and encouraging long-term loyalty to Amanda Brownies Purwokerto (Parasuraman et al. 1990). The highest respondent's answer was on item 4, namely "I am satisfied with the quality assurance provided by Amanda Brownies", which shows that consumers highly value the quality assurance of the products offered. The lowest respondents' answers on the 2nd and 3rd statement items, namely "I find it easy to get help when experiencing problems" and "I feel quick to get a response from customer service when asking questions or requests", which shows that the quality of the product is considered very good, the after-sales service or customer service aspect still needs to be improved to provide a more optimal experience to consumers. The results of this study are in line with Siswanto et al. (2025), Nurissyarifah et al. (2024), and Kurniawan et al. (2020) which state that service quality has a positive and significant effect on consumer trust.

The Effect of Promotion on Consumer Trust

The results showed that promotion has a positive and significant effect on consumer trust. Promotions that are informative, consistent, and in accordance with reality form the perception that Amanda Brownies is a transparent and trustworthy brand, thus not only attracting buying interest but also strengthening consumer trust (Yudhistira & Patrikha, 2021). The highest respondent's answer in the 4th statement item, namely "I feel that the bonus given is an added value for Amanda Brownies", which shows that the strategy of providing bonuses is considered effective in attracting consumer interest. The lowest respondent's answer to the 1st statement item, namely "I feel influenced to buy Amanda Brownies while browsing on the internet", which indicates that the influence of digital promotions or online activities is still not optimal in driving purchasing decisions. This shows the need to improve digital marketing strategies in order to attract more attention from consumers online. The results of this study are in line with Patmala & Fatihah (2021), and (Anjani & Wimba, 2021) state that promotion has a positive and significant effect on consumer trust.

Effect of Product Variety on Consumer Trust

The results of this study indicate that product variety has a positive and significant effect on consumer trust. According to Faradisa (2020) by presenting a variety of flavors, sizes, and packaging options, Amanda Brownies Purwokerto

shows its commitment to meeting the needs and preferences of diverse consumers. Consumers feel that the company understands their wishes and strives to provide the best alternative, thus fostering a sense of trust in the brand. This trust is even stronger when the variety of products offered remains consistent in quality and taste, making Amanda Brownies a reliable choice. The highest respondent's answer to the 3rd statement item, namely "I feel satisfied with the availability of product variations at Amanda Brownies", which shows that consumers appreciate the variety of product choices provided. The lowest respondent's answer on the 2nd statement item, namely "I feel important in determining product choices with different variations", which indicates that although product variations are available and appreciated, not all consumers consider this diversity to be a major factor in making purchasing decisions. This reflects that product variety serves as an added value, but is not a top priority for some consumers. The results of this study are in line with Nurissyarifah & Darmawan (2025), Faroh & Junaidi (2019), and Permana & Afandi (2021) stating that product variations have a positive and significant effect on purchasing decisions.

The Effect of Service Quality on Purchasing Decisions with Consumer Trust as Mediation

The results of this study indicate that consumer confidence cannot mediate service quality on purchasing decisions. This means that the impact of service quality on purchasing decisions is not significantly channeled through increased consumer confidence in the context of this study. This happens when consumers decide to buy without considering trust, or when other variables have a stronger influence directly. The highest respondent answer was on the 5th statement item, namely "I tend to buy more if there are discounts or promos", which shows that promotional strategies such as discounts are very effective in encouraging an increase in the number of purchases. The lowest respondent answer was on the 3rd statement item "I feel that I prefer to buy products from certain distributors compared to others", which indicates that loyalty to the distributor or place of purchase is still low. This illustrates that consumers are more influenced by promotional factors than preferences for purchasing locations. The results of this study are in line with Murini et al. (2024), and Hutapea et al. (2024) state that consumer confidence cannot mediate service quality on purchasing decisions.

The Effect of Promotion on Purchasing Decisions with Consumer Trust as Mediation

The results of this study indicate that consumer trust cannot mediate promotions on purchasing decisions. Although promotions such as seasonal discounts or bundling offers, are able to attract consumer interest directly, they do not necessarily build deep trust in the product. Consumers are more encouraged to buy because of the attractiveness of promotions, not because of confidence in the quality or consistency of the Amanda Brownies Purwokerto brand. Therefore, purchasing decisions are more influenced by the promotional factor itself without going through the formation of trust first. The highest

respondent's answer was on the 5th statement item, namely "I tend to buy more if there is a discount or promo", which shows that promotional strategies such as discounts are very effective in encouraging an increase in the number of purchases. The lowest respondent answer was on the 3rd statement item "I feel that I prefer to buy products from certain distributors compared to others", which indicates that loyalty to the distributor or place of purchase is still low. This illustrates that consumers are more influenced by promotional factors than preferences for purchasing locations. The results of this study are in line with Seinuri et al., (2025), and Gurusinga et al., (2023) state that consumer confidence cannot mediate promotions on purchasing decisions.

The Effect of Product Variety on Purchasing Decisions with Consumer Trust as Mediation

Consumer confidence cannot mediate product variations on purchasing decisions. This shows that even though Amanda Brownies Purwokerto offers a variety of product variations, this does not necessarily increase consumer confidence which ultimately encourages purchases. Consumers tend to make purchasing decisions directly based on their preference for the variety offered, without being influenced by their level of trust in the brand. Thus, product variations have a direct effect on purchasing decisions without going through trust as an intermediary. The highest respondent answer in the 5th statement item, namely "I tend to buy more if there is a discount or promo", which shows that promotional strategies such as discounts are very effective in encouraging an increase in the number of purchases. The lowest respondent answer was on the 3rd statement item "I feel that I prefer to buy products from certain distributors compared to others", which indicates that loyalty to the distributor or place of purchase is still low. This illustrates that consumers are more influenced by promotional factors than preferences for purchasing locations. The results of this study are in line with Ramadhani, (2023), and Astutik et al., (2025) state that consumer confidence cannot mediate variations in purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Service quality, promotion, and product variety have a positive and significant effect on Purchasing Decisions. Consumer Trust does not have a positive and significant effect on Purchasing Decisions. Service quality, product variety, and promotion have a positive and significant effect on consumer trust. Consumer confidence does not mediate the relationship between service quality positively and significantly on purchasing decisions. Consumer confidence does not mediate the relationship between Promotion positively and significantly on Purchasing Decisions. Consumer Trust does not mediate the relationship between Product Variety positively and significantly on purchasing decisions.

ADVANCED RESEARCH

Further researchers are advised to use a more diverse sample and segmentation of respondents and consider analysis based on a certain time span so that the results are more applicable. For Amanda Brownies, it is recommended

to continue to prioritize service quality, promotion, and product variations because they are proven to have a significant effect on purchasing decisions, even though trust does not act as a mediator, but is still positively influenced by these three factors.

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