

THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE ON PURCHASE INTENTION MEDIATED BY PERCEIVED VALUE AND BRAND TRUST AMONG USERS OF THE HAPPYFRESH E-COMMERCE PLATFORM IN JAKARTA

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ABSTRACT

In this study, brand awareness and brand image were tested for their influence on perceived value and brand trust toward customers' purchase intention. The research focused on users of the Happyfresh e-commerce platform in Jakarta, involving 215 samples. Data collected using a questionnaire instrument (G-form) was analyzed by the researchers using SmartPLS4 software. The findings revealed that all exogenous variables in this study significantly influenced through perceived value and brand trust toward customers' purchase intention. Perceived value and brand trust were also proven to be essential mediators in the relationship between all exogenous variables and the purchase intention of Happyfresh in Jakarta. Furthermore, the results showed that brand awareness positively and directly impacted purchase intention. However, brand image was found to have a positive but insignificant effect on purchase intention, indicating that while brand image plays an important role, it does not directly determine purchase intention without the support of competitive and consistent brand awareness. In addition to its contribution to academic literature, this study provides practical insights for Happyfresh regarding the importance of proper brand awareness in enhancing perceived value, brand trust, and sustainable purchase intention. On the other hand, brand image requires a more strategic, integrated, and sustainable approach to strengthen long-term relationships with customers.

Keywords: Brand awareness, brand image, perceived value, brand trust, purchase intention

1. INTRODUCTION

As time progresses and globalization continues to evolve, society is undergoing significant changes, becoming increasingly modern in behavior. This shift has led to intense competition among companies striving to fulfill the desires and needs of consumers. In this context, innovation and differentiation are essential strategies for capturing consumer attention. In recent years, online shopping or e-commerce has seen rapid growth, driven by technological advancements. What was once done manually by visiting physical stores can now be conveniently performed online via various e-commerce platforms. Consumers can purchase products online anytime and anywhere, a significant benefit, especially for those with limited time. The internet not only facilitates easy access to information but also accelerates the purchasing process for goods and services. One business sector that has witnessed significant growth is the e-grocery industry, with Happyfresh being one of the pioneers in Indonesia. Happyfresh employs a "farm-to-table" concept, allowing customers to obtain fresh products directly from local farmers and producers through an online platform. This service is particularly helpful for urban consumers who often struggle to allocate time for direct shopping. By offering the convenience of delivery service, Happyfresh provides a solution for customers to order daily necessities without needing to visit physical stores.

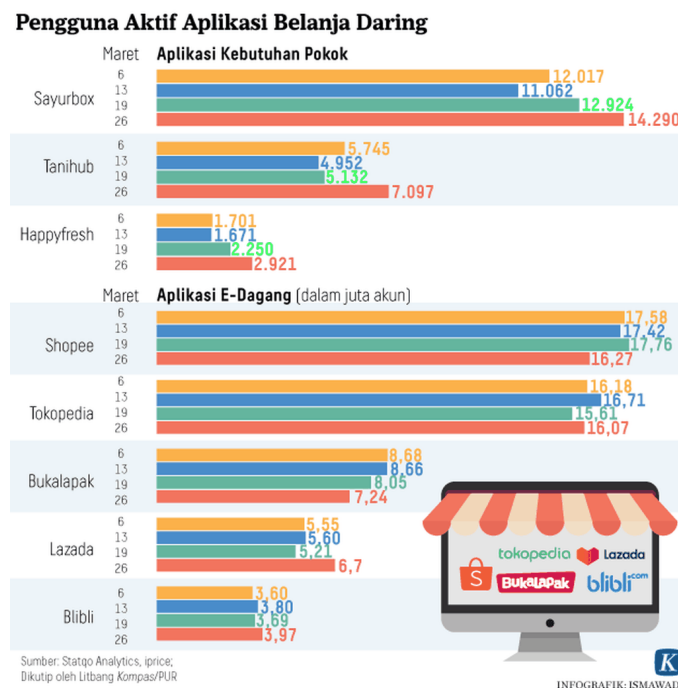


Figure 1. Number of Active Users Online Shopping Applications in 2022

However, despite its innovative approach, Happyfresh faces significant challenges. In 2022, the number of Happyfresh users was recorded at the lowest level compared to its competitors, such as Tanihub and Sayurbox (Kompas, 2022). Financial difficulties forced Happyfresh to cease its services in Indonesia. Reports indicated that Happyfresh had accumulated a debt of USD 97 million (CNBC Indonesia, 2022), which affected its ability to continue operations. One of the key factors contributing to the decline in users was the company's low brand awareness, which subsequently impacted consumer purchase intentions (Dumatri & Indarwati, 2021).

Brand awareness is a critical factor in attracting consumer interest (Thejaya, 2021), especially in the e-commerce industry. Previous studies have shown that brand awareness, brand image, perceived value, and brand trust significantly influence consumer purchase intention (Ling et al., 2023). In this case, companies need to establish a strong brand awareness for remain competitive in a market that is becoming increasingly crowded. Greater brand awareness boosts the chances that consumers to making a purchase (Sriwendiah & Ningsih, 2022). In addition, a positive Brand image is essential in shaping consumer decision-making (Benhardy et al., 2020). Consumers tend to perceive reputable brands as trustworthy, offering greater value and meeting their expectations. As a result, companies A strong brand image makes it easier to attract customer loyalty and increase purchase intentions (Wibowo, 2015). Given this situation. In (Tunjungsari et al., 2020), a brand with a positive impact will embed its image in the consumer's mind, increasing the likelihood of being repurchased in the future compared to a brand with a weaker image. Therefore, the Happyfresh e-commerce platform must build a strong brand image to effectively capture consumers' attention again.

Nonetheless, this study revealed an empirical gap or inconsistency in the findings, where brand image significant influence to consumer purchase intention (Bahroni & Manggala, 2023; Zulfahmi et al., 2023). However, findings from other researchers indicate that Brand image does not always necessarily impact purchase intention (Hadi & Keni, 2022; Yuliantoro

et al., 2024). Thus, from the research on the effects of the brand image variable to variable purchase intention.

Considering the explanation above, the research question in this study, it is outlined as follows:

- 1) Does Brand Awareness influence the Purchase Intention of Happyfresh in Jakarta?
- 2) Does Brand Image influence the Purchase Intention of Happyfresh in Jakarta?
- 3) Does Brand Awareness influence the Perceived Value of Happyfresh in Jakarta?
- 4) Does Brand Awareness influence Brand Trust in Happyfresh in Jakarta?
- 5) Does Brand Image influence the Perceived Value of Happyfresh in Jakarta?
- 6) Does Brand Image influence Brand Trust in Happyfresh in Jakarta?
- 7) Does Perceived Value influence the Purchase Intention of Happyfresh in Jakarta?
- 8) Does Brand Trust influence the Purchase Intention of Happyfresh in Jakarta?
- 9) Does Perceived Value influence Brand Trust in Happyfresh in Jakarta?
- 10) Does Brand Awareness influence the Purchase Intention of Happyfresh in Jakarta, mediated by Perceived Value?
- 11) Does Brand Image influence the Purchase Intention of Happyfresh in Jakarta, mediated by Perceived Value?
- 12) Does Brand Awareness influence the Purchase Intention of Happyfresh in Jakarta, mediated by Brand Trust?
- 13) Does Brand Image influence the Purchase Intention of Happyfresh in Jakarta, mediated by Brand Trust?

In an increasingly competitive industry, the company needs to build strong brand awareness to stand out against its competitors by understanding product designs that can capture consumers' purchase intentions (Dumatri & Indarwati, 2021). This statement aligns with research by (Eliasari & Sukaatmadja, 2022; Yunita et al., 2019), which states that the more customers can recall The stronger a product's brand, the greater the intention to purchase. Therefore, brand awareness variable has a strong connection on purchase intention variable. From the information provided earlier, the initial hypothesis of this study can be expressed as: H₁: Brand Awareness has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta.

We can conclude that Brand Image reflects the way consumers view a brand.; this perception makes brand more special and distinct from other brands, aiming to attract consumers' purchase intentions (Hendri & Budiono, 2021). Consistent with research by (Wibowo, 2015), it is explained that brand image plays a crucial role and has a strong connection to purchase intention. From the information provided earlier, the second hypothesis of this can be expressed as: H₂: Brand Image has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta.

In a company, it is essential to emphasize brand awareness, as it is a key driver that enhances the value perceived by consumers (Manthiou et al., 2014). This statement aligns with the result on which conducted by (Debora & Aprianingsih, 2023), which mean that the brand awareness variable has a strong connection to perceived value variable. Based from information provided earlier, the third hypothesis of this study can be expressed as: H₃: Brand Awareness has a positive and significant influence on Perceived Value at Happyfresh in Jakarta.

Consumers will find it easier to remember and recognize a brand if their trust in the product strengthens or increases (Mudzakkir & Nurfarida, 2015). The result are consistent with the studies (Akarawita, 2022; Deka et al, 2019), indicates that brand awareness plays a crucial role and has a strong connection of significant influence to brand trust. From this, the fourth hypothesis of this study can be expressed as: H₄: Brand Awareness has a positive and significant influence on Brand Trust at Happyfresh in Jakarta.

Consumers are also more likely to make a purchase when they believe that a product with an established, trusted brand will provide a sense of security in its use (Rini, 2017). This statement is the same with the research resulted by (Devantha & Ekawati, 2020), which resulting that brand image plays a crucial role and has a strong connection. therefore, resulting significant positive correlation with perceived value. From this, the fifth hypothesis of this study can be expressed as: H₅: Brand Image has a positive and significant influence on Perceived Value at Happyfresh in Jakarta.

A good brand can satisfy consumers, thereby increasing their confidence in purchasing the product (Wijaya et al., 2020). This statement is the same with the research conducted by (Dinata & Firdausy, 2023; Mudzakkir & Nurfarida, 2015), resulting brand image variable plays a crucial role and has a strong connection. therefore, resulting significant positive relationship with the brand trust variable. From this, the sixth hypothesis of this study can be expressed as: H₆: Brand Image has a positive and significant influence on Brand Trust at Happyfresh in Jakarta.

When a consumer perceives that the benefits and value received outweigh the costs, they are likely to feel satisfied and go on to purchase of the product (Mukarromah, 2019). Previous research conducted by (DAM, 2020; D. W. Utami, 2019) explains that the perceived value variable plays a crucial role and has a strong connection. therefore, resulting significant positive impact on the purchase intention variable. From this, the seventh hypothesis of this study can be expressed as: H₇: Perceived Value has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta.

Trust is established when consumers expect a company to act according to their desires and needs. As a result, consumers feel confident that their expectations will be met, which can drive their purchase intention (Benhardy et al., 2020; Hadi & Keni, 2022). This statement aligns with research by (DAM, 2020), which demonstrates that brand variable plays a crucial role and has a strong connection. therefore, resulting significant positive effect on purchase intention. Based from this information, the eighth hypothesis in this study can be expressed as: H₈: Brand Trust has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta.

When consumers have a positive perception of the value of a product or service they receive, their level of trust in the brand increases. (Prameka et al., 2016). This research statement aligns with findings by (Pratiwi et al., 2021; Wijaya et al., 2020), which indicate that perceived value variable plays a crucial role and has a strong connection. therefore, resulting significant positive effect to brand trust. Based on this information, the ninth hypothesis in this study can be expressed as: H₉: Perceived Value has a positive and significant influence on Brand Trust at Happyfresh in Jakarta.

According to (Meng et al., 2024), brand awareness can increase consumers' purchase intention by providing a positive perceived value, which, it can steadily enhances purchase

intention. The result are consistent with the studies (Christi & Junaedi, 2021; Ling et al., 2023), which indicate that brand awareness variable plays a crucial role and has a strong connection. therefore, resulting significant positive to purchase intention, with perceived value acting as a mediation. Based on these findings, the tenth hypothesis in this study can be stated as: H_{10} : Brand Awareness has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta, mediated by Perceived Value.

Brand image represents the beliefs and perceptions that consumers hold. When consumers purchase a product, values such as the quality received for the price paid and additional perceived value may arise, which can encourage their purchase intention (Takaya, 2023). The result are consistent with the studies (Ling et al., 2023), asserts brand variable plays a crucial role and has a strong connection. therefore, resulting significant positive effect on purchase intention, with perceived value serving as a mediation. Based on these findings, the eleventh hypothesis in this study can be stated as: H_{11} : Brand Image has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta, mediated by Perceived Value.

When a company achieves high brand awareness can strengthen the loyalty of consumer, as trust in the product increases to the point where consumers more likely to make a purchase (Febrin et al., 2020). The result are consistent with the studies (Hasan & Elviana, 2023; Sun et al., 2022), which indicates brand awareness variable plays a crucial role and has a strong connection. therefore, resulting significant positive on purchase intention, with brand trust acting as a mediation. Based on these findings, the twelfth hypothesis in this study can be stated as: H_{12} : Brand Awareness has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta, mediated by Brand Trust.

A positive brand image is highly influential and essential for building consumer trust, in which can encourage consumers to make a purchase (Benhardy et al., 2020). This statement aligns with research by (Hasan & Elviana, 2023; N. Utami et al., 2023), which suggests brand image variable plays a crucial role and has a strong connection. therefore, resulting significant positive impact to purchase intention, with brand trust serving as mediator. Based on these findings, the thirteenth hypothesis in this study can be stated as: H_{13} : Brand Image has a positive and significant influence on Purchase Intention at Happyfresh in Jakarta, mediated by Brand Trust.

Based from the explanations provided regarding the interrelationships among the variables above, the research design applied in this research can be illustrated as:

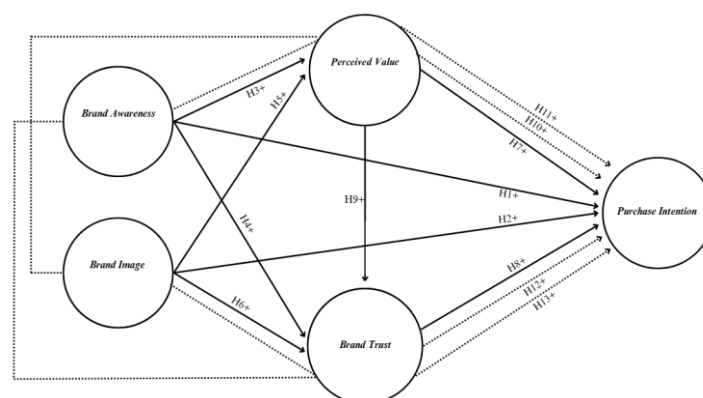


Figure 2. Research Design

This study will examine the impact of brand awareness and brand image to consumer purchase intention, mediated by perceived value and brand trust. This research will be conducted on users of the Happyfresh e-commerce platform in Jakarta. This research aims to offer fresh insights into strategies for improving brand awareness, brand image, along with consumers' perception of value and trust in the products or services offered.

2. RESEARCH METHOD

This research used a descriptive research design with a quantitative approach, allowing gathering of data that could be measured and analyzed statistically. The crosssectional design was chosen as the research data source, considering that information from the sample was collected at a specific point in time (Malhotra, 2020). The processed data was gathered from the results of distributing questionnaires to e-commerce Happyfresh users. The population in this study consists of Happyfresh application users. Purposive sampling technique was used, as the exact number of samples was unknown, and specific criteria were applied to ensure that only respondents meeting the sampling requirements could participate in the study. Sample requirements in this research are Happyfresh users who have used the Happyfresh platform. The number of samples in this study is 215 respondents, meeting both the minimum sample limits recommended by (Malhotra, 2020). The process of gathering data instrument used in this study was carried out through a questionnaire, which conducted to Happyfresh users. The research questionnaire employed a five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree). This research, operational variables were defined to measure the primary concepts of interest. The list below outlines the operational variables utilized in this study:

Table 1. Operational Variables

Variable	Indicator	Code	Scale	Source
Brand Awareness	I can effortlessly recognize the brand among its competitors.	BA1	Interval	(Ling et al., 2023)
	I instantly think of this platform's brand identity.	BA2	Interval	
	My friends are also aware of this e-commerce platform.	BA3	Interval	
	I know this platform better than others.	BA4	Interval	
Brand Image	This platform, in my view, maintains a leading position in the industry.	BI1	Interval	(Ling et al., 2023)
	I trust that the products in this platform are at dependable quality.	BI2	Interval	
	I regard this platform as having the best reputation.	BI3	Interval	
	I feel that using this e-commerce platform represents social status.	BI4	Interval	
Perceived Value	I believe the product of quality and services on this e-commerce platform is exceptional.	PV1	Interval	(Ling et al., 2023)
	I feel that this platform offers a pleasant shopping experience.	PV2	Interval	
	I think this platform offers excellent value for the cost.	PV3	Interval	
	I sense that others have a positive perception of my shopping on this platform.	PV4	Interval	
Brand Trust	I feel confident that I can trust this platform.	BT1	Interval	(Ling et al., 2023)
	I believe this platform fulfills my expectations.	BT2	Interval	
	I feel secure and confident about my purchases in this e-commerce platform.	BT3	Interval	
	I am confident that any issues I encounter on this platform will be satisfactorily resolved.	BT4	Interval	
	This platform would be my first choice for purchasing	PI1	Interval	(Ling et

Purchase Intention	fresh food.			al., 2023)
	I am enthusiastic about purchasing fresh food from this platform.	PI2	Interval	
	I believe the fresh food offered in this platform is worth purchasing.	PI3	Interval	
	I am pleased to recommend this platform to my friends for buying fresh food.	PI4	Interval	

The data was gathered online via a questionnaire that was distributed via Google Forms, resulting in responses from 230 participants. After screening the responses based on specific qualifying questions, 215 respondents were found to meet the criteria for inclusion. For data analysis, this study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, and software SmartPLS 4 to assist the process.

3. RESULTS AND DISCUSSIONS

In this research, data analysis is conducted using two measurement models: the inner model (IM) and the outer model (OM) and the inner model (IM). The OM section involves assessing validity and reliability. Validity testing is aimed at evaluating the credibility of research variables and ensuring they align conceptually. This includes both convergent validity (CV) and discriminant validity (DV). The inner model (IM) section used to illustrate the connections between constructs and present data analysis, while the outer model (OM) relates to the connections among constructs and with their indicator variables. The higher the outer loading of an indicator, the more similarity it reflects within the construct (Hair et al., 2022).

Table 2. Test Result of AVE

Variable	AVE
BA	0.784
BI	0.798
PV	0.812
BT	0.806
PI	0.726

Table 3. Test Result of Outer Loading

	BA	BI	PV	BT	PI
BA 1	0.905				
BA 2	0.865				
BA 3	0.863				
BA 4	0.908				
BI 1		0.887			
BI 2		0.867			
BI 3		0.892			
BI 4		0.926			
PV 1			0.913		
PV 2			0.842		
PV 3			0.911		
PV 4			0.937		
BT 1				0.918	
BT 2				0.863	
BT 3				0.895	
BT 4				0.913	
PI 1					0.747
PI 2					0.887
PI 3					0.890
PI 4					0.876

For each research variable, the AVE test values are above 0.5, fulfilling the criteria for convergent validity (CV) (Hair et al., 2022). In assessing the outer loadings of research variables, indicators with values above 0.7 fulfilling the requirements for convergent validity (Hair et al., 2022).

Table 4. Test Result of HTMT

Variable	BA	BI	BT	PI	PV
BA					
BI	0.428				
BT	0.396	0.411			
PI	0.593	0.509	0.685		
PV	0.382	0.418	0.412	0.579	

Discriminant validity tests, including Fornell-Larcker analysis, Cross Loading, and Heterotrait-Monotrait Ratio (HTMT) with a threshold below 0.9 (Hair et al., 2022), indicate that this study meets the necessary criteria. Therefore, this research is considered valid, successfully fulfilling both convergent and discriminant validity requirements.

Table 5. Test Result of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)
BA	0.909	0.924	0.935
BI	0.915	0.917	0.940
PV	0.922	0.924	0.945
BT	0.919	0.920	0.943
PI	0.872	0.882	0.913

Testing reliability uses two techniques: Cronbach's Alpha and Composite Reliability. Cronbach's Alpha assesses reliability based on the correlations among observed indicator variables. Therefore, Composite Reliability is a metric used to assess the reliability of internal consistency without assuming equal loadings for all indicators. The results of the Cronbach's Alpha and Composite Reliability analysis in Table 4 above indicate that All variables in this test are acceptable or valid, as their values exceed 0.6 and do not exceed 0.95. Both values are considered reliable if they are above 0.6 (Hair et al., 2022). Therefore, each variable in this study is considered to have passed the reliability testing.

Table 6. The Result of R^2

Variable	R-square	Conclusion
PI	0.551	Moderate

In the data analysis, the coefficient of determination (R^2) for BA, BI, PV, and BT is moderate, resulting in 55.1% for the variance in the endogenous variable, with remaining of 44.9% attributed to other variables not explored in this research.

Table 7. Test Result of Effect Size (f^2)

Variable	f^2		
	BT	PI	PV
BA	0.047	0.116	0.063
BI	0.046	0.024	0.090
BT	-	0.238	-
PV	0.053	0.096	-

Table 8. Test Result of Research Hypothesis Result

	Path Coefficient	P-values	Result
H ₁	0.263	0.001	Supported
H ₂	0.120	0.068	Not Supported
H ₃	0.245	0.001	Supported
H ₄	0.211	0.006	Supported
H ₅	0.291	0.000	Supported
H ₆	0.211	0.006	Supported
H ₇	0.238	0.001	Supported
H ₈	0.376	0.000	Supported
H ₉	0.224	0.003	Supported
H ₁₀	0.058	0.019	Supported
H ₁₁	0.069	0.006	Supported
H ₁₂	0.079	0.014	Supported
H ₁₃	0.079	0.013	Supported

Based the hypothesis in table 7, resulting that H₁, brand awareness influence purchase intention positively, with p-value (0.001) below 0.05. The result of this hypothesis are consistent with earlier studies conducted by (Dumatri & Indarwati, 2021; Eliasari & Sukaatmadja, 2022; Yunita et al., 2019) indicating brand awareness a strong connection positive significant relationship towards purchase intention. Company needs to establish a strong brand awareness to stand out against its competitors by understanding product designs that can capture consumers' purchase intentions.

It was observed that H₂, which tested effect of brand image to purchase intention, was not supported, as conducted by a p-value of (0.068), which is above the 0.05 threshold. This outcome resulting brand image does not have a strong connection and does not significantly influence purchase intention for Happyfresh users in Jakarta. The result of this hypothesis are align with earlier studies (Hadi & Keni, 2022; Yuliantoro et al., 2024) indicating brand image has not significantly impact to purchase intention. Maybe the consumers prioritize more functional attributes, such as price, ease of use and product quality, rather than brand's image.

H₃ resulting that brand awareness influence perceived value positively, p-value of (0.001) below 0.05. The result of this hypothesis are align with earlier studies conducted by (Aikaterini et al., 2014; Rebecca J, 2021; Debora & Aprianingsih, 2023) indicating that brand awareness has a strong positive effect and a strong connection towards perceived value. In a company, prioritizing brand awareness is priority, as it serves as a primary factor that boosts the value perceived by consumers.

The results of H₄, brand awareness influence brand trust positively, p-value of (0.006) below 0.05. The result of this hypothesis are consistent with earlier studies conducted by (Akarawita, 2022; Deka et al., 2019; Mudzakkir & Nurfarida, 2015). indicating that brand awareness has a positive and a strong connection to brand trust. Consumers are more likely to remember and identify a brand when their trust in the product grows or becomes stronger.

The results of H₅, brand image influence perceived value positively, p-value of (0.000) below 0.05. The result of this hypothesis are consistent with earlier studies (Devantha & Ekawati, 2020; Rini, 2017), indicating that brand image has a strong positive and a strong significant impact to perceived value. Consumers are more inclined to make a purchase when they perceive a product as coming from a well-established, trusted brand offers a sense of security in its usage.

H₆ shows brand image influence brand trust positively, p-value of (0.006) below 0.05. The result of this hypothesis are consistent with earlier studies (Dinata & Firdausy, 2023; Mudzakkir & Nurfarida, 2015; Wijaya et al., 2020), indicating that brand image has a strong positive and a strong significant effect to brand trust. A strong brand can satisfy consumer needs, thereby boosting their confidence in purchasing the product.

The results of H₇, perceived value influence purchase intention positively, with a p-value of (0.001) below 0.05. The result of this hypothesis are consistent with earlier studies (DAM, 2020; Mukarromah, 2019; D. W. Utami, 2019), that perceived value has a positive and a strong significant effect to purchase intention. When consumers perceive that the benefits and value they receive exceed the costs, they will feel satisfied and be more inclined to purchase the product.

It was observed that H₈, brand trust influence purchase intention positively, p-value of (0.000) below 0.05. The result of this hypothesis are align with earlier studies (Benhardy et al., 2020; DAM, 2020; Hadi & Keni, 2022), indicating brand trust plays crucial role resulting a positive and a strong significant towards purchase intention. Building a trust is when consumers believe that a company will act in line with their desires and needs. This confidence that their expectations will be fulfilled can, in turn, strengthen their willingness to make a purchase.

H₉ shows that perceived value influence brand trust positively, p-value of (0.003) below 0.05. The result of this hypothesis are consistent with earlier studies (Prameka et al., 2016; Pratiwi et al., 2021; Wijaya et al., 2020), indicating that perceived value has a positive and significant impact to brand trust. When consumers hold a positive perception of the worth of a service or product they receive, and will strengthens consumers trust of brand.

The results of H₁₀, brand awareness influence purchase intention positively, mediated by perceived value, with a p-value of (0.019) below 0.05. The result of this hypothesis are consistent with earlier studies (Christi & Junaedi, 2021; Ling et al., 2023; Meng et al., 2024), resulting brand awareness has positive and significant impact to purchase intention mediated by perceived value. Brand awareness boost consumers' desire to buy by creating a positive sense of value, which then keeps encouraging them to make a purchase.

It was observed that H₁₁, brand image influence purchase intention positively, mediated by perceived value, with a p-value of (0.006) below 0.05. The result of this hypothesis are align with earlier studies (Ling et al., 2023; Takaya, 2023), resulting brand image has a strong positive effect and strong connection effect to purchase intention mediated by perceived value. Brand image reflects what consumers believe and feel about a brand. When they buy a product, factors like the quality they get for the price and any extra perceived value can increase their desire to make a purchase.

H₁₂ shows that brand awareness influence purchase intention positively, mediated by brand trust, p-value of (0.014) below 0.05. The result of this hypothesis are align with earlier studies (Febrin et al., 2020; Sun et al, 2022; Hasan & Elviana, 2023), that brand awareness has a positive connection and a strong significant impact to purchase intention mediated by brand trust. Strong brand awareness can enhance consumer loyalty, as trust in the product grows to the point which costumers are more inclined to make purchase.

The results of H₁₃, brand image influence purchase intention positively, mediated by brand trust, with a p-value of (0.013) below 0.05. The result of this hypothesis are align with earlier studies (Benhardy et al., 2020; Hasan & Elviana, 2023; N. Utami et al., 2023), that brand image plays crucial role resulting a positive connection and a strong significant impact to purchase intention mediated by brand trust. A positive brand image is essential and highly influential in building consumer trust, which can encourage them to make a purchase.

4. CONCLUSIONS AND SUGGESTIONS

In this research, it can be concluded that brand awareness has a positive connection and significant impact on purchase intention. However, brand image does not significantly influence purchase intention. Additionally, both brand awareness and brand image positively and significantly affect purchase intention when mediated by perceived value and brand trust. Moreover, brand awareness and brand image have a positive connection and a strong significant impact to perceived value and brand trust.

There are also several recommendations given to companies and researchers in the future. The results of this study are anticipated to offer valuable insights and inspiration for companies to enhance customer purchase intentions. for future researchers, it is hoped that increasing the number of distributions to respondents, expanding research locations, and adding several variables that have not been used.

Consumers believe that the Happyfresh app can provide satisfaction when used. Brand awareness of Happyfresh has also been successfully recognized by the consumer, they are familiar with the Happyfresh brand and can even differentiate Happyfresh from other companies. On the other hand, consumers also get excellent service and product quality from using Happyfresh application. In addition, Happyfresh's ecommerce platform is believed to have a good reputation by its consumers.

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