

PRODUCT QUALITY, LIFESTYLE, AND SOCIAL MEDIA MARKETING INCREASE PURCHASE DECISION THROUGH BRAND TRUST



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ABSTRACT

This research aims to identify product quality, lifestyle, and social media marketing to increase purchasing decisions through brand trust in Sushi Hiro. Product quality, lifestyle, and social media marketing were the independent variables. Meanwhile, the dependent variable used in the research is brand trust and purchase decisions. This study involved 244 respondents who were collected using the distribution of questionnaires using the accidental sampling technique. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of Smart-PLS software. The results of this study show that there is a significant influence between product quality on brand trust and purchase decisions. Then lifestyle has a significant effect on brand trust and purchase decisions. In addition, social media marketing also has a significant influence on brand trust and purchase decisions. Meanwhile, the hypothesis of brand trust against the purchase decision was rejected. Indirect influence testing shows that it acts as a mediator in the relationship between product quality, lifestyle, and social media marketing.

Keywords: Product Quality; Lifestyle; Social Media Marketing ;Brand Trust; Purchase Decisions

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INTRODUCTION

In the era of globalization and increasingly intense business competition, management plays a crucial role in facing challenges and taking advantage of opportunities in various business sectors (Ardiansyah, 2016). One of the integral aspects of successful management is effective marketing (Saripudin et al., 2022). One sector that continues to experience dynamic growth and change is the restaurant business. Business competition in the restaurant industry is fierce, an effective marketing strategy is the key in winning the hearts and minds of consumers. Therefore, management must develop an effective marketing strategy to win the competition in the restaurant industry that has competitors similar to the product (Triwikayani et al., 2025).

Japanese food is increasingly popular in Indonesia, especially among urban people who adopt a modern and dynamic lifestyle. Japanese restaurants and culinary brands such as sushi are growing rapidly along with increasing consumer demand. This popularity is influenced by lifestyle changes, the quality of the products presented, and brand trust. In the digital era, the role of social media marketing is very important because it helps companies strengthen communication with consumers and influence purchase decisions (Efendi & Giyana, 2025). In this case, product quality is the key, where the company must continue to develop the quality of the products sold and different from other product (Arefianto et al., 2025). In addition, companies also need to keep up with the current trending lifestyle developments in society as part of effective marketing (Arsana et al., 2024). Companies that can attract consumers who will be at the forefront of the restaurant industry competition (Yani et al., 2025). With good product quality and following existing trends, it can build brand trust that arises from consumers. This is supported by the role of social media marketing made with a mature strategy, and purchasing decisions are the main goal of every company because it can increase the company's profits and build good relationships with consumers (Wijoyo et al., 2025).

A product is defined as a consumer opinion articulated by the manufacturer through its production (Hakas, 2023). Product quality is the value of a product to meet the needs or desires of customers, whether expressed or implied (Kotler et al., 2018). Product quality is one of the important factors in forming the top position of marketing. A company with a product concept that offers quality makes it the main thing in the marketing strategy for product improvement in the long term (Kotler & Armstrong, 2008). This is supported by previous research that states that there is an influence of product quality on purchasing decisions (Saputri & Paludi, 2024; Sari & Nainggolan, 2024).

One of the elements that is also important to consider in reaching a purchase decision is lifestyle (Amelia & Pratama, 2025). One of the is that consumers decide to buy products that are sold because of the influence of the lifestyle that is currently trending (Arya et al., 2025). Lifestyle is the totality of symbols that do not reflect but rather by building a person's identity in social interactions that can create a sense of community with them (Scheys, 2015). Lifestyle is a series of lifestyle patterns that are revealed in their activities, interests, and opinions, which are shaped by their social class and work (Firmansyah, 2018). This is evidenced by previous research Aliyah & Tuti (2023) which is done by those who find that lifestyle affects purchase decisions.

Social media marketing is the use of social media channels and technologies to convey messages, exchange information, and offer value to organizational and business stakeholders (Tuten & Solomon, 2018). Social media marketing is an access or digital channel aimed at marketing consumer needs (Szymkowiak, 2016). Social media marketing is medium that offers opportunities for brands to cultivate relationships with consumers, social media marketing provides opportunities for consumers to

communicate with brands, share opinions with other users, create content, and influence the masses. Social media marketing serves as a means for companies to inform product, and product quality is aspect in improving purchasing decisions (Arevin et al., 2024). According to Rahmawati (2021), assisted by social media, business people are helped and useful to sell products or services, disseminate information and can increase sellers widely. Marketing through social media is very helpful in spreading information about the products being marketed so that it is more quickly known by many people who want to visit. Supported by previous research that there is an influence of social media marketing on purchasing decisions (Ramadhan & Daulany, 2024).

Another factor that influences the decision to make a purchase is the emergence of trust in a brand of the product being consumed (Safitri & Salam, 2025). Brand trust can really reduce customer uncertainty and vulnerability (Cardoso et al., 2022). Zehir and Sahin (2012) explained that brand trust is an important consequence of brand satisfaction. Brand trust is an important thing that helps customers to visit restaurant (Ahmed et al., 2014). Brand trust will contribute to purchasing decisions, brand are bought frequently and should maintain a level of attitude commitment (Chaudhuri & Holbrook, 2001b). Brand trust is a consumer who depend on the ability of a brand because it must be purchased (Irawan & Hadisumarto, 2020).

Before actually completing a purchase, customers must first define their wants, then generate possibilities, and then select certain brands and items. This process is known as the purchasing decision (Salem, 2018). When consumers make a choice of the product they want to buy, consumers generally tend to reach out to product information to rate the product (Wang et al., 2018).

From the description, the purpose of this study is to find out the quality of products, lifestyle and social media marketing on purchasing decisions through brand trust.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Product Quality on Brand Trust and Purchase Decision

A product is an item that is offered in a market share in consumer fulfillment (Kotler et al., 2018). According to Kotler & Keller (2016), products can also be interpreted as everything that is offered to satisfy consumer needs, including goods, property, and places. Product quality is the outcome of a product that depends on its capacity to consistently meet the expectations of customers; it should not be undervalued as it is a criterion for a business to succeed and endure due to the goods it manufactures (Kotler & Armstrong, 2012). The indicators used by researchers in product quality are appearance, texture, flavor (Vaclavik & Christian, 2008).

Trust that exists when one party has confidence in reliability because that party has honesty and credibility (Morgan & Hunt, 1994). Brand trust is everything, and the proposed brand trust scale would be a strategic tool for managing consumer relationships with brands (Delgado-Ballester, 2004). Brand trust involves a process where it is well thought out and carefully considered before purchasing a product (Chaudhuri & Holbrook, 2001a). Brand trust is the customer's belief that the company will meet their needs and expectations, this trust is formed when customers are willing to take risks by relying on the company, even though they cannot be sure that the company will meet their needs and expectations (Kurniawan & Silitonga, 2024a). Trust exists as a set of implicit beliefs that no one takes advantage of the situation, especially when the rules cannot guarantee the other person's expected behavior (Ebrahim, 2019). Supported by previous

research that there is an influence of product quality on brand trust (Gunawan & Pertiwi, 2022).

Purchase decision is when a consumer makes a purchasing decision when they consider and assign value to the item they are buying (Kotler & Keller, 2012). Product quality and purchase decisions are closely related, it is used as an aspect of consumers to buy the desired product until they decide to buy the product, with that the company must continue to provide the best product and pay attention to market standards which leads to consumers will be loyal to the product so that it is not inferior to other competitors (Terok et al., 2024). Backed by other studies' findings that product quality affects consumers' decisions to buy (Louis et al., 2023; Mitasari & Tuti, 2024).

The author proposes the following hypothesis:

H1: there is an influence of product quality on brand trust

H2: there is an influence of product quality on purchase decision

H3: there is an indirect influence of product quality on purchase decision through brand trust

Lifestyle on Brand Trust and Purchase Decision

Lifestyle is a factor that affects consumer purchasing behavior in various products and services because these products and services reflect consumer identity (Akkaya, 2021). Lifestyle is a person's behavior that is indicated in his activities, interests and opinions, especially those related to self-image to reflect his social status, known as lifestyle (Natsir et al., 2020). Lifestyle has an impact on various daily things, consumer behavior that can be the basis for a person to decide to buy a product (Füller & Matzler, 2008). The concept of lifestyle includes only the psychological and behavioral aspects related to daily life (Zhang et al., 2021). According to Kotler & Keller (2016) Lifestyle is a person's lifestyle in the world that is expressed in activities, interests, and opinions. Lifestyle has three indicators, namely activity, interests and opinions (Engel et al., 1994).

Trust is an important thing for consumers to reward companies they trust through a reciprocal mechanism by increasing profits (Agustin & Singh, 2005). Consumers perceive a company as more trustworthy when its brand identity is closer to their own personal choices and opinions (Vuong et al., 2024). Brand trust is an important component for consumers to stay engaged with the brand they want to buy and for companies, the brand must remain in the market (Lefkeli et al., 2024). Customers are more inclined to trust a company when it can consistently align with their expectations and best interests (Chinomona, 2016). Supported by previous research that there is an influence of lifestyle on brand trust (Kurniawan & Silitonga, 2024b).

A purchase decision is the process of combining information to choose one of the options (Peter & Olson, 2010). According to Subianto (2007) Decision is the form of human activity carried out in the time and place of individual activities from the process to choosing one of several options. Purchase decision is one of the intentional or unintentional habits or behaviors of customers that occurs before the purchase (Khanifah & Budiono, 2022). A purchase decision is when consumers make their own purchase decisions when they choose several brands and set the most preferred purchase intent (Kotler & Keller, 2012). Supported by previous research that there is an influence of lifestyle on purchasing decisions (Agustina, 2020).

H4: There is a lifestyle influence on brand trust

H5: There is a lifestyle influence on purchase decision

H6: There is an indirect influence of lifestyle on purchase decision through brand trust

Social Media Marketing on Brand Trust and Purchase Decision

Social media consists of the word social means communication between people and media means an application used for communication (Oyza & Edwin, 2015). Social media is a platform where people can gather, share, and share data in a community accessible through virtual networks, mobile phones, and the web, and forms an interactive platform that allows people to talk and collaborate (Ridanasti, 2020). Social media marketing is a marketing that uses the social web directly or indirectly to attract consumers and build consumer awareness of a brand or product sold (Gunelius, 2011). Using websites and social media to promote a business's products and services for a charge is known as social media marketing (Jamaludin et al., 2022). Social media marketing has four features to determine the direct or indirect effect on the purchase decision, namely interaction, entertainment, informative and perceived relevance (Hanaysha, 2022). Social media marketing influences purchasing decisions, driven by social media characteristics that increase interaction between service providers and consumers (Arevin et al., 2024). Social media marketing has four indicators, namely: content creation, content sharing, connections, community building (Gunelius, 2011)

Trust is one of the positive consequences that result when a brand's personality traits are identified with consumers (Villagra et al., 2021). Trust is the main and important thing in building a relationship between the company and the consumer, with the existence of consumer trust (Bernarto et al., 2019). When consumers trust a brand, they believe that the food is of high quality, consumer trust leads to a special brand thereby increasing the brand reputation (Han et al., 2015). Supported by previous research that there is an influence of social media marketing on brand trust (Prasetio & Zahira, 2021).

Purchase decision is when consumers make their own purchase decisions when they choose several brands and set the most preferred purchase intent (Kotler & Keller, 2012). For now, marketing a product on social media is very helpful and generates high profits and is easily recognized by many people. Supported by previous research that there is an influence of social media marketing on purchase decisions (Febrisa et al., 2023; Tuti & Dwiyaniti, 2022).

The author proposes the following hypothesis:

H7: There is an influence of social media marketing on brand trust

H8: There is an influence of social media marketing on purchase decision

H9: There is an indirect influence of social media marketing on purchase decision through brand trust

Brand Trust on Purchase Decision

Brand Trust is the consumer's expectation of self-reliability and the brand's intention in generating trust in the brand for consumers (Ballester, 2003). Brand Trust is a consumer who trusts them on their own initiative and trusts the products provided by the company (Prameka et al., 2016). Trusted brands must be purchased more often and must generate a higher level of commitment and trust in the brand as a link between the company and consumers arising from the products they already trust (Chaudhuri & Holbrook, 2001). Brand trust has two indicators, namely reliability and intentions (Ballester, 2005).

The purchase decision is to decide to choose from some of the most desired items with comparisons from others and circumstances that are factors in the purchase decision (Kotler & Armstrong, 2008). Brand trust must arise within oneself because the results of the purchased product do not disappoint the consumer. Supported by the results of

previous research that there is an influence of brand trust on purchase decisions (Mahuda, 2017; Wachjuni et al., 2024).

The author proposes the following hypothesis:

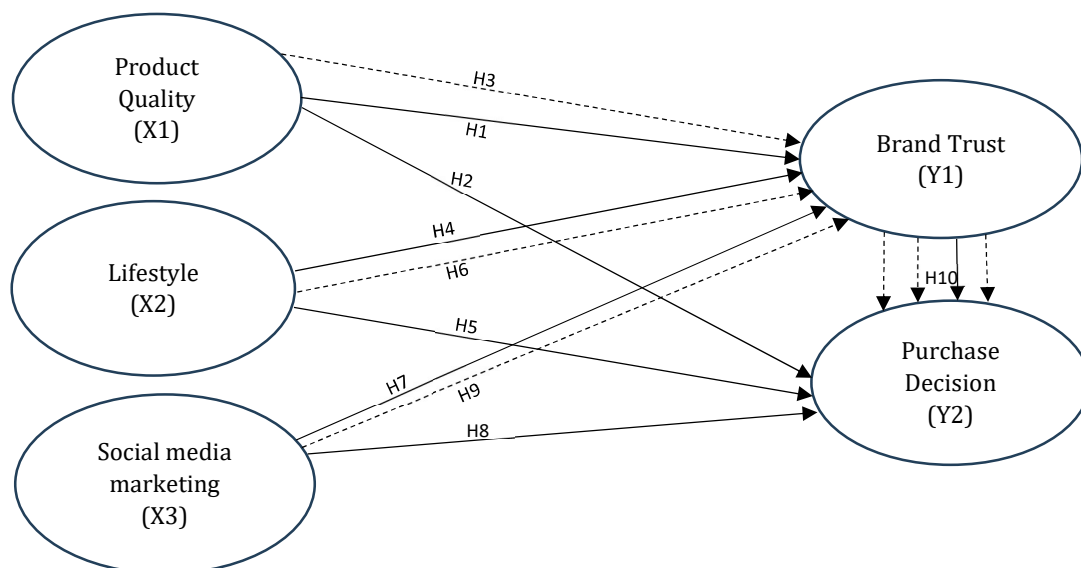
H10: There is an influence of brand trust on purchase decision

Purchase Decision

According to Sudarsono (2020) purchase decision is the result of a process that results in a choice between the various options available. The purchase decision is also the product they buy, they buy or not, when and where they pay is the purchase decision (Firmansyah, 2018). Purchase decision is an act or behavior of whether or not to make a purchase or transaction (Rachmawati et al., 2019). Purchase decision is one of the actions of an individual or individual that is directly related to a decision-making action before purchasing a product or service offered by a seller (Indrasari, 2019). Purchase decision is the process of formulating various alternative actions to make a choice on one particular alternative to make a purchase (Firmansyah, 2019). According to Kotler & Armstrong (2008) stated that there are five indicators of purchase decisions, namely need recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior.

Research Framework

According to Sugiyono (2013), the framework is a result that is connected between the independent variable and the dependent variable that the researcher has chosen as the source of the problem. The purpose of the study framework is to clarify how brand trust and purchase decisions are related to product quality. Purchase decisions and brand trust are correlated with lifestyle. Purchase decisions and brand trust are also correlated with social media marketing. Then there is an indirect effect of product quality on decisions through brand trust. There is an indirect influence of lifestyle on purchasing decisions through brand trust. And there is an indirect influence of social media marketing on purchasing decisions through brand trust.



Source : Constructed by the author, 2025

Figure 1
Research Framework

METHOD

This research is included in the descriptive quantitative method. This study aims to determine the relationship between product quality, lifestyle and social media marketing on purchase decision through brand trust at Sushi Hiro Margo City. The population in this study were all Sushi Hiro Margo City consumers. This study involved 244 respondents who were collected using questionnaire distribution with accidental sampling technique. It is a sample technique based on anyone who happens to meet and can be used as a source of data (Sugiyono, 2013). The data analysis method was carried out with PLS-SEM with the help of Smart-PLS version 3.0 software.

RESULTS AND DISCUSSION

Respondent Profile

Respondents who are the population in this study gender, age, and occupation can be seen in Table 1 :

Table 1
Description of respondent

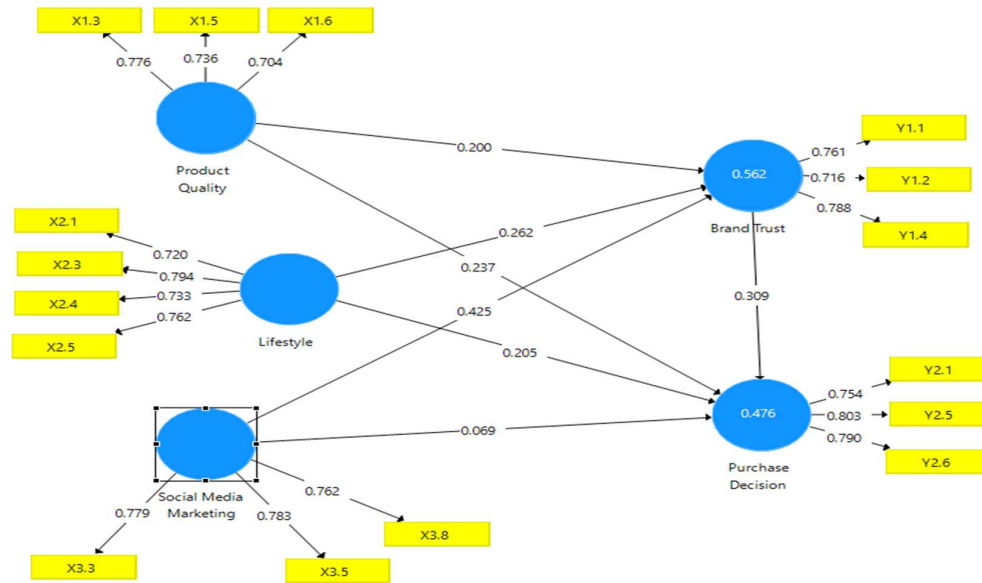
Gender	Frequency	Percentage %
Male	90	36,89
Female	154	63,11
Total	244	100
Age		
<18 years	12	4,91
19-25 years	199	81,56
26-30 years	18	7,38
>30 years	15	6,15
Total	244	100
Job		
Students	131	53,70
Employee	93	38,1
Self Employed	9	3,70
Others	11	4,50
Total	244	100

Source : Primary data processed, 2025

Based on the respondent profile table, gender obtained results dominated by female respondents, 154 people (63,11%), while male respondents were 90 people (36,89%). It can be concluded that Sushi Hiro is more attractive to women. Meanwhile, based on the age group that dominates is at the age of 19-25 years, 199 people (81.56%). Furthermore, the number of respondents according to the type of work is dominated by student, 131 people (53.70%).

Structural Model and Hypothesis

The characteristics in PLS-SEM are the part of the model that is considered, which can eliminate certain indicators that will affect the model of that structure (Hair et al., 2014).



Source :Primary data processed, 2025

Figure 2
Structural Model

Convergence Validity Test

A measure that has a positive correlation with the same construct is said to have convergent validity. If the loading factor value is greater than 0.708 or near 0, the measurement is deemed to meet the requirements (Hair et al., 2014).

Table 2
Convergence Validity Test

Variable	Indicator	Item	Outer Loading	Reliability	AVE
Product Quality	1. Appereance	PQ3	0.776	0.839	0.566
	2. Textur	PQ5	0.736		
	3. Flavor	PQ6	0.704		
Lifestyle	1. Activity	L1	0.720	0.825	0.612
	2. Interest	L3	0.794		
	3. Opinions	L4	0.733		
		L5	0.762		
Social Media Marketing	1. Contect creation	SCM 3	0.779	0.818	0.600
	2. Contect sharing	SCM 5	0.783		
	3. Connections	SCM 8	0.762		
	4. Community building				
Brand Trust	1. Reliability	BT1	0.761	0.800	0.571
	2. Intentions	BT 2	0.716		
		BT 4	0.788		

Purchase Decision	1. Requirement recognition	PD1	0.754	0.783	0.547
	2. Information search	PD5	0.803		
	3. Evaluation of alternatives	PD6	0.790		
	4. Purchase decision				
	5. Post-purchase behavior				

Source: Primary data processed, 2025

Since each variable's AVE value is greater than 0.5 and each indicator's outer loading value is greater than 0.708, it is feasible to draw the conclusion that the variables and indicators used in Table 2 are adequate and satisfy convergent values.

Discriminant Validity Test

The validity of discrimination is the extent to which a construction is truly different from other constructions. Based on table 2, the indicator's outer loadings should be higher than 0.708 (Hair et al., 2014).

Table 3
Discriminant Validity Test Fornell Lacker

Variable	Lifestyle	Brand Trust	Purchase Decision	Product Quality	Social Media Marketing
Lifestyle	0,753				
Brand Trust	0,606	0,756			
Purchase Decision	0,563	0,617	0,782		
Product Quality	0,562	0,577	0,568	0,740	
Social Media Marketing	0,545	0,676	0,518	0,541	0,775

Source: Primary data processed, 2025

Based on the table above, the lifestyle variable has the highest score purchasing decisions (0.782), social media marketing (0.775), brand trust (0.756), lifestyle (0.753), and product quality (0.740). From these results, it can be concluded that each indicator statement has a higher loading value on its latent construct than the indicators on other latent constructs. If this requirement is met, then discriminant validity is valid (Fornel & Larcker, 1981).

Multicollinearity Test (VIF)

Multicollinearity is a phenomenon in which two or more the free variable is highly correlated so that causing poor model prediction ability. Since multicollinearity between constructions is indicated by a VIF value greater than 5, the value must be less than 5 (Hair et al., 2014)

Table 4
Multicollinearity Result

Variable	Lifestyle	Brand Trust	Purchase Decision	Product Quality	Social Media Marketing
Lifestyle		1.661	1.818		
Brand Trust			2.281		
Purchase Decision					
Product Quality		1.650	1.742		
Social Media Marketing		1.607	2.019		

Source: Primary data processed, 2025

As a parameter, the VIF value values were utilized to test for multicollinearity. 5.0 is the upper limit of the VIF values that were employed in this experiment. Multicollinearity is not a worry, according to this study, which permits further research.

R-Square Test

The coefficient of determination quantifies the extent to which the external construct may explain the endogenous construct. The coefficient value determination (R²) is expected to be in the range of 0 and 1. The model is strong, moderate, and weak, according to the R² values of 0.75, 0.50, and 0.25 (Sarstedt et al., 2021).

Table 5
R Square Test

Variabel	R Square	R Square Adjusted
Brand Trust	0.562	0.556
Purchase Decision	0.476	0.467

Source: Primary data processed, 2025

Based on the acquisition of the above values that brand trust has a value of 0.562 or equivalent to 56.2%, product quality, lifestyle and social media marketing have an influence of 56.2% on brand trust at Sushi Hiro, the remaining 43.8% is influenced by other factors. The purchasing decision variable has a value of 0.476 or equivalent to 47.6%, so product quality, lifestyle and social media marketing have an influence of 47.6% on purchasing decisions at Sushi Hiro, the remaining 52.4% is influenced by other factors.

F-Square Test

According to Sarstedt (2021), The f-square value is measured using the following criteria: a value of 0.02 is considered little, a value of 0.15 is considered medium, and a value of 0.35 is considered high. Additionally, numbers less than 0.02 might be disregarded or regarded as having no effect.

Table 6
F-Square Test

Variable	F Square	Result
Product Quality -> Brand Trust	0.055	Small
Product Quality -> Purchase Decision	0.062	Small
Lifestyle -> Brand Trust	0.095	Small
Lifestyle -> Purchase Decision	0.044	Small
Social Media Marketing -> Brand Trust	0.256	Medium
Social Media Marketing -> Purchase Decision	0.005	Not Effect
Brand Trust -> Purchase Decision	0.080	Small

Source: Primary data processed, 2025

Based on the f-square value table above, the product quality variable (X1) on brand trust (Y1) with a value of 0.055 means that the influence between variables is in the small category, and the product quality variable (X1) on purchasing decisions (Y2) with a data value of 0.062 means that the influence of variables is in the small category. Lifestyle (X2) on brand trust (Y1) with a data value of 0.095 means that the influence between variables is in a small category, and lifestyle (X2) on purchasing decisions (Y2) with a data value of 0.044 means that the influence between variables is in a small category. Social media marketing (X3) on brand trust (Y1) with a data value of 0.256 means that the influence between variables is in the medium category, and social media marketing (X3) on purchasing decisions (Y2) with a data value of 0.005 means that there is no effect between variables in the small category. Brand trust (Y1) on purchasing decisions (Y2) with a data value of 0.080 means that the influence between variables is in the small category.

Prediction Accuracy Test

The prediction accuracy approach utilized to forecast the initial data values is revealed by obtaining the Q-squared value. The exogenous factors have predictive importance for the endogenous construct variable if the Q2 value is more than 0 conversely, if it is less than 0, the exogenous variables have less predictive relevance. (Sarstedt et al., 2021).

Table 7
Prediction Accuracy (Q²)

Variable	SSO	SSE	Q2(=1 - SSE/SSO)
Product Quality	732.000	732.000	
Lifestyle	976.000	976.000	
Social Media Marketing	732.000	732.000	
Brand Trust	732.000	507.281	0.307
Purchase Decisions	732.00	529.493	0.277

Source: Primary data processed, 2025

By examining the Q-Square value, one may observe how the prediction accuracy is tested. If Q2 is more than 0, a model is said to have high predictive accuracy; if Q2 is less than zero, a model is said to have low predictive accuracy. Table 7 indicates that purchase decisions and brand trust are the factors with Q2 larger than 0. With a value of Q2>0, these variables have a high predictive accuracy (0.307 and 0.277).

Hypothesis Test

Based on the test findings, Smart-PLS evaluates the path coefficient research hypothesis utilizing the relationship and decides which is approved or rejected. The hypothesis can

be accepted if the path coefficient's t value is more than 1.96 and the p value is less than 0.05 (Hair et al., 2014).

Table 8
Hypothesis Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t- Statistics (IO/STDEV)	P Values	Result
Product Quality -> Brand Trust	0.262	0.260	0.067	3.888	0.000	Accepted
Product Quality -> Purchase Decision	0.205	0.210	0.083	2.461	0.014	Accepted
Lifestyle -> Brand Trust	0.309	0.309	0.075	4.101	0.000	Accepted
Lifestyle -> Purchase Decision	0.200	0.202	0.064	3.138	0.002	Accepted
Social Media Marketing -> Brand Trust	0.237	0.230	0.075	3.158	0.002	Accepted
Social Media Marketing -> Purchase Decision	0.425	0.423	0.061	3.989	0.000	Accepted
Brand Trust -> Purchase Decision	0.069	0.076	0.065	1.068	0.286	No Accepted

Source: Primary data processed, 2025

Table 8 shows that the hypothesis is accepted. Table 8 shows that the accepted hypotheses are product quality on brand trust ($t = 3.888$ and $p = 0.000$), product quality on purchasing decisions ($t = 2.461$ and $p = 0.014$), lifestyle on brand trust ($t = 4.101$ and $p = 0.000$), lifestyle on purchasing decisions ($t = 3.138$ and $p = 0.002$), social media marketing on brand trust ($t = 3.158$ and $p = 0.002$), social media marketing on purchasing decisions ($t = 3.989$ and $p = 0.000$), and no accepted is brand trust on purchasing decisions ($t = 1.068$ and $p = 0.286$).

Total Indirect Effect

Relationships that entail a series of relationships with at least one intervening construct are known as indirect effects. If the t-statistic value is greater than 1.96, the variable is affected (Hair et al., 2014).

Table 9
Total Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t- Statistics (IO/STDEV)	P Values	Result
Lifestyle -> Brand Trust -> Purchase Decision	0.081	0.078	0.026	3.078	0.002	Accepted
Product Quality -> Brand Trust -> Purchase Decision	0.062	0.061	0.026	2.402	0.017	Accepted
Social Media Marketing -> Brand Trust -> Purchase Decision	0.131	0.128	0.039	3.377	0.001	Accepted

Source: Primary data processed, 2025

The hypothesis that lifestyle has a positive and substantial influence on purchase decisions through brand trust ($3.078 > 1.96$) is an indirect effect that is supported by the overall indirect effects table. Through brand trust, the product quality hypothesis significantly and favorably influences purchase decision ($2.402 > 1.96$), indicating that the hypothesis is accepted. Through brand trust, the social media marketing hypothesis significantly and favorably influences purchase decisions ($3.377 > 1.96$), indicating that the theory is accepted.

Discussions

Based on this research, namely product quality, lifestyle and social media marketing increase purchasing decisions through brand trust at Sushi Hiro. The results of the first research analysis are shown by product quality which has an influence on brand trust with a path coefficient value of 0.262 and a t-statistic of 3.888 which is higher than the t-table of 1.96 with a P-value of 0.000, meaning that the first hypothesis is accepted. With the quality of the products sold, it will have a positive influence in the form of brand trust from consumers, the quality of products that are guaranteed to be clean and safe for consumption. In line with the results of previous research which states the influence of product quality on brand trust (Yulita, 2021).

Product quality also has a significant influence on purchasing decisions with a path coefficient value of 0.205 and a t-statistic of 2.461 which is higher than the t-table of 1.96 with a P-value of 0.014, meaning that the second hypothesis is accepted. Offering products by providing good quality and maintaining cleanliness can bring good factors to consumers to make decisions to buy the products they sell. These results are supported by previous research which states that there is a positive influence on product quality with purchasing decisions (Yuliana & Tuti, 2024).

The existence of a lifestyle also has a significant effect on brand trust with a path value of 0.309 and a t-statistic of 4.101 which is higher than the t-table of 1.96 and a P-value of 0.000, meaning that the third hypothesis is accepted. With a lifestyle, someone is interested in trying food which of course many people believe in eating at the restaurant and employees must provide good product quality to generate consumer brand trust according to their lifestyle.

Lifestyle has a significant influence on purchasing decisions with a path value of 0.200 and a t-statistic of 3.138 which is higher than the T-table of 1.96 and a P-value of 0.000, meaning that the fourth hypothesis is accepted. A person's lifestyle is different, for example by spending money and time by buying food that they already trust in terms of its quality and then deciding to buy the product. Also supported by previous research which states that there is a positive influence on lifestyle with purchasing decisions (Kaharu & Budiarti, 2016).

Furthermore, social media marketing also has a significant effect on brand trust with a path value of 0.237 and a t-statistic of 3.138 higher than the T-table of 1.96 and a P-value of 0.002, meaning that the fifth hypothesis is accepted. Social media marketing is very helpful for companies in increasing sales and a lot of information in the form of content to provide consumer brand trust in terms of the quality of the products being sold. Supported by previous research which states that there is an influence of social media marketing on brand trust (Al-Hannan et al., 2023).

Social media marketing has a significant influence on purchasing decisions with a path value of 0.425 and a t-statistic of 3.989 higher than the t-table of 1.96 and a P-value of 0.000, meaning that the sixth hypothesis is accepted. With creative content, it can attract a lot of consumer attention and give consumers a big influence in determining their

purchasing decisions. In line with previous research which states that there is a positive influence of social media marketing on purchasing decisions (Rimbahari et al., 2023)

Brand trust on purchasing decisions with a path value of 0.069 and a t-statistic of 1.068. it can be seen that the T-statistic is not firm. Because < 1.96 and the P value > 0.05 , it means that the seventh hypothesis cannot be accepted. This means that a consumer's brand trust is not necessarily able to make a decision to make a purchase. Consumers may buy products spontaneously without considering trusted brands. It could be that consumers have great confidence in the brand but the products consumers want are not available. Therefore, it is the duty of all employees to always maintain brand trust and consistency in the products they sell.

There is also an indirect effect that has significant results between lifestyle and purchasing decisions through brand trust which has a path coefficient value of 0.081 and a T-statistic of 3.078 which is higher than the T-table of 1.96 with a P-value of 0.002, meaning that the second hypothesis is accepted. Some consumers think that a healthy lifestyle makes consumers make purchasing decisions through brand trust that consumers recognize, consumers who care about a healthy diet and believe the food consumed has high product quality. With the support of previous research

The indirect effect of product quality on purchasing decisions through brand trust also has a path coefficient value of 0.062 and a t-statistic of 2.402 which is higher than the T-table of 1.96 and a P-value of 0.017, which means that the ninth hypothesis is accepted. Sushi Hiro always provides high quality products and guaranteed cleanliness so that consumers believe that this brand is reliable and increase purchasing decisions. Product quality plays an important role in building purchasing decisions, brands that continue to maintain their quality standards will more easily attract consumers.

Finally, there is also an indirect effect on social media marketing on purchasing decisions through brand trust with a path coefficient value of 0.131 and a t-statistic of 3.377 which is higher than the T-table of 1.96 with a P-value of 0.001 which means that the tenth hypothesis is accepted. This variable also has a very important role in increasing consumer purchasing decisions through brand trust because all original and attractive visual content can give a premium impression and strengthen brand trust, there is also content on the process of sourcing high-quality raw materials and hygienic and transparent sushi making techniques that can increase consumer trust. With social media marketing, it is easier to interact with consumers through reviews and impressions of their messages after making purchasing decisions to eat at Sushi Hiro.

CONCLUSION AND SUGGESTIONS

The study's findings suggest that Sushi Hiro customers' brand trust and purchase decisions are significantly influenced by lifestyle, social media marketing, and product quality. Nevertheless, buying decisions are not much impacted by brand trust. Furthermore, brand trust indirectly influences purchase decisions through lifestyle, social media marketing, and product quality, all of which have a big impact. Trust in a brand is an important factor for sellers because it can be a consideration for consumers in making purchases. All employees are encouraged to be able to increase consumer confidence in a brand that will be purchased by maintaining product quality, being able to balance lifestyles to fulfill consumer desires and actively using social media by disseminating content to attract consumer attention.

It is recommended for further research to further elaborate on the discussion of consumer brand trust on purchasing decisions because the trust of a consumer is needed in order to increase sales and staff must maintain all consumer trust.

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