

The Influence of Promotion and Brand Trust on Purchase Intention of GLAZE Brand Jam Products in Modern Trade Channels in Tangerang City, Indonesia

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ABSTRACT

This study aims to analyze the influence of promotion and brand trust on the purchase intention of Glaze jam products marketed through modern trade channels in Tangerang City. The increasing competition in the food additive industry requires PT. Colatta, as the producer of Glaze, is to optimize its marketing strategy. However, the declining sales trend in recent months indicates that the implemented promotional strategy has not effectively attracted consumer interest. Additionally, brand trust is also a crucial factor in purchasing decisions. This study employs a quantitative approach using a survey method and multiple regression analysis. The population of this research consists of consumers who purchase Glaze jam products in modern trade channels in Tangerang City, while the sample is selected using purposive sampling techniques. Data was collected through questionnaires distributed to respondents who met the research criteria. The analysis results show that both promotion and brand trust have a significant influence on purchase intention. Therefore, PT. Colatta needs to enhance its digital marketing strategy, strengthen its brand image, and expand its distribution reach to compete effectively in a highly competitive market.

Keywords: Promotion, Brand Trust, Purchase Intention, Digital Marketing.

I. Introduction

The rapid industry development in this modern era demands that companies face increasingly fierce competition. The rapid advancement of technology, information, and communication has influenced consumer behavior, which increasingly demands optimal quality and service. Production-oriented companies, especially those engaged in the food and cake ingredients sector, such as jam products, must be able to offer high-quality products that can compete in an increasingly competitive market.

PT. Colatta is one of Indonesia's leading cake ingredient manufacturers, producing various ready-to-use chocolate products for cake and donut toppings, with its flagship brand "Glaze". Glaze products, with various variants such as chocolate, tiramisu, cappuccino, and strawberry, are widely marketed through modern trade channel networks in regions, including Tangerang City. PT. Colatta distributes Glaze products through various retail networks and modern markets to reach customers. Brand trust becomes a key factor differentiating one product from another, especially in the competitive cake ingredients market. PT. Colatta, through Glaze products, must be able to create a competitive advantage that distinguishes its products from similar products in the market, thus increasing consumer purchase intention. Currently, jam and topping

products from various brands compete tightly in the market, such as Nutella, Morin, and Ovomaltine, which already have a strong consumer base in Indonesia; however, PT. Colatta faces decreasing consumer interest in Glaze products. This decline is evident from sales reports showing a downward trend from month to month in the modern trade channel of Tangerang City. Below is the Glaze sales data for the past six months:

Table 1. Glaze Sales Data

Month	Sales (units)	Target (units)
January	10,500	12,000
February	9,800	12,000
March	9,000	12,000
April	8,500	12,000
May	7,800	12,000
June	7,200	12,000

The decline in sales indicates a problem maintaining consumer interest in Glaze products. One factor suspected to cause this decline is PT's lack of promotional efforts. Colatta. Promotions that tend to be stagnant and lack innovation cause Glaze products to not receive enough attention from consumers, especially in the face of increasingly fierce competition in the cake ingredients market. Every marketing activity strives to achieve higher brand awareness, as "top of mind." If a brand is not in the minds of consumers, they will not consider it. Typically, brands stored in consumer memory are liked or disliked (Durianto in Sari et al., 2017: 205). According to Chaudhuri & Holbrook in Seprianti Eka Putri (2022), brand trust is the average consumer's willingness to rely on a brand's ability to perform its functions. According to Delgado in lendy Zelvian Adhari (2021), brand trust is a high expectation or likelihood that the brand will result in positive consumer outcomes. Although the stationery industry in Indonesia is filled with various competing products, similar conditions of tight competition also occur in the cake ingredients industry, where PT. Colatta's Glaze products compete with other established brands such as Nutella, Morin, and Ovomaltine. Although these products have similar functions, each carries its own identity and uniqueness through the brand.

Therefore, PT. Colatta must enhance its promotional activities to increase consumer interest in Glaze products. More creative and effective promotions, both through digital media and events in modern trade channels, are solutions that must be implemented. Thus, this research is conducted at PT. Colatta will analyze the influence of brand trust and promotion on the purchase intention of Glaze products in Tangerang City, while also providing recommendations for necessary promotional improvements. Promotion is conveying information from companies to customers or other parties in the sales channel to influence attitudes and behaviors related to a product or service consumption. Through advertising promotions, companies' direct persuasive communication to target buyers and the public through mass media, such as newspapers, magazines, tabloids, radio, television, and direct mail, is provided by PT. Colatta varies in form and is usually conducted periodically every month, with each promotion having its period. The types of promotions offered are diverse, including Strata Discounts, where purchasing a certain quantity of products is directly proportional to the discount. In addition, promotions include bonus items, bundling collaborations with specific products, and event support that is analyzed to attract potential customers and increase sales.

Keller (2020) defines promotion as a tool used to inform, persuade, and remind consumers (directly or indirectly) about the products and services they offer. According to Suryana and Dasuki in Ida Ayu Putu Dian Savitri and I Made Wardana (2018), purchase intention is the behavioral tendency of consumers to buy a product or service repeatedly over a specific period, based on past experiences. According to Resti and Soesanto in Ida Ayu Putu Dian Savitri and I Made Wardana (2018), repurchase intention is the stage of respondents' tendency to act after experiencing satisfaction. According to Kotler & Keller in Irma Yanti Febrini, Retno Widowati PA, Misbahul Anwar (2019), several key factors influence customers' repurchase intention, namely psychological, personal, and social factors. Thus, it can be concluded that repurchase intention is the customer's decision to repurchase in the future, caused by satisfaction and trust, where this repurchase

decision can benefit PT—Colatta as a company. In the current era of dynamic and highly competitive markets, companies must constantly innovate and adapt to meet changing consumer demands. The jam and cake ingredients industry, including ready-to-use chocolate-based products like Glaze, is experiencing increasingly tight competition from domestic and international brands such as Nutella, Morin, and Ovomaltine, which already hold strong market positions in Indonesia.

PT. Colatta, as one of Indonesia's leading producers of cake ingredients, particularly through its Glaze brand, is now facing challenges in maintaining and increasing consumer purchase intention. Based on recent sales data in modern trade channels in Tangerang City, there has been a significant decline in Glaze product sales over the past six months, consistently failing to meet monthly sales targets. This phenomenon indicates a decrease in consumer interest and loyalty, a serious issue that could affect the company's market share and long-term sustainability. One of the main factors suspected to influence this declining purchase intention is weak brand trust and less effective promotional strategies. In today's market, brand trust influences consumers' purchasing decisions. Without strong trust in the brand, consumers will likely switch to competitors' products offering similar or better value. Additionally, promotion is an essential marketing tool to build brand awareness and attract consumer attention. Ineffective, stagnant, and unimaginative promotional activities hinder Glaze from standing out in the market and engaging with its target consumers.

Despite PT. Colatta's efforts to distribute Glaze products through modern trade channels, the absence of impactful promotional strategies, and efforts to strengthen brand trust contribute to the decline in sales. In modern trade environments, where consumers are exposed to various brands and product alternatives, intensive and creative promotional activities combined with strong brand trust are key to influencing purchase decisions and achieving competitive advantage. Therefore, this research is urgent and necessary to analyze how brand trust and promotion simultaneously influence consumers' purchase intentions toward Glaze products in Tangerang City. By identifying the level of consumer trust and evaluating the effectiveness of current promotional activities, this study is expected to provide strategic recommendations for PT. Colatta is to improve its marketing approaches, enhancing consumer purchase intention and increasing sales performance in modern trade channels. In addition, this research will contribute academically to the development of marketing science, especially in understanding the relationship between brand trust, promotion, and purchase intention in the context of fast-moving consumer goods (FMCG) and the cake ingredient industry. It will also provide practical implications for marketing practitioners, especially those dealing with brand management and promotional strategies, to optimize efforts in retaining and growing their consumer base.

II. Literature Review

2.1. Promotion

Promotion is one of the essential activities in the business world aimed at delivering information from the company to consumers or other parties within the distribution channel, to influence their attitudes and behaviors related to the consumption of a product or service. According to Baker (2000), promotion is carried out through advertising activities designed as persuasive communication to reach target consumers and the broader public using various mass media, such as newspapers, magazines, tabloids, radio, television, and direct mail. This indicates that promotion is essential in effectively disseminating product information. Furthermore, Sigit (2007) states that promotion is a company activity that provides information and reminds consumers or other parties about the company and its offered products and services. Thus, promotion is a communication bridge between the company and its consumers.

Besides serving as an information medium, promotion also plays a role in building good relationships with customers. Therefore, companies must design effective marketing communication strategies to enhance customer value and loyalty toward their products or services. In line with that, Keller (2008) defines promotion as a tool used to inform, persuade, and remind consumers, either directly or indirectly, about the products and

services marketed by the company. This definition emphasizes that promotion is about providing information and aims to influence consumer perceptions and actions. According to Grewal and Levy (2008), promotion is a form of communication by marketers to influence potential consumers by delivering information, persuasion, and reminders about the products or services offered. The ultimate goal of this promotional activity is to shape positive opinions and encourage responses or actions from prospective buyers. From these various opinions, it can be concluded that promotion is a strategic communication process conducted by companies to introduce, influence, and maintain consumer interest in products or services through various practical and targeted communication media. Thus, promotion becomes one of the key factors in increasing consumer awareness, interest, and purchasing decisions.

2.2. Brand Trust

Brand is one of the essential elements in the business world that serves as the identity of a product or service. According to the American Marketing Association in Kotler and Keller (2016), a brand is defined as a name, term, sign, symbol, design, or a combination of all these elements intended to identify the goods or services of one seller or group of sellers and to differentiate them from competing products. Thus, a brand functions as an identity and is the main differentiator in a competitive market. Kotler and Keller (2016) also emphasize that a brand is a product or service with different dimensions from other products or services, even though they are designed to fulfill the exact needs. This means that through a brand, companies can highlight the uniqueness of their products amid the many similar products in the market. This shows that a brand can influence consumer decisions through the perceptions it builds. In addition, Moilanen and Rainistro in Nada Arina Romli (2022) explain that a brand is an impression embedded in the consumer's mind regarding a product or service. This impression can be formed from experience, quality, and public perception. Therefore, a brand plays an essential role in building a positive image in the eyes of consumers, which will later influence their loyalty and purchase intention. Based on these definitions, it can be concluded that a brand is a combination of names, symbols, logos, and other visual identities attached to a product, which creates a specific perception that distinguishes it from competitors. A brand also creates an emotional bond with consumers through perceptions of quality and a positive image.

One of the important aspects attached to a brand is brand trust. According to Chaudhuri and Holbrook in Seprianti Eka Putri (2022), brand trust is the consumer's willingness to rely on a brand's ability to fulfill their expectations. This means that when consumers trust a brand, they believe it can deliver benefits and quality as promised. Furthermore, Delgado in Iendy Zelvian Adhari (2021) adds that brand trust reflects a high expectation or belief that a brand will provide positive consumer results. With this trust, consumers feel safe and confident when using products or services from that brand. This established trust becomes an essential asset for companies in maintaining customer loyalty. From the company's perspective, Kertajaya, in the journal of Senen Abdi Santoso (2021), states that brand trust is formed from experiences that can provide a deep and continuous impression on consumers. These experiences must be supported by the brand's integrity, honesty, and politeness in every consumer interaction. Therefore, brand trust does not arise instantly but must be built through a long and consistent process. Referring to Fatih Geçti & Hayrettin Zengin (2013) in Budhi Setiyawan (2021), the indicators of brand trust can be seen from the extent of consumer confidence in the brand. One of these indicators is "trust this brand," which reflects the belief that the brand is well-known and widely recognized by the public. This trust becomes a primary factor that encourages consumers to purchase and remain loyal to the brand.

2.3. Purchase Intention

Repurchase intention refers to a consumer's tendency to repeatedly purchase a product or service within a specific period based on past experiences. According to Suryana and Dasuki in Ida Ayu Putu Dian Savitri and I Made Wardana (2018), repurchase intention is the behavioral tendency of consumers to buy

goods or services repeatedly over time, motivated by their previous experiences. Furthermore, Resti and Soesanto, from the same source, define repurchase intention as the stage where consumers are inclined to act after experiencing satisfaction with a product or service. In addition, Kotler and Keller in Irma Yanti Febrini, Retno Widowati PA, and Misbahul Anwar (2019) explain that several key factors influence a customer's intention to repurchase, namely psychological factors, personal factors, and social factors. These elements play a vital role in shaping consumer behavior toward repeat purchasing.

Based on these definitions, repurchase intention can be concluded as a customer's decision to repurchase a product or service in the future, driven by satisfaction and trust. This intention to repurchase can generate long-term company benefits through customer loyalty and sustained revenue. Furthermore, according to Ferdinand in Raymond (2017), purchase intention can be identified through several indicators: (1) Transactional intention, which reflects a person's tendency to buy a product; (2) Referential intention, which is a person's willingness to recommend the product to others; (3) Preferential intention, describing an individual's preference for a particular product, where such preference would only change under specific conditions; and (4) Explorative intention, which reflects a person's behavior in seeking information about the product of interest and gathering supporting information regarding its positive attributes. In summary, repurchase intention is a critical concept that reflects not only the customer's willingness to repeat a purchase but also their trust and satisfaction with a brand, ultimately contributing to the company's profitability and customer loyalty.

III. Research Method

This research was conducted at the head office of the Official Distributor of Unifield Powerlime, PT. Sinarmas Distribusi Nusantara, located at BSD Green Office Park 9, Wing B, BSD City, Tangerang. The research period runs from October 2024 to February 2025, covering all stages from data collection to the analysis of research results. This location was chosen because it serves as the main distribution center for GLAZE brand jam products in the modern trade channel in the Tangerang area.

The method used in this research is a quantitative associative method, testing the relationship between brand trust and promotion variables on purchase intention. This method utilizes numerical data and statistical analysis to test the predefined hypotheses. Data collection techniques were carried out through the distribution of questionnaires and secondary data from relevant literature. The population of this research consists of all active customers or main outlets that regularly purchase GLAZE brand jam products in modern trade channels in Tangerang City. Based on these characteristics, the sample of this research uses a saturated sampling technique, meaning the entire population is used as the sample, totaling 80 outlets. Thus, all respondents are treated as the sample to obtain accurate and comprehensive research results.

The data collection technique was conducted through a survey method using questionnaires as the primary instrument. The questionnaires were structured in a non-disguised format: closed-ended questions with answer choices using a five-point Likert scale. This scale measures respondents' attitudes, opinions, and perceptions regarding brand trust, promotion, and purchase intention, ranging from "Strongly Disagree" to "Strongly Agree." Validity and reliability tests were conducted to test the instruments. The validity test aims to measure whether the questionnaire items can represent the variables studied. An item is declared valid if the calculated r-value exceeds the table r-value. Furthermore, reliability testing used Cronbach's Alpha to measure the consistency of the questionnaire. The instrument is considered reliable if the Alpha coefficient exceeds 0.6.

Data analysis begins with classical assumption tests, including a normality test, a multicollinearity test, and a heteroscedasticity test. The normality test ensures that the residual data distribution is normal, the multicollinearity test examines whether there is a relationship among independent variables using VIF and tolerance measures, and the heteroscedasticity test is conducted to examine the equality of variance of residuals among observations. After passing the classical assumption tests, the data is analyzed using multiple linear regression analysis. The t-test and the F-test were used to test the research hypotheses. The t-test is

applied to determine the partial effect of each independent variable on purchase intention. At the same time, the F-test examines the simultaneous effect of brand trust and promotion variables on purchase intention. The results of the t-test and F-test serve as the basis for accepting or rejecting the research hypotheses. Finally, the coefficient of determination (R^2) test determines how much brand trust and promotion variables can explain the purchase intention variable. The higher the R^2 value, the greater the ability of these two variables to influence purchase intention. All data analyses were performed using SPSS version 20 to ensure statistically accurate and tested results.

IV. Results and Discussion

4.1. Company Profile

PT. Colatta Indonesia is one of the food ingredient manufacturers supporting a modern, practical, and high-quality lifestyle. The company has been operating and marketing its products while maintaining a strong commitment to quality and innovation. PT. Colatta Indonesia demonstrates its social responsibility through its core programs by contributing to various social initiatives to improve community welfare. Some of its leading brands include Glaze, Glaze Premium, and Glaze Fruity. In facing the increasingly competitive chocolate spread market, Glaze, with its flagship variants such as Chocolate Tiramisu, Chocolate Cappuccino, and Chocolate Strawberry, continues to compete to win the hearts of existing and potential customers. Considering other well-established brands, such as Nutella and Ovomaltine, this competition presents a significant challenge. Nutella still dominates the market due to its strong global reputation, while Ovomaltine stands out as a formidable competitor with its distinctive taste and quality. To maintain its presence in the market, Glaze consistently delivers product innovations by expanding its flavor variants to meet customer preferences. Glaze Chocolate Spread now comes in various appealing flavors that consumers favor, such as Hazelnut, Chocolate Almond, and Strawberry Delight. In addition to offering a wide selection of flavors, the products are also available in different packaging sizes, ranging from 250 grams, 500 grams, to 1 kilogram, allowing consumers to choose according to their needs, whether for household use or food business purposes.

4.2. Respondent Characteristics

Based on the data collected from respondents who served as the research sample, a general overview was obtained regarding the characteristics of outlets or customers, based on outlet type, outlet area, and product purchase turnover. First, based on the type of outlet, most respondents come from the Local Modern Trade category, totaling 57 outlets or 50% of the total respondents. Meanwhile, Retail & Wholesale outlets amount to 40 outlets or 35%, and the remaining 17 outlets or 14% are categorized as Food Service. These findings indicate that the modern trade segment predominantly dominates the PT Colatta Indonesia's Glaze chocolate spread products market. Second, based on the outlet area, the most significant number of respondents comes from the Jakarta 1 area, which includes West Jakarta, Central Jakarta, North Jakarta, and surrounding areas, with a total of 51 outlets or 44%. Furthermore, South Jakarta, including Depok and Bogor, accounts for 38 outlets or 34%, and Tangerang has 25 outlets or 22%. This data illustrates that the distribution of Glaze products is relatively widespread, although the largest concentration is still found in Jakarta 1.

Third, based on monthly turnover classification, most respondents have a purchasing turnover ranging from IDR 5 million to IDR 20 million, amounting to 54 outlets or 48%. In addition, 46 outlets, or 41%, have a monthly turnover of under IDR 5 million. Meanwhile, nine outlets (7%) record a turnover between IDR 20 million and IDR 50 million, and five outlets (4%) have a turnover above IDR 50 million. This data indicates that most outlets fall into small- to medium-scale businesses. These characteristics show that PT. Colatta Indonesia's Glaze chocolate spread products are mainly sold through modern trade networks and small to medium-scale retail outlets, with market dominance spread across Jakarta and surrounding areas.

4.3. Validity and Reliability Test

Table 2. Results of Promotion Validity Test

No	Statement	r-calculated Value	r-estimated	Remark
1	Information about Glaze chocolate spread products is easy for me to find	0.648	0.184	Valid
2	The promotional messages delivered for Glaze chocolate spread are attractive to me	0.778	0.184	Valid
3	Glaze product sales promotion staff (SPG) provide good service to me	0.72	0.184	Valid
4	Glaze product sales promotion staff (SPG) gives me enough time to share product information	0.407	0.184	Valid
5	Glaze's official website helps me obtain product information	0.468	0.184	Valid
6	Glaze chocolate spread promotion via social media influences my decision in choosing chocolate spread products	0.662	0.184	Valid

Table 3. Results of Brand Trust Validity Test

No	Statement	r-calculated Value	r-estimated Value	Remark
1	I believe that Glaze chocolate spread products maintain consistent quality	0.684	0.184	Valid
2	I feel confident that Glaze chocolate spread always offers products that meet my expectations	0.7	0.184	Valid
3	I trust Glaze as a brand that provides safe and high-quality chocolate spread products	0.682	0.184	Valid
4	I am confident that Glaze chocolate spread products are made with quality ingredients	0.753	0.184	Valid
5	I believe that Glaze chocolate spread offers a good balance between price and quality	0.779	0.184	Valid
6	I trust Glaze to always offer chocolate spread products at reasonable prices	0.651	0.184	Valid
7	I perceive Glaze chocolate spread as a credible and reliable brand	0.651	0.184	Valid
8	I believe that the appearance and packaging of Glaze products reflect their good quality	0.753	0.184	Valid
9	I trust that Glaze chocolate spread products are always available when I need them	0.779	0.184	Valid
10	I believe that I can easily find and purchase Glaze chocolate spread products at various outlets	0.651	0.184	Valid

Table 4. Results of Purchase Decision Validity Test

No	Statement	r-calculated Value	r-estimated Value	Remark
1	I purchase Glaze chocolate spread to fulfill household needs	0.748	0.184	Valid
2	I seek information about Glaze chocolate spread products that suit my needs before purchasing	0.746	0.184	Valid
3	I evaluate Glaze chocolate spread products before deciding to buy	0.683	0.184	Valid
4	I chose Glaze chocolate spread based on the most affordable price	0.692	0.184	Valid
5	I chose Glaze chocolate spread based on its brand reputation	0.714	0.184	Valid
6	I chose Glaze chocolate spread based on recommendations from others	0.626	0.184	Valid
7	I chose Glaze chocolate spread based on its quality	0.587	0.184	Valid

Based on the data in the table above, all statements in the research variable obtained r-calculated values greater than r-estimated (0.183). Thus, all questionnaire items are declared valid. Therefore, the questionnaire used can be processed as research data.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Category
Promotion	0.872	6	Reliable
Brand Trust	0.821	10	Reliable
Purchase Decision	0.81	7	Reliable

Based on the test results shown in the table above, Promotion (X1), Brand Trust (X2), and Purchase Decision (Y) are declared reliable, as evidenced by each variable having a Cronbach's Alpha value greater than 0.600.

4.4. Classical Assumption Test

1. Normality Test

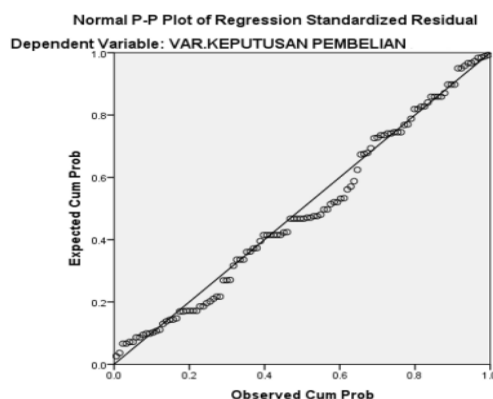


Figure 1. Probability Plot Graph of Normality Test Results

The normal probability plot graph in the figure above shows a regular pattern. This is indicated by the points scattered around the diagonal line, and their distribution follows the diagonal line. Therefore, it can be concluded that the regression model meets the normality assumption.

2. Multicollinearity Test

The test results using SPSS 20 are as follows:

Table 6. Multicollinearity Test

Variable	Collinearity Statistics Tolerance	VIF
Promotion	0.805 > 0.10	1.242 < 10.0
Brand Trust	0.805 > 0.10	1.242 < 10.0

Based on the multicollinearity test results in the table above, both variables have tolerance values less than 1 and Variance Inflation Factor (VIF) values less than 10. Therefore, it can be concluded that this regression model is free from multicollinearity issues.

3. Heteroscedasticity Test

The results of the heteroscedasticity test are as follows.

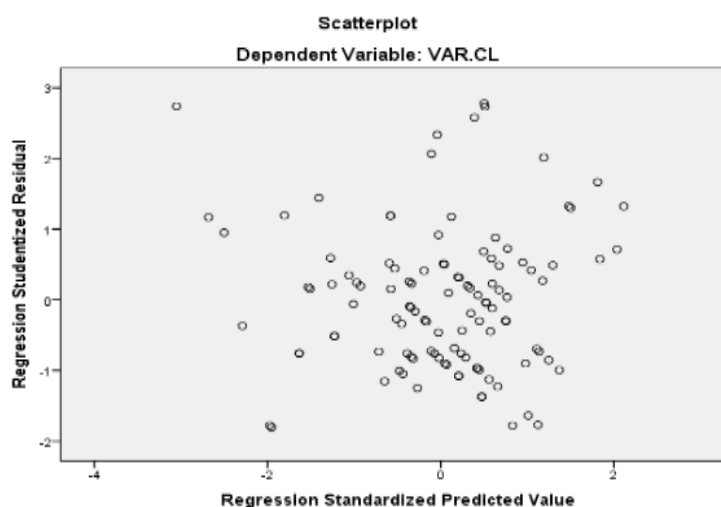


Figure 2. Scatter Plot Graph of Heteroscedasticity Test Results

Based on the image above, the points on the scatterplot graph do not show a clear distribution pattern or form any specific patterns. Thus, there is no heteroscedasticity disturbance in the regression model, indicating that this regression model is appropriate to use.

4.5. Multiple Linear Regression Test

Table 7. Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.729	2.465		3.542	.001
Promotion	.258	.072	.307	3.580	.001
Brand Trust	.230	.101	.194	2.278	.025

Based on the results of the multiple regression analysis in the table above, the following regression equation is obtained:

$$Y = 8.729 + 0.258X_1 + 0.230X_2$$

From the equation above, the following conclusions can be drawn:

- The constant value of 8.729 means that if the variables Promotion (X_1) and Product Variation (X_2) are not considered, the Purchase Decision (Y) will be 8.729 points.
- The Promotion (X_1) coefficient of 0.258 means that if the constant remains unchanged and there is no change in the Brand Trust (X_2) variable, then each 1-unit increase in the Promotion (X_1) variable will increase 0.258 points in the Purchase Decision (Y). Based on the test results in the table above, the t-value (t count) = 3.580 and the p-value = 0.001 (< 0.05). Thus, H_0 is rejected, and H_1 is accepted, indicating a significant influence of Promotion on Purchase Decision.
- The Brand Trust (X_2) coefficient of 0.230 means that if the constant remains unchanged and there is no change in the Promotion (X_1) variable, then each 1-unit increase in the Brand Trust (X_2) variable will increase 0.230 points in the Purchase Decision (Y). Based on the test results in the table above, the t-value (t count) = 2.278 and the p-value = 0.025 (< 0.05). Thus, H_0 is rejected, and H_2 is accepted, indicating a significant influence of Brand Trust on Purchase Decision.

Table 8. Correlation Coefficient Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627a	.393	.376	2.014

The correlation coefficient value is 0.627, which falls within the interval 0.600–0.799, indicating that the variables Promotion and Brand Trust have a moderately strong relationship with Purchase Decision. Based on the test results in the table above, the coefficient of determination (R^2) is 0.393, meaning that Promotion and Brand Trust influence the Purchase Decision variable by 39.3%. In comparison, the remaining (100%–39.3%) = 60.7% is influenced by other factors not examined in this study.

Table 9. Hypothesis Test Results (Simultaneous F-Test)

ANOVAa						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	247.815	2	123.908	21.355	.000b
	Residual	571.185	112	5.240		
	Total	819.000	114			

Based on the test results in table 9, the F-value (F count) = 21.355 is greater than the F-table value (assumed to be 2.690). This is also supported by the p-value (Sig.) = 0.000, which is less than the significance level of 0.05 (0.000 < 0.05). Thus, H_0 is rejected, and H_3 is accepted, indicating a significant simultaneous influence of Promotion and Brand Trust on Purchase Decision.

4.6. Discussion

In an increasingly competitive industrial era, companies must have effective marketing strategies to maintain market share and increase consumer purchase intention. The study by Anggraini, Hermawan, and Riswandi (2025) discusses the role of promotion and brand trust in influencing the purchase intention of Glaze jam products in modern trade channels in Tangerang. PT. Colatta, as the primary producer of these jam products, is facing challenges in the form of declining sales figures in recent months. This condition indicates

a problem in attracting consumer interest, which can impact the company's competitiveness in the food additives industry. In the sales report presented, there is a visible trend of declining units of Glaze products sold, while the monthly targets set by the company are not being met. One of the main factors suspected to be causing the decline in consumer purchase intention is the lack of innovation in promotional strategies. Stagnant marketing efforts make it difficult for this product to compete with other well-known brands such as Nutella, Morin, and Ovomaltine.

Durianto in Sari (2017) explained that brand or top-of-mind awareness is key in shaping purchasing decisions. If a brand is not embedded in the consumer's memory, the product will likely not be chosen. Furthermore, Chaudhuri and Holbrook in Putri (2022) emphasized that trust in a brand is an important factor in purchasing decisions, where consumers tend to choose products from brands that they perceive as meeting their expectations. Thus, in the context of declining purchase intention for Glaze products, promotional factors and brand trust are key elements that require greater attention in the company's marketing strategy.

Promotion is important as a corporate communication strategy in conveying information to consumers to influence attitudes and purchase decisions (Keller, 2020). PT. Colatta has implemented several forms of promotion, such as purchase quantity-based discounts, product bonuses, bundling programs with other products, and marketing support events in modern retail stores. However, the effectiveness of this strategy still needs improvement, given the continuing trend of declining sales. Baker (2000) asserted that effective promotions must attract attention, persuade, and remind consumers about the offered products. Therefore, PT. Colatta must adopt a more innovative promotional strategy, such as social media-based marketing and customer loyalty programs. This approach is expected to increase consumer awareness and interest in Glaze products and strengthen their engagement in a more interactive brand experience.

Trust in a brand reflects consumers' confidence in the quality and consistency of the product (Delgado in Adhari, 2021). Brand trust, including jam products, is crucial in determining consumer loyalty in the food additives industry. High trust in a particular brand can encourage consumers to repeat purchases and recommend the product to others. Kotler and Keller (2016) stated that brands with high trust levels will find it easier to build customer loyalty and maintain their market share in the long term. This study suggests that PT. Colatta must strengthen Glaze's brand image by highlighting the advantages of the raw materials used and increasing transparency in marketing communication. Additionally, customer testimonials and story-based marketing strategies can build brand credibility.

This study used multiple regression analysis to examine the relationship between promotion and brand trust on purchase intention. The analysis results show that promotion significantly influences purchase intention, as stated by Keller (2008), who asserted that effective promotion can enhance a product's appeal in the eyes of consumers. Moreover, brand trust also has a significant influence on purchasing decisions. This finding is consistent with the research conducted by Chaudhuri and Holbrook in Seprianti Eka Putri (2022), which confirmed that brand trust is a key factor in building customer loyalty and influencing purchasing behavior. In other words, the higher consumers trust a brand, the more likely they will choose that product over competitors.

V. Conclusion

Based on the results of this study, it can be concluded that promotion and brand trust significantly influence Glaze products' purchase intention in modern trade channels. To enhance competitiveness, PT. Colatta needs to optimize its marketing strategy more innovative. One possible step is to maximize digital promotion by utilizing social media, influencer marketing, and app-based loyalty programs to increase consumer engagement and expand market reach. Additionally, brand trust can be strengthened through a more transparent communication strategy, such as highlighting product quality, obtaining product certification, and reinforcing customer testimonials.

The company also needs to develop more attractive promotional programs by offering repeat purchase discounts, collaborating with other brands, and creating innovations in product bundling concepts.

Another crucial step is to expand its distribution network on e-commerce platforms and ensure product availability across various modern trade channels by implementing the right strategy, PT. Colatta is expected to enhance the competitiveness of Glaze products, build customer loyalty, and improve sales trends in the long run. In addition to providing practical benefits for the company, this study also contributes to understanding the relationship between promotion, brand trust, and purchase intention in the Fast-Moving Consumer Goods (FMCG) industry.

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