

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Brand Image, Brand Trust, and Service Quality on Consumer Purchase Decisions of Pizza Hut Products in Surabaya City, Indonesia

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ABSTRACT

Pizza Hut, despite being the pizza brand with the highest Top Brand Index in Indonesia, continues to face challenges such as declining consumer purchasing power and boycott movements that have affected its sales and workforce. This study aims to analyze the influence of brand image, brand trust, and service quality on consumer purchase decisions of Pizza Hut products in Surabaya. It tests the hypothesis that these three variables have a positive and significant effect. A quantitative approach was employed by distributing online questionnaires via Google Forms to 112 residents of Surabaya who had purchased Pizza Hut products, utilizing convenience sampling for accessibility and relevance. The sample size was considered adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM), which was used to analyze the relationships among the variables. The findings indicate that brand image, brand trust, and service quality all have a positive and significant influence on consumer purchase decisions, highlighting the importance of these factors in strengthening Pizza Hut's marketing strategy amid market challenges.

Keywords: Brand Image, Brand Trust, Service Quality, Consumer Purchase Decision, Boycott.

I. Introduction

In the modern era, societal lifestyles have undergone a significant transformation, particularly in terms of food consumption patterns. The increasing demand for convenience and efficiency in meal preparation has driven people to seek quicker and more practical food options. Busy daily routines often leave individuals with limited time and energy to cook at home, prompting them to turn to restaurants or eateries that provide a variety of food and beverage options through the fast food concept, offering both speed and convenience. (Muhammad et al., 2023). Fast food refers to meals that are processed and served quickly, allowing consumers to enjoy them easily, whether dining in or taking them away to eat on the go. This concept emphasizes not only the speed of service but also accessibility and practicality in consumption. Generally, fast food can be categorized into two main types: Western-style fast food, such as hamburgers and pizza, and locally adapted fast food that caters to regional tastes, such as fried. (Chandra et al., 2024).

Initially, the fast-food concept emerged as a commercial strategy targeting consumers with high mobility who lacked sufficient time to wait for freshly prepared meals. Over time, as modernization and



urbanization advanced, fast food gained immense popularity, particularly among younger generations, becoming an integral part of modern consumption trends. This growing popularity has been further strengthened by innovative and adaptive marketing strategies that effectively expand market reach and strengthen the fast-food industry's market share (Rahman Wijaya et al., 2024).

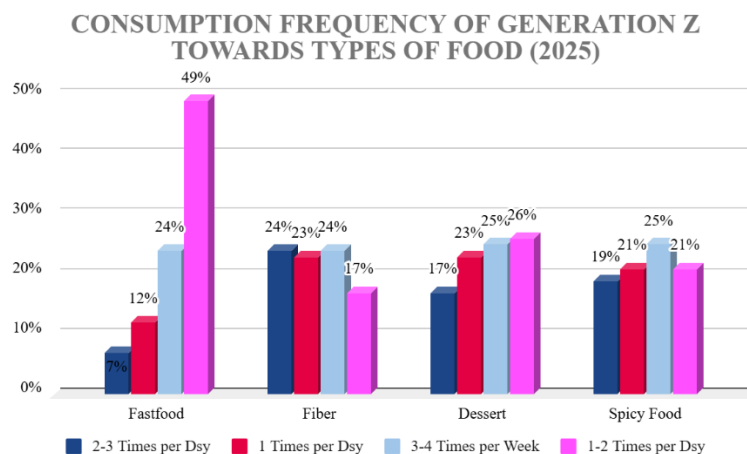


Figure 1. Consumption Frequency of Generation Z Towards Types of Food

A survey by Jakpat (2024) revealed that fast food has become a routine part of Gen Z's consumption patterns, with 49% consuming it one to two times per week. Convenience, menu variety, delivery services, and social media promotions drive this trend. Consequently, Gen Z has become a strategic target for the fast-food industry, which must adapt its marketing strategies and services to align with this generation's preferences. One of the fast-food categories that has experienced rapid growth in Indonesia is pizza. In the country, various brands are easily accessible, including Pizza Hut, Domino's Pizza, Papa John's, Giant Pizza, and Pizza Bar. Among these brands, Pizza Hut stands out as the pizza brand with a strong brand image in Indonesia. (Kurniasari et al., 2022). Surabaya is recognized as one of the cities with the largest number of Pizza Hut outlets in Indonesia. It is known as a metropolitan area with a high level of fast-food consumption. The development of Pizza Hut in this city has grown rapidly, as reflected by the increasing number of outlets strategically established across various districts. Currently, there are approximately 24 Pizza Hut branches operating in Surabaya, positioning the brand as the top choice among consumers in the pizza restaurant category. This expansion reinforces Pizza Hut's strong brand image and its positive reputation among Indonesian consumers.

According to the Top Brand Index 2024, Pizza Hut consistently maintained its first-place ranking in the Pizza Restaurant category for three consecutive years, from 2022 to 2024. This achievement highlights the brand's ability to outperform major competitors, including Domino's Pizza, Giant Pizza, Papa John's, and Pizza Marano. The Top Brand Index scores show a steady increase, from 55.60 in 2022 to 56.50 in 2023, and further rising to 57.80 in 2024. These results demonstrate that Pizza Hut continues to be the leading consumer preference and remains the top-of-mind brand in Indonesia's fast-food pizza industry. However, despite its strong and consistent brand image, Pizza Hut's sales trend has declined, influenced by a weakening economy that has reduced purchasing power, as well as external factors such as boycott movements, which have affected brand trust, a key determinant in consumer purchasing decisions (Mughtar et al., 2024). The social issue that has significantly affected Pizza Hut's business performance in Indonesia is the widespread boycott movement targeting companies perceived to have affiliations with Israel. This boycott campaign, recognized as one of the largest globally, has led to substantial shifts in consumer behavior across Indonesia (Darmawan & Mulyawaman, 2024). According to the Consumer Behavior Following Boycott Issue survey conducted by Jakpat, the majority of Indonesian consumers are aware of the boycott issue, with Generation Z and the middle-class segment emerging as the most active participants. Furthermore, a considerable proportion of

millennial respondents stated their unwillingness to consume fast-food products included in the boycott list (Kezia & Ulfa, 2025).

The ongoing geopolitical conflict between Palestine and Israel, reignited on October 7, 2023, has further intensified the global Boycott, Divestment, and Sanctions (BDS) movement, which urges consumers to reject businesses perceived to support Israel. This situation has directly impacted Pizza Hut's brand perception and consumer buying intentions in Indonesia. The company has been identified among brands subject to organic boycotts due to its alleged past associations with pro-Israel activities. (Kezia & Ulfa, 2025). Consequently, Pizza Hut faces a notable decline in consumer trust and purchase intention, emphasizing the urgent need for adaptive brand communication and reputation management strategies to mitigate the adverse effects of these socio-political dynamics.

Table 1. Net Sales of Pizza Hut Indonesia 2022-2024

Period	Net Sales (In rupiah)
Jan-Sep 2022	2,64 Trillion
Jan-Sep 2023	2,75 Trillion
Jan-Sep 2024	2,04 Triliun

The boycott movement has had a significant impact on Pizza Hut Indonesia's sales. Data indicate that sales increased from IDR 2.64 trillion in January–September 2022 to IDR 2.75 trillion in 2023, but then dropped sharply to IDR 2.04 trillion in the same period of 2024. This decline was influenced by external factors such as boycott actions related to geopolitical conflicts, as well as internal factors such as the weakening purchasing power of the middle-class population (Wardani et al., 2021). The boycott calls against brands affiliated with Israel have damaged Pizza Hut Indonesia's brand image, leading to a loss of consumer trust and a shift toward competitors perceived as more neutral. According to Murad (2025) Purchasing decisions are a logical process that involves considering consumer needs and preferences. When consumers lack prior experience with a product, they tend to choose brands with a positive image, strong reputation, or personal appeal. (Yasmine, 2021). Therefore, companies need to build a strong brand image to help consumers recognize products, assess quality, and reduce purchasing risks, thereby fostering satisfaction and loyalty. In addition, brand trust plays a crucial role as it encourages consumers to continue choosing a brand even under risky conditions, and it is built through the company's integrity and consistency. In the context of Pizza Hut, restoring brand trust after the boycott is essential, and one way to achieve this is by improving service quality. Service quality is considered important because consumers evaluate the extent to which the service meets their expectations. (G. W. Saputra & Ardani, 2020). Therefore, both positive and negative experiences strongly influence purchasing decisions. Based on the phenomena and issues described, this study examines the influence of brand image, brand trust, and service quality on purchasing decisions for Pizza Hut products in Surabaya. The findings are expected to serve as a foundation for brand recovery strategies and for enhancing competitiveness in the fast-food industry.

Based on the research background, this study aims to examine how three key marketing variables influence consumer purchasing behavior toward Pizza Hut products in Surabaya. The research aims to assess whether brand image, brand trust, and service quality have a significant impact on customers' purchasing decisions. These factors are essential for understanding how consumers perceive and decide to purchase products in a competitive fast-food market, such as Pizza Hut. Accordingly, the objectives of this research are to analyze the effects of each variable on purchasing decisions: (1) to determine how brand image influences customer choices, (2) to evaluate the impact of brand trust on consumer decision-making, and (3) to measure the contribution of service quality to purchasing behavior. The findings are expected to provide empirical evidence and practical insights for improving marketing strategies and strengthening consumer loyalty in Surabaya's fast-food industry.

II. Literature Review and Hypothesis Development

2.1. Brand Image

Brand image refers to the perception formed in the minds of consumers toward a product based on their experiences, knowledge, and information received from their environment. According to Huda (2020) Brand image is a collection of beliefs, ideas, and impressions that individuals hold about a brand. This perception serves as the basis for consumers to assess product quality, form preferences, and make purchasing decisions. Firmansyah (2019), explains that brand image provides strategic value for companies by strengthening market entry, creating added product value, enhancing distribution power, and building long-term corporate reputation. In the context of the fast-food industry, brand image plays a crucial role in differentiating products amidst intense competition. Sampe & Tahalele (2023) identify three leading indicators of brand image: (1) the strength of brand associations, (2) the favorability of brand associations, and (3) the uniqueness of brand associations. These indicators illustrate how strong, favorable, and unique perceptions foster trust and drive consumer purchasing decisions. In the case of Pizza Hut, a long-established brand image built through product quality and strong marketing has been challenged by global boycott movements. Therefore, this study aims to examine the extent to which brand image continues to influence consumer purchasing decisions in Surabaya.

2.2. Brand Trust

Brand trust represents the consumer's confidence that a brand can consistently deliver the promised performance and benefits it has promised. (N. A. Putri et al., 2021). It encompasses the belief that the product will not disappoint and that the company acts with integrity in fulfilling its commitments. According to Andina et al. (2025) Brand trust develops through a stable relationship between consumers and the company, where consumers are willing to rely on the brand even under uncertain conditions. Consumers who trust a brand feel secure, remain loyal, and tend to engage in repeat purchases. Fitriani et al. (2023) Highlight four key indicators of brand trust: (1) credibility, (2) competence, (3) brand value, and (4) reputation. These dimensions collectively shape consumers' perceptions that a brand is dependable, consistent, and capable of delivering lasting value. In the context of Pizza Hut, brand trust has become a critical issue following boycott movements, as public perception of brand affiliations influences consumers' sense of safety and willingness to purchase. This study seeks to explore how brand trust can be restored through service consistency, product reliability, and transparent communication.

2.3. Service Quality

Service quality refers to a company's ability to deliver services that consistently meet or exceed customer expectations. D. R. Putri (2021) defines service quality as a reflection of a company's commitment to maintaining operational standards that ensure customer satisfaction. It is noted that service quality encompasses not only the outcome but also the overall customer experience throughout the service process. Customers evaluate services based on responsiveness, empathy, comfort, and the professionalism of the staff. Kotler, as cited in Montolalu et al. (2023), identifies five key dimensions of service quality: (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, and (5) tangibles. These dimensions serve as benchmarks in assessing how customers perceive the quality of service delivered. In the case of Pizza Hut in Surabaya, service quality has drawn public attention due to customer complaints regarding staff behavior and declining standards resulting from operational efficiency measures implemented following the boycott. However, some consumers remain satisfied with the fast service and comfortable facilities. This indicates that perceptions of service quality are highly subjective and influenced by personal experience and expectations. Therefore, this

study aims to investigate the impact of service quality on purchasing decisions, particularly when a brand's reputation is under external scrutiny.

2.4. Consumer Purchase Decision

A purchase decision is a rational process through which consumers select products or services based on their needs, preferences, and available information. According to Kotler and Armstrong (2020), the purchasing decision process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Pakan & Purwanto (2022) Emphasize that this process not only reflects the final act of purchasing but also encompasses the perceptions, beliefs, and habits formed through past experiences. Meanwhile, Senggetang et al. (2019) Identify four key indicators of purchasing decisions: (1) confidence in the product, (2) purchasing habits, (3) providing recommendations to others, and (4) repeat purchases. In the context of this study, purchasing decisions are influenced by a combination of brand image, brand trust, and service quality. These three factors interact dynamically to shape consumers' perceptions of Pizza Hut as a trustworthy, high-quality, and positively valued brand amid ongoing social and geopolitical issues.

2.5. Relationships Between Variables

a. The Relationship Between Brand Image and Purchasing Decisions

Brand image, as explained by Anik et al. (2023), refers to the perception formed in consumers' minds through their experiences with a brand and retained in long-term memory. This perception is closely related to consumer behavior, including trust and preferences toward the brand. When consumers hold a positive perception of a brand, they tend to exhibit loyalty and are more likely to make repeat purchases in the future. According to Garut & Purwanto (2023) The stronger the company's brand image, the greater the probability of consumer purchases. A positive brand image also serves as a strategic differentiator, strengthening a company's competitive position while hindering competitors' marketing efforts. (D. R. Putri, 2021). In marketing management theory, Firmansyah (2019) Emphasizes that brand image development is an integral component of long-term marketing strategies encompassing planning, implementation, evaluation, and control of marketing activities. Empirical findings further reinforce this concept, as demonstrated by Buchory & Putra (2024), who found that brand image has a positive and significant influence on consumer purchase decisions, as evidenced in the case of Frestea. Similarly, Juliana et al. (2021) Confirmed that brand image plays a crucial role in shaping consumers' purchase decisions. Therefore, it can be concluded that the stronger the brand image established by a company, the higher the potential for consumers to make repeat purchase decisions.

b. The Relationship Between Brand Trust and Purchasing Decisions

Brand trust is established when a brand consistently delivers positive and memorable experiences to consumers over time (Lombok & Samadi, 2022). In other words, this trust develops through direct consumer interactions with products that provide tangible benefits and meet their expectations. Brand trust serves as a strong psychological foundation in the consumer decision-making process, as consumers tend to choose products from brands they perceive as reliable and reputable. When the level of trust in a brand increases, consumers' sense of security and confidence in the brand's quality and consistency also strengthen. Consequently, this trust encourages repeat purchases and fosters long-term brand loyalty (Amanda et al., 2024). In the context of marketing management, brand trust is a key component of a long-term strategic effort to foster a stable emotional relationship between companies and consumers through sustained positive experiences. Siregar (2023) emphasizes that brand trust functions as an internal psychological factor

influencing consumers' evaluation and purchasing decisions. Consumers who trust a brand are confident that it can fulfill their needs and deliver the expected value. This aligns with the findings of Buchory & Putra (2024), who demonstrated that brand trust has a positive and significant effect on purchasing decisions, as observed in the case of Frestea products. Similarly, Juliana et al. (2021) found that higher levels of brand trust increase the likelihood of consumers making purchases. Therefore, it can be concluded that brand trust is a crucial element in fostering loyalty and driving sustained consumer purchasing decisions.

c. The Relationship Between Service Quality and Purchasing Decisions

According to N. R. Saputra & Buadiarti (2024) Service quality reflects the extent to which a product or service is delivered to consumers to fulfil their needs and expectations optimally. This element serves as a crucial determinant influencing consumer purchase decisions, as high-quality service tends to foster satisfaction and encourage purchase intention. In contrast, poor service can diminish trust and reduce consumers' willingness to make a purchase. Vianita et al. (2025) Emphasizes that service quality significantly affects purchasing decisions, where improved professionalism and team member friendliness increase the likelihood of consumer purchases. Therefore, service quality plays a crucial role in shaping positive consumer perceptions of a brand and in promoting repeat purchase behavior. From the perspective of marketing management theory, service quality is a strategic component that must be continuously managed, as it directly impacts customer loyalty and long-term relationships. In consumer behavior theory, service quality is categorized as an external factor influencing consumer perceptions and experiences during the evaluation stage of the purchasing process. (Mananekke & Maramis, 2022). Supporting this, the study by D. R. Putri (2021) Found that service quality has a positive and significant impact on purchase decisions at KFC Gelael Ciracas, East Jakarta. Similarly, Murad (2025) Revealed that consistent service improvement, as demonstrated by Unilever during the product boycott movement, enabled the company to maintain consumer trust since the quality of service continued to meet consumer expectations. Thus, service quality serves as a critical factor in building trust, sustaining customer loyalty, and reinforcing purchase decisions amid the increasingly competitive dynamics of the fast-food industry.

2.6. Conceptual Framework

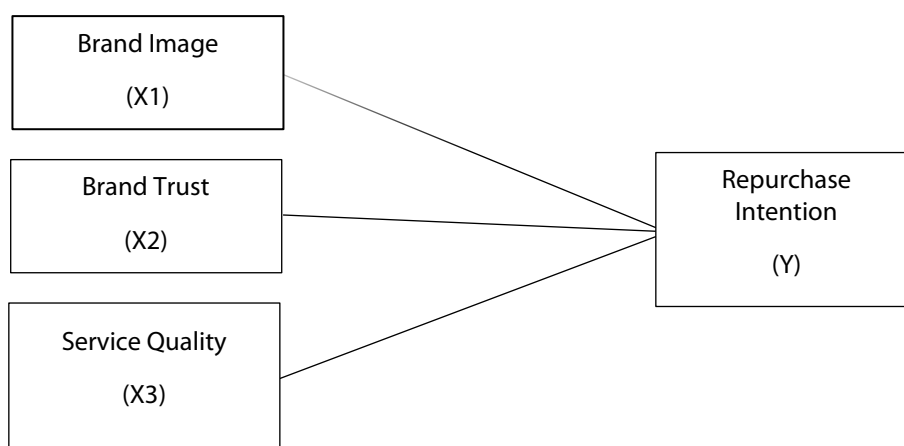


Figure 2. Research Framework

Based on the background, research phenomena, and the conceptual framework presented earlier, the hypotheses of this study are formulated as follows:

H1: Brand image has an effect on Consumer Purchase Decisions at Pizza Hut in Surabaya.

H2: Brand trust has an effect on Consumer Purchase Decisions at Pizza Hut in Surabaya.

H3: Service quality has an effect on Consumer Purchase Decisions at Pizza Hut in Surabaya.

III. Research Methods

This study employs a quantitative approach, utilizing a survey method, to analyze the influence of Brand Image, Brand Trust, and Service Quality on Consumer Purchase Decisions for Pizza Hut products in Surabaya. The choice of a quantitative method is based on the research objective, which aims to empirically and measurably test the relationships among the variables. The population of this study consists of Pizza Hut consumers in Surabaya who have made at least one purchase within the past three months. The sampling technique employed is non-probability sampling, specifically a convenience sampling approach, as the researcher did not possess a definitive list of the population. Respondents were selected based on accessibility and their willingness to participate. The respondent criteria include consumers aged 17–40 years, residing in Surabaya, and having purchased Pizza Hut products within the specified timeframe. The sample size was determined following Ghozali's (2011) guideline, which recommends a minimum of ten times the number of research indicators, resulting in 112 respondents.

Data were collected through an online questionnaire distributed via Google Forms, employing a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure respondents' attitudes and perceptions toward the research variables. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. The model evaluation included assessing the outer model to test construct validity and reliability, as well as the inner model to examine the relationships among latent variables through R-square values, path coefficients, and significance testing using a bootstrapping procedure at a 5% significance level. The research instrument was considered valid if it demonstrated a loading factor of 0.70 or higher, an Average Variance Extracted (AVE) value of 0.50 or higher, and a composite reliability of 0.70 or higher. The main limitation of this study lies in the use of convenience sampling, which may introduce representational bias, and the limited geographical scope, restricted to Surabaya, means that the results should be interpreted within this specific context.

IV. Results and Discussion

Table 2. Respondents' Characteristics Based on Gender, Age, and Education

No	Gender	Number	Percentage (%)
1	Male	74	66.07
2	Female	38	33.93
Total		112	100%
No	Age	Number	Percentage (%)
1	17–22 Years	91	81,25%
2	23–28 Years	21	18,75%
3	29–34 Years	0	0%
4	35–40 Years	0	0%
5	>40 Years	0	0%
Total		112	100%
No	Education	Number	Percentage (%)
1	Elementary School	0	0%
2	Junior High School	0	0%
3	Senior High School	1	0,89%
4	Undergraduate Student	84	75,00%
5	Bachelor's Degree	25	22,32%
6	Master's Degree	2	1,79%
7	Doctoral Degree	0	0%
Total		112	100%

Based on gender, the majority of respondents were male, totaling 74 individuals, while 38 were female. In terms of age, all respondents belonged to the productive age category, with the dominant group aged 17–22 years (81.25%) and the remaining aged 23–28 years (18.75%). Regarding education, most respondents were university students, followed by bachelor's degree graduates (22.32%), and the rest were high school and master's degree graduates. Respondents were selected using a convenience sampling technique, which was chosen due to the accessibility and suitability of participants who met the criteria—namely, residing in Surabaya and having purchased Pizza Hut products at least once within the past three months. The sample size of 112 respondents was determined based on the sample size guideline proposed by Ghozali (2011), which states that the minimum number of samples in PLS-SEM analysis should be 5 to 10 times the number of indicators. This study employed 16 indicators; therefore, the minimum required sample size was calculated as $7 \times 16 = 112$ respondents. To enhance the credibility of the data, participants were screened to ensure they had actual purchasing experience with Pizza Hut products, allowing for more accurate and relevant responses. The selection process was carried out transparently through an online questionnaire distributed via social media platforms frequently used by residents of Surabaya, such as Instagram and WhatsApp. This approach effectively captured diverse consumer perspectives across different educational and demographic backgrounds. Moreover, the chosen sample size aligns with methodological standards in quantitative research, ensuring sufficient statistical power to produce reliable and generalizable results within the scope of Surabaya's fast-food market.

2.7. Outer Loading.

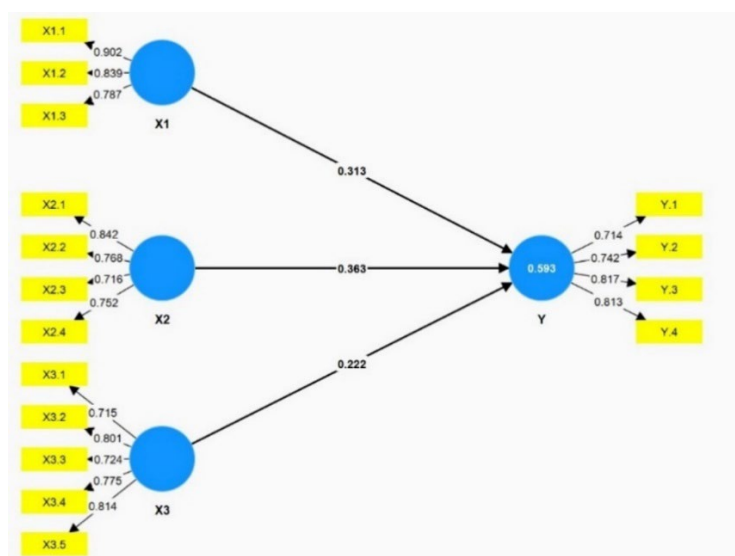


Figure 2. Outer Model Showing Factor Loadings, Path Coefficients, and R²

Based on the PLS output figure below, all indicators display loading factor values above 0.70, indicating a strong correlation between each indicator and its corresponding latent variable. Therefore, it can be concluded that the measurement model has met the criteria for convergent validity, and all indicators are considered valid for use in the model analysis. The high loading factor values further demonstrate that each statement item consistently and accurately represents the theoretical construct being measured. Moreover, this result reinforces the validity of the measurement by showing alignment between the theoretical framework and the empirical data collected. Furthermore, the established convergent validity indicates that the constructs measured are not only relevant but also consistent in capturing the underlying dimensions of the variables. This is crucial to ensure that the research model possesses a robust measurement foundation

before proceeding to the structural analysis. Overall, these findings confirm that the measurement model is well-developed and ready for use in testing the causal relationships among variables in this study.

Table 3. Outer Loading

Indicator	Loading Factor	Result
X1.1	0.902	Valid
X1.2	0.839	Valid
X1.3	0.787	Valid
X2.1	0.842	Valid
X2.2	0.768	Valid
X2.3	0.716	Valid
X2.4	0.752	Valid
X3.1	0.715	Valid
X3.2	0.801	Valid
X3.3	0.724	Valid
X3.4	0.775	Valid
X3.5	0.814	Valid
Y1	0.714	Valid
Y2	0.742	Valid
Y3	0.817	Valid
Y4	0.813	Valid

Based on the processed data and the model visualization presented in the table above, all outer loading values are valid, as each indicator exceeds the threshold value of 0.70. Therefore, all indicators are considered reliable and meet the requirements for convergent validity, indicating that no further testing or adjustments to the measurement model are necessary.

4.1. Cross Loading

Table 4. Outer Loading

	X1	X2	X3	Y
X1.1	0.902	0.516	0.491	0.497
X1.2	0.839	0.511	0.413	0.623
X1.3	0.787	0.495	0.450	0.501
X2.1	0.474	0.842	0.535	0.554
X2.2	0.466	0.768	0.485	0.501
X2.3	0.441	0.716	0.545	0.496
X2.4	0.474	0.752	0.439	0.581
X3.1	0.436	0.523	0.715	0.497
X3.2	0.405	0.491	0.801	0.469
X3.3	0.314	0.504	0.724	0.445
X3.4	0.544	0.494	0.775	0.502
X3.5	0.323	0.468	0.814	0.469
Y.1.1	0.482	0.495	0.433	0.714
Y.1.2	0.514	0.506	0.396	0.742
Y.1.3	0.499	0.595	0.539	0.817
Y.1.4	0.515	0.547	0.546	0.813

Based on the results of the Cross Loading analysis, all indicators across the variables demonstrated valid contributions, with loading values exceeding 0.70. Within the Brand Image variable, the indicator of Brand Association Strength (X1.1) achieved the highest loading value (0.902), indicating that brand associations play a dominant role in shaping brand perception. In contrast, Brand Association Uniqueness (X1.3) recorded the lowest value (0.787), but remained valid. For Brand Trust, the Credibility indicator (X2.1)

scored the highest (0.842), emphasizing the importance of reliability and honesty in fostering consumer trust, whereas Brand Value (X2.3) showed the lowest loading (0.716). In the Service Quality variable, Tangibles (X3.5) had the strongest loading (0.814), suggesting that the restaurant's physical facilities significantly enhance customer comfort, while Reliability (X3.1) had the lowest (0.715). Regarding Consumer Purchase Decision, the indicator of Recommendation to Others (Y1.3) obtained the highest score (0.817), whereas Product Assurance (Y1.4) recorded the lowest (0.813). Overall, these findings confirm that all indicators meet the requirements for convergent validity and are suitable for measuring their respective constructs.

4.2. Average Variance Extracted (AVE)

The following measurement model is the Average Variance Extracted (AVE), where an AVE value greater than 0.50 is considered acceptable.

Table 5. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Image (X1)	0.712
Brand Trust (X2)	0.594
Service Quality (X3)	0.588
Consumer Purchase Decisions (Y)	0.597

The subsequent measurement model evaluation was conducted using the *Average Variance Extracted (AVE)* value, which indicates the proportion of variance in the observed indicators that is explained by their corresponding latent constructs. A higher AVE value signifies that a construct captures a greater amount of indicator variance, thereby demonstrating adequate convergent validity. In this study, the minimum acceptable AVE threshold of 0.50 was adopted, following the recommendations of Hair et al. (2021). The results show that the *Brand Image* variable (X1) recorded an AVE value of 0.712, *Brand Trust* (X2) 0.594, *Service Quality* (X3) 0.588, and *Consumer Purchase Decision* (Y) 0.597. Since all AVE values exceed the minimum threshold, it can be concluded that each construct in this research possesses satisfactory convergent validity and internal consistency. Therefore, the indicators used have reliably represented their respective latent variables, confirming that the measurement model in this study meets the criteria for statistical adequacy. These results confirm that the measurement model effectively captures the relevant variability of data for each latent construct. Therefore, no indicator removal or modification was required, as all indicators met the established criteria for convergent validity. Furthermore, the high AVE values reinforce the stability and generalizability of the relationships between indicators and their respective constructs. Overall, this evaluation provides a strong foundation for proceeding to the structural model (*inner model*) analysis, as the constructs have been empirically and theoretically validated to accurately represent the intended conceptual dimensions.

4.3. Reliability Test

Construct reliability was assessed using the composite reliability value, where a construct is considered reliable if the composite reliability exceeds 0.70. Thus, the indicators are deemed consistent in measuring their respective latent variables.

Table 6. Reliability Test

	Cronbach's Alpha	Composite Reliability
Brand Image (X1)	0.798	0.807
Brand Trust (X2)	0.771	0.775
Service Quality (X3)	0.824	0.824
Consumer Purchase Decisions (Y)	0.774	0.779

The composite reliability testing results show that Brand Image (X1) obtained a value of 0.807, Brand Trust (X2) 0.775, Service Quality (X3) 0.824, and Consumer Purchase Decision (Y) 0.779. Since all variables have composite reliability values greater than 0.70, it can be concluded that each construct in this study is reliable. These results indicate that the measurement items used to represent each variable are consistent and produce stable responses from respondents. High reliability also demonstrates that the indicators used are internally consistent, meaning they effectively measure the same underlying concept. Furthermore, these findings confirm that the instrument can be applied consistently across similar contexts in future research. The results strengthen the validity of the study model, ensuring that subsequent structural analyses are based on robust and dependable constructs. Thus, the reliability outcomes reinforce the conclusion that the overall measurement model is statistically sound and theoretically consistent.

4.4. Inner Model Testing

Structural model testing is conducted to identify and evaluate the relationships between independent variables and the dependent variable in the study. The following are the results of the coefficient of determination:

Table 7. Results of R-Square Test

	R-Square
Consumer Purchase Decisions	0.593

The coefficient of determination, based on Table 4.9, is 0.593, which corresponds to 59.3%. This indicates that Consumer Purchase Decisions (Y) are influenced by Brand Image (X1), Brand Trust (X2), and Service Quality (X3) to the extent of 59.3%. In comparison, the remaining 40.7% is influenced by other variables not explained in this study. This value indicates that the model exhibits moderate explanatory power, suggesting that the selected variables make a significant contribution to understanding consumer behavior in purchasing decisions. However, the unexplained variance suggests that additional factors, such as price perception, promotional strategies, or emotional attachment, may also play a significant role in shaping purchasing intentions. The R² value further confirms that the relationship between the independent and dependent variables is statistically meaningful and relevant to the context of the fast-food industry. A coefficient above 0.50 indicates that the model's predictive capability is acceptable according to the standards in PLS-SEM analysis. Therefore, it can be concluded that the proposed research framework effectively captures the majority of the determinants influencing consumer purchase decisions, providing a robust empirical basis for further managerial and academic interpretations.

4.5. Hypothesis Testing

Hypothesis testing was conducted by examining the values of t-statistics and p-values. A research hypothesis is accepted if the p-value < 0.05. This stage aims to verify whether the proposed hypotheses are statistically supported and to evaluate the magnitude of the relationships among the research variables. The analysis was carried out using the bootstrapping method in SmartPLS 4.0 to ensure the robustness and reliability of the estimated path coefficients. The results of the hypothesis testing obtained through the inner model are presented in the following table:

Table 8. Path Coefficient dan Nilai P-Value

	Original Sample (O)	T statistics (O/STDEVI)	P-Values	Info
Brand Image → Consumer Purchase Decisions	0.313	3.755	0.000	Accepted
Brand trust (X2) → Consumer	0.363	4.035	0.000	Accepted

	Original Sample (O)	T statistics (O/STDEVI)	P-Values	Info
Purchase Decisions				
Service Quality (X3) → Consumer Purchase Decisions	0.222	2.671	0.008	Accepted

Based on the results presented in the table, it can be concluded that Hypothesis 1 is accepted. Brand image (X1) has a positive effect on Consumer Purchase Decision (Y), with a path coefficient of 0.313 and a *p*-value of 0.000 (< 0.05), indicating a significant positive influence. Furthermore, Hypothesis 2 is also accepted. Brand trust (X2) positively affects Consumer Purchase Decision (Y), with a path coefficient of 0.363 and a *p*-value of 0.000 (< 0.05), confirming a significant positive relationship. Finally, Hypothesis 3 is also accepted. Service Quality (X3) exerts a positive influence on Consumer Purchase Decision (Y), with a path coefficient of 0.222 and a *p*-value of 0.008 (< 0.05), demonstrating statistical significance.

4.6. Discussion

a. The Effect of Brand Image on Consumer Purchase Decision

Based on the results of this study, brand image has a positive and significant effect on consumer purchase decisions at Pizza Hut in Surabaya. This finding indicates that the stronger the positive image of a brand, the higher the likelihood of consumers making a purchase. Among the observed indicators, the most influential factor is brand association strength, where Pizza Hut's logo, slogan, advertisements, and other forms of brand communication effectively create a positive recall in the minds of consumers and encourage them to make a purchase. This suggests that consumers find it easier to remember and trust products with a strong brand identity, and such embedded perceptions increase their confidence in making purchasing decisions. These results are consistent with previous studies by Buchory & Putra (2024), D. R. Putri (2021), and Murad (2025), which also found that brand image has a positive impact on consumer purchase decisions. The implications extend beyond Pizza Hut to the fast-food industry as a whole. In an increasingly competitive market, a strong brand image serves as a strategic differentiator, fostering consumer trust and loyalty. Global fast-food brands such as McDonald's, KFC, and Domino's Pizza can learn that investing in brand reputation and visual identity directly influences perceived value and consumer purchasing behavior.

b. The Effect of Brand Trust on Consumer Purchase Decision

The findings of this study reveal that brand trust has a positive and significant effect on consumer purchase decisions at Pizza Hut in Surabaya. This indicates that the higher the level of consumer trust in a brand, the greater the likelihood of making a purchase. Among the indicators, credibility proved to be the most influential factor. Consumers perceive Pizza Hut as a trustworthy brand due to its consistent product quality, the clarity of information regarding ingredients and halal certification, as well as transparency in pricing and promotions. This credibility demonstrates that the promises conveyed through advertising and promotions are aligned with consumers' actual experiences, thereby fostering confidence and encouraging purchasing behavior. These results align with previous studies by Buchory & Putra (2024), Juliana et al. (2021), and Aulia et al. (2023), which also found that brand trust has a positive influence on purchase decisions. In the broader context of the fast-food industry, this finding emphasizes the crucial role of long-term trust-building through integrity, product consistency, and transparent communication. Brand trust has become a key determinant of consumer loyalty, especially amid growing awareness of ethical business practices, health concerns, and sustainability issues in the fast-food sector.

c. The Effect of Service Quality on Consumer Purchase Decision

The results of this study indicate that service quality has a positive and significant effect on consumer purchase decisions at Pizza Hut in Surabaya. This suggests that the better the service quality provided, the higher the likelihood that consumers will make a purchase. The most dominant indicator was tangibles, including facilities, cleanliness, and the overall appearance of the restaurant. Consumers perceived that modern interior design, comfortable spaces, and restaurant cleanliness provided a positive experience, encouraging them to engage in purchasing behavior. Additionally, the availability of complete facilities and well-organized layouts reinforced consumer confidence that Pizza Hut consistently maintains its service quality standards across all outlets. These findings are consistent with those of Murad (2025) and D. R. Putri (2021), who also found that service quality has a positive influence on purchase decisions. The implications for the fast-food industry underscore that service quality is a crucial differentiating factor in an otherwise homogeneous product market. Restaurants such as Burger King, Richeese Factory, and Texas Chicken must prioritize customer experience, as comfort, staff friendliness, and service efficiency significantly enhance loyalty and drive repeat purchases.

V. Conclusion

In line with the initial research questions regarding whether brand image, brand trust, and service quality influence consumer purchase decisions for Pizza Hut products in Surabaya, this study concludes that all three variables have a positive and significant effect on consumer purchasing behavior. The stronger the brand image, the higher the consumer trust, and the better the service quality, the greater the likelihood that consumers will purchase Pizza Hut products. These findings confirm that a combination of a strong brand identity, consistent consumer trust, and superior service quality is a key determinant influencing purchase decisions in the fast-food industry. Furthermore, the results indicate that external market dynamics such as boycott movements triggered by social or geopolitical issues significantly affect consumer perception and trust in the brand. This highlights the importance of companies managing their communication and brand reputation strategically to ensure business sustainability. The dominance of Generation Z respondents in this study also reveals that this demographic represents a crucial market segment in the fast-food industry. They exhibit high social awareness and are particularly sensitive to ethical concerns, transparency, and the quality of service experiences. This study acknowledges potential limitations due to the use of a convenience sampling method, which may introduce self-selection *bias*. Respondents who voluntarily participate may possess specific characteristics, such as brand affinity or purchase frequency, that are not fully representative of the broader consumer population. Therefore, the findings should be interpreted with caution given this sampling constraint. In conclusion, this study emphasizes that strengthening brand image, rebuilding consumer trust through product transparency and consistency, and enhancing service quality — particularly in terms of cleanliness, comfort, facilities, and staff friendliness — are essential strategies to sustain customer loyalty amid external challenges. Future research is encouraged to include additional variables, such as price, perceived value, and consumer attitudes toward social issues, to develop a more comprehensive understanding of the factors influencing consumer purchase decisions in the fast-food industry.

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