



The Influence of Brand Trust on Online Purchase Intention in Enrekang Regency

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ABSTRACT

The rapid growth of online commerce has transformed consumer purchasing behavior and increased the importance of brand trust in shaping consumers' willingness to purchase products through digital channels. However, empirical evidence regarding the role of brand trust in online purchase intention remains limited in specific local markets such as Enrekang Regency, particularly for established sportswear brands. This study aimed to examine the effect of brand trust on consumers' online purchase intention for Nike products in Enrekang Regency. A quantitative causal-associative research design was employed. Primary data were collected through a structured questionnaire using a five-point Likert scale from 80 consumers of Nike products selected as the research sample. The data were analyzed using descriptive statistics, validity and reliability tests, and simple linear regression, supported by t-test and F-test procedures. The findings showed that brand trust had a positive and statistically significant effect on online purchase intention, with a t-value of 8.015, exceeding the critical value of 1.990, and a significance level of less than 0.001. The regression model produced a correlation coefficient of 0.672 and an R-squared value of 0.452, indicating that brand trust explained 45.2% of the variation in consumers' online purchase intention. These findings indicate that stronger consumer trust in the Nike brand is associated with greater willingness to purchase Nike products online. The study contributes contextual empirical evidence to the literature on brand trust and online consumer behavior and provides practical implications for maintaining product reliability, transparency, and consumer confidence in online markets.

1. Introduction

The rapid expansion of digital commerce has fundamentally transformed the way consumers search for information, evaluate alternatives, and purchase products. Online purchasing enables consumers to obtain products without direct face-to-face interaction with sellers, while digital platforms provide brands with broader opportunities to reach geographically dispersed markets. At the same time, the absence of physical interaction creates uncertainty regarding product authenticity, quality, seller credibility, transaction security, and the fulfillment of consumer expectations. Consequently, consumer trust has become an important consideration in explaining online

purchase intention. Recent research indicates that trust is a significant determinant of consumers' willingness to purchase through online channels, particularly because consumers must make purchasing decisions despite limited direct experience with the product or seller (Amarullah et al., 2022; Marimon et al., 2021). The importance of trust has become increasingly relevant as online shopping environments continue to develop and consumers interact with brands through multiple digital touchpoints.

Online purchase intention refers to consumers' willingness or tendency to purchase products offered through digital channels. It represents a behavioral tendency that precedes

the actual purchasing decision and reflects the likelihood that consumers will choose a particular product or brand after evaluating available information and alternatives. In contemporary online markets, purchase intention is influenced not only by functional considerations such as price and product quality but also by consumers' psychological perceptions of the brand. Research has demonstrated that online purchasing decisions are shaped by trust, information availability, perceived risk, online experience, and other consumer-related factors (Marimon et al., 2021; Amarullah et al., 2022). Therefore, understanding the psychological mechanisms that encourage consumers to move from product evaluation to purchasing intention is increasingly important for both researchers and practitioners.

One factor that can strengthen consumers' willingness to purchase is brand trust. Brand trust represents consumers' confidence that a brand is reliable, capable of fulfilling its promises, and able to provide outcomes that meet their expectations. The concept is consistent with the relationship-marketing perspective, in which trust facilitates consumers' willingness to depend on a brand and reduces perceived uncertainty in exchange relationships. Although foundational studies conceptualized brand trust as consumers' willingness to rely on a brand based on expectations of reliable performance, contemporary digital commerce has expanded the relevance of this concept because consumers often encounter brands without direct physical interaction. Thus, brand trust can function as an important psychological mechanism through which consumers reduce perceived uncertainty and develop favorable purchasing intentions.

Recent empirical evidence generally supports the relevance of brand trust to purchase intention, although the strength and context of the relationship vary across markets and product categories. A cross-market study

by Marimon et al. (2021) found that both online and offline brand trust positively influenced consumers' buying intentions, demonstrating that trust formed through digital and conventional touchpoints can contribute to consumers' willingness to purchase. Similarly, research on Indonesian e-commerce consumers found that trust and perceived risk are important factors associated with online purchasing behavior (Amarullah et al., 2022). More recent evidence from Indonesia also demonstrates a positive relationship between brand trust and purchase intention. Studies involving sportswear, skincare, cosmetics, and other consumer products have reported that brand trust contributes significantly to consumers' purchase intentions (Septiarini et al., 2024; Rohmah & Indarwati, 2025; Angelina & Rodhiah, 2025). In the sportswear context specifically, recent research on Adidas consumers found that brand trust had a positive and significant effect on purchase intention, indicating that consumers' confidence in a brand remains relevant when evaluating branded footwear products (Cahyono et al., 2025).

Nevertheless, several gaps remain in the existing literature. First, much of the recent research on brand trust and purchase intention has focused on metropolitan areas, specific generations, or highly active digital-commerce users. For example, recent Indonesian studies have examined consumers in Jakarta, Generation Z users, TikTok Shop users, and consumers of particular cosmetic or fashion brands (Angelina & Rodhiah, 2025; Rohmah & Indarwati, 2025; Jonathan & Tunjungsari, 2025). Second, although previous studies have established the importance of brand trust, many have incorporated it as a mediator alongside variables such as social media marketing, electronic word of mouth, brand image, or influencer credibility. Consequently, relatively less attention has been given to examining the direct influence of brand trust on online purchase intention within a specific non-

metropolitan regional setting. This limitation is important because consumer behavior in regional markets may differ from that observed in major urban centers due to differences in access to products, purchasing habits, digital interaction, and consumers' experiences with online transactions. Recent studies themselves have emphasized the need to extend research beyond single metropolitan markets and examine consumer behavior in broader or different geographical contexts.

This research addresses the identified gap by examining the influence of brand trust on online purchase intention among consumers in Enrekang Regency, Indonesia, with Nike products as the research context. The specific research problem is whether consumers' trust in the Nike brand significantly influences their intention to purchase Nike products through online channels. This problem is particularly relevant because branded sportswear products are increasingly evaluated and purchased through digital platforms, where consumers must rely substantially on brand reputation and perceived reliability when making purchasing decisions. The study therefore aims to empirically examine the effect of brand trust on online purchase intention in Enrekang Regency.

Theoretically, this study contributes to the literature on consumer behavior and digital marketing by providing empirical evidence concerning the relationship between brand trust and online purchase intention in a regional Indonesian context. It extends existing research that has predominantly examined urban consumers, specific digital platforms, or multidimensional models involving several antecedents of purchase intention. Practically, the findings provide insights for Nike and other branded-product marketers regarding the importance of maintaining brand reliability, credibility, consistent product quality, and consumer confidence in digital environments. Strengthening these dimensions can reduce consumers' uncertainty and potentially increase their willingness to purchase online. The

novelty of this study lies in its examination of the direct relationship between brand trust and online purchase intention within the relatively underexplored regional context of Enrekang Regency, thereby complementing existing evidence from metropolitan and platform-specific markets.

2. Literature Review

2.1 Conceptual and Theoretical Foundations

This study is grounded in the consumer behavior and relationship marketing perspectives, which explain how consumers develop behavioral intentions based on their perceptions, experiences, and confidence in a particular brand. In an online purchasing environment, consumers cannot directly inspect products or interact physically with sellers before making a transaction. Consequently, uncertainty concerning product quality, authenticity, seller reliability, transaction security, and fulfillment can affect consumers' willingness to purchase. Under these circumstances, brand trust becomes an important psychological mechanism that can reduce perceived uncertainty and encourage consumers to develop stronger purchase intentions.

Brand trust refers to consumers' willingness to rely on a brand because they believe that the brand is reliable, honest, safe, and capable of fulfilling its promises. From a relationship marketing perspective, trust facilitates the development of long-term relationships between consumers and brands because consumers are more willing to depend on brands that they perceive as reliable and consistent. Although the conceptual foundations of brand trust were established by earlier scholars, its relevance has become increasingly important in digital commerce, where consumers often make purchasing decisions without direct physical interaction with products or sellers.

In this study, brand trust is conceptualized through four dimensions: trust, reliability, honesty, and safety. These dimensions represent consumers' confidence that the brand can provide products as promised, perform consistently, communicate honestly, and provide a sufficiently secure purchasing experience. This conceptualization is consistent with recent empirical research showing that trust is an important factor in determining

consumers' purchase intentions in digital environments. Marimon et al. (2021), for example, demonstrated that online and offline brand trust positively influenced consumers' buying intentions. Similarly, Ramadhani and Prasasti (2023) found that brand trust significantly influenced purchase intention in the context of a local Indonesian brand operating through social media. Their findings indicate that trust can strengthen consumers' willingness to purchase when products are promoted and evaluated through digital channels.

Online purchase intention refers to consumers' willingness or behavioral tendency to purchase a product through an online channel. It represents a stage preceding actual purchasing behavior in which consumers evaluate a product and develop an intention to conduct a transaction. In this study, online purchase intention is reflected through four dimensions: transactional intention, referential intention, preferential intention, and exploratory intention. Transactional intention reflects consumers' willingness to purchase the product; referential intention represents consumers' willingness to recommend the product to others; preferential intention indicates the tendency to prioritize the product over competing alternatives; and exploratory intention reflects consumers' willingness to seek additional information about the product.

The relationship between brand trust and online purchase intention can be explained through the principle that consumers are more likely to develop favorable behavioral intentions when they perceive a brand as dependable and capable of fulfilling its promises. In online purchasing, where information asymmetry and perceived uncertainty are relatively high, trust can reduce consumers' hesitation and increase their willingness to proceed with a transaction. Recent empirical evidence supports this relationship. Septiarini et al. (2024) found that brand trust had a positive and significant effect on purchase intention among consumers of local sportswear brands in Bandung Raya, with brand trust contributing directly to purchase intention. Similarly, research conducted by Carissa and Rodhiah (2025) found that brand trust had a significant and positive influence on purchase intention and represented the strongest influence among the variables examined. Research by Cahyono et al. (2025) also demonstrated that brand

trust positively and significantly affected purchase intention among consumers of Adidas shoes. These findings are particularly relevant to the present study because Nike and Adidas operate within the same broad sportswear and branded footwear market.

Therefore, the theoretical relationship proposed in this study is that stronger brand trust should increase consumers' online purchase intention. Consumers who perceive Nike as trustworthy, reliable, honest, and safe are expected to demonstrate greater willingness to purchase Nike products through online channels. The proposed relationship is consequently not based solely on a definitional association but is supported by the theoretical role of trust in reducing uncertainty and by recent empirical evidence concerning brand trust and purchase intention.

2.2 Review of Empirical Studies

Recent empirical studies have generally reported a positive relationship between brand trust and purchase intention, although the research contexts and analytical models differ. Marimon et al. (2021) examined online and offline brand trust and found that both forms of trust positively influenced consumers' buying intentions. Their findings demonstrate that trust remains relevant even when consumers interact with brands through different purchasing environments.

Ramadhani and Prasasti (2023) investigated the role of brand trust in the relationship between social media marketing activities and purchase intention among consumers of an Indonesian local brand. Using quantitative data from 200 respondents, the study found that brand trust significantly influenced purchase intention and mediated the relationship between social media marketing activities and purchase intention. This finding indicates that digital marketing activities can generate stronger purchasing intentions when they are accompanied by consumer confidence in the brand.

Septiarini et al. (2024) specifically examined local sportswear brands in Bandung Raya. Their study involved 183 respondents and used Partial Least Squares analysis. The findings showed that brand trust had a positive and significant effect on purchase intention, with a reported direct effect of 29.7%. This evidence provides particularly strong

contextual support for the present study because both studies examine sportswear-related purchasing behavior.

More recent research has continued to demonstrate the relevance of brand trust. Jonathan and Tunjungsari (2025) examined purchase intention among users of the HappyFresh e-commerce platform in Jakarta and incorporated brand trust into a model involving brand awareness, brand image, and perceived value. The study involved 215 respondents and demonstrates the continuing importance of brand trust within an e-commerce environment. Carissa and Rodhiah (2025) similarly reported that brand trust had a significant and positive effect on purchase intention, while their findings indicated that brand trust represented the strongest influence among the variables examined.

Rohmah and Indarwati (2025) further examined brand trust among Generation Z consumers purchasing local skincare products through TikTok Shop in Indonesia. Their study incorporated brand trust alongside user experience and electronic word of mouth, demonstrating that trust remains an important construct in social-commerce environments. Cahyono et al. (2025) found that lifestyle, electronic word of mouth, and brand trust had positive and significant effects on purchase intention among consumers of Adidas shoes. Collectively, these studies indicate a consistent tendency for stronger brand trust to be associated with stronger purchase intention across different products and digital contexts.

Despite this relatively consistent evidence, previous studies have frequently focused on consumers in metropolitan areas, particular digital platforms, specific demographic groups, or models involving multiple antecedents and mediating variables. The present study instead focuses specifically on the direct relationship between brand trust and online purchase intention among consumers in Enrekang Regency, with Nike products as the research context.

2.3 Identification of the Research Gap

The literature indicates three important gaps. First, recent research on brand trust and purchase intention has predominantly examined consumers in large urban markets or specific digital platforms. For example, recent Indonesian studies have focused on Jakarta, Bandung Raya, TikTok

Shop, HappyFresh, and other platform-specific contexts. Consequently, evidence from regional markets such as Enrekang Regency remains relatively limited.

Second, previous studies have frequently incorporated brand trust as one component of a broader model involving social media marketing, electronic word of mouth, brand image, perceived value, lifestyle, or influencer credibility. Although such models provide valuable insights, they can make it difficult to isolate the direct relationship between brand trust and consumers' online purchase intention. This study addresses this limitation by focusing specifically on the direct effect of brand trust on online purchase intention.

Third, although recent evidence has examined sportswear and footwear brands, relatively little empirical attention has been directed toward Nike consumers in a regional Indonesian context. Evidence from local sportswear brands and Adidas consumers suggests that brand trust is relevant to purchase intention, but the generalizability of these findings to Nike consumers in Enrekang Regency cannot be assumed. This contextual gap provides a basis for the present study.

Accordingly, this research contributes by testing whether the established positive relationship between brand trust and purchase intention also applies to consumers purchasing Nike products online in a non-metropolitan Indonesian setting.

2.4 Development of the Conceptual Framework

The conceptual framework of this study is based on a simple causal relationship between one independent variable and one dependent variable. Brand trust is positioned as the independent variable (X), while online purchase intention is positioned as the dependent variable (Y).

Brand trust reflects consumers' perceptions of the trustworthiness of Nike as a brand, particularly in terms of trust, reliability, honesty, and safety. Online purchase intention reflects consumers' behavioral tendency toward purchasing Nike products through online channels, represented by transactional, referential, preferential, and exploratory intentions.

The proposed relationship assumes that consumers who possess stronger confidence in Nike will be more willing to purchase its products

online. Trust can reduce uncertainty associated with online transactions and increase consumers' confidence that the product and purchasing process will meet their expectations. This assumption is supported by recent empirical evidence showing that brand trust positively affects purchase intention in e-commerce, social-commerce, and sportswear contexts (Marimon et al., 2021; Ramadhani & Prasasti, 2023; Septiarini et al., 2024; Carissa & Rodhiah, 2025; Cahyono et al., 2025). The framework therefore proposes a direct positive relationship:

Brand Trust (X) → Online Purchase Intention (Y)

This conceptual framework is intentionally maintained as a single-variable model because the substantive focus of the study is to determine whether brand trust influences consumers' online purchase intention. No mediating or moderating variables are introduced because they are outside the scope of the original research design.

2.5 Hypothesis Development

The development of the hypothesis is based on the theoretical function of trust in reducing uncertainty and strengthening consumers' willingness to rely on a brand. In online purchasing, consumers face greater uncertainty because they cannot physically inspect products before completing a transaction. A trusted brand can reduce this uncertainty by providing consumers with confidence regarding product quality, reliability, honesty, and transaction safety.

Recent empirical findings consistently provide support for a positive relationship between brand trust and purchase intention. Marimon et al. (2021) found that brand trust positively influenced consumers' buying intentions. Ramadhani and Prasasti (2023) similarly demonstrated that brand trust significantly affected purchase intention in a digital marketing context. In the sportswear sector, Septiarini et al. (2024) found a positive and significant direct effect of brand trust on purchase intention. More recent studies by Carissa and Rodhiah (2025) and Cahyono et al. (2025) also reported positive and significant relationships between brand trust and purchase intention.

Based on this theoretical reasoning and the accumulated empirical evidence, consumers who perceive Nike as trustworthy, reliable, honest, and

safe are expected to demonstrate stronger intentions to purchase Nike products through online channels. Therefore, the hypothesis is formulated as follows:

H1: Brand trust has a positive and significant effect on consumers' online purchase intention for Nike products in Enrekang Regency.

3. Research Methods

3.1 Research Design

This study employed a quantitative research design with a causal-associative approach. The quantitative approach was selected because the variables examined in the study were measured numerically and analyzed using statistical procedures. The causal-associative design was used to examine whether brand trust (independent variable) influenced consumers' online purchase intention (dependent variable) for Nike products. The research therefore focused on testing the proposed causal relationship between brand trust and online purchase intention rather than merely describing consumer characteristics or purchasing behavior. The research model consisted of one independent variable, namely brand trust (X), and one dependent variable, namely online purchase intention (Y). The analytical model was designed to test the hypothesis that higher levels of consumer trust in the Nike brand would be associated with stronger intentions to purchase Nike products through online channels. The quantitative design was considered appropriate because the research objective required an empirical test of the direction, magnitude, and statistical significance of the relationship between the two variables.

3.2 Research Context and Setting

The research was conducted among consumers in Batu Ke'de Village, Masalle District, Enrekang Regency, South Sulawesi, Indonesia. The research context was selected because the study specifically investigated consumers' online purchase intention toward Nike products within a regional market. The setting provides a relevant context for examining brand trust because consumers purchasing branded products through online channels must rely on information provided digitally and on their perceptions of the credibility, reliability, honesty, and safety associated with the brand. The study was conducted over

approximately two months. During the first month, the research preparation, administrative procedures, and questionnaire distribution were undertaken. During the second month, the collected data were processed, analyzed, and interpreted. The geographical and temporal boundaries were established to ensure that the research remained focused on the target consumer group and the specific online purchasing context under investigation.

3.3 Population and Sample / Research Participants

The target population consisted of consumers in the research area who had knowledge of or experience purchasing Nike products through online channels. The exact size of the population was unknown because no official population database was available that specifically identified consumers purchasing Nike products online in the study area. Because the population size was unknown, the study used a non-probability sampling approach with purposive selection based on the characteristics relevant to the research objectives. Participants were selected because they were considered capable of providing information regarding their perceptions of Nike brand trust and their intention to purchase Nike products online. The sample size was determined using the sample-size guideline attributed to Malhotra (2006), in which the number of respondents can be determined by multiplying the number of questionnaire items by five. The questionnaire contained 16 measurement items; therefore, the minimum sample was calculated as follows: Sample size = $16 \times 5 = 80$ respondents.

Accordingly, the final sample consisted of 80 respondents. The use of a purposive sampling approach was considered appropriate because the study required respondents with characteristics directly related to the research variables rather than members of the general population who might have no experience or knowledge relevant to online Nike purchases.

3.4 Data Sources and Data Collection

The study primarily used primary quantitative data collected directly from respondents through a structured questionnaire. Primary data were considered appropriate because

the research examined consumers' perceptions and behavioral intentions, which could not be adequately obtained from secondary institutional documents. The questionnaire was distributed to respondents who met the research criteria. The questionnaire contained statements designed to measure brand trust and online purchase intention. Respondents were asked to indicate their level of agreement with each statement using a five-point Likert scale. The questionnaire approach enabled the researchers to obtain standardized responses across all participants and facilitated subsequent statistical analysis. Secondary information was used only as supporting material for understanding the research context and relevant theoretical and empirical literature. Such information included published academic literature and other relevant documentary sources. Secondary information was not used as the primary basis for measuring the research variables.

3.5 Measurement of Variables and Research Instruments

The research instrument consisted of a structured questionnaire measuring two principal constructs: brand trust (X) and online purchase intention (Y). The measurement indicators were retained from the conceptualization used in the original research design to maintain consistency with the substantive focus of the study.

3.5.1 Brand Trust

Brand trust was defined as consumers' confidence that a particular brand is reliable, honest, safe, and capable of fulfilling its expected promises. In the context of this study, brand trust represented consumers' confidence in Nike as a brand when considering an online purchase.

Brand trust was measured using four indicators:

- Trust** – the extent to which consumers believe in the Nike brand.
- Reliability (rely)** – the extent to which consumers perceive Nike as dependable and capable of delivering expected product performance.
- Honesty (honest)** – the extent to which consumers perceive Nike as truthful and consistent in its product-related claims.

- d. **Safety (safe)** – the extent to which consumers perceive the brand and its purchasing process as sufficiently secure and dependable.

These indicators were based on the brand trust dimensions adopted in the original research framework from the conceptualization associated with Chaudhuri and Holbrook.

3.5.2 Online Purchase Intention

Online purchase intention was defined as consumers' tendency or willingness to purchase Nike products through online channels. It reflects consumers' behavioral tendency before an actual purchasing decision is made.

Online purchase intention was measured using four indicators:

- a. **Transactional intention** – the consumer's intention or willingness to purchase the product.

- b. **Referential intention** – the consumer's willingness to recommend the product or brand to others.
- c. **Preferential intention** – the consumer's tendency to prefer Nike over competing brands.
- d. **Exploratory intention** – the consumer's willingness to seek further information about Nike products before purchasing.

These indicators were adopted from the purchase-intention conceptualization attributed to Ferdinand.

3.5.3 Measurement Scale

All questionnaire items were measured using a five-point Likert scale. The scale was used to capture the degree to which respondents agreed or disagreed with each statement.

Table 1. Likert scale

Score	Response Category
1	Strongly Disagree
2	Disagree
3	Moderately Agree
4	Agree
5	Strongly Agree

The use of a five-point scale allowed respondents to express different levels of agreement while producing numerical data suitable for descriptive and inferential statistical analysis.

3.6 Data Analysis Techniques

The collected data were analyzed quantitatively using descriptive and inferential statistical procedures. The analysis was conducted in several stages to ensure that the measurement instrument and the proposed relationship between the variables were adequately evaluated. First, descriptive analysis was used to summarize the characteristics of the collected data and the general response patterns. Descriptive statistics provided an initial overview of respondents' perceptions of brand trust and online purchase intention. Second, instrument testing was conducted through validity and reliability analysis. Validity testing was performed to determine whether each questionnaire item adequately measured its intended construct, while reliability testing assessed the internal

consistency of the measurement items. Third, inferential analysis was conducted using simple linear regression because the research model contained one independent variable and one dependent variable. The regression model was specified as:

$$Y = \alpha + \beta X + \epsilon$$

where:

Y = Online Purchase Intention;

X = Brand Trust;

α = Constant;

β = Regression coefficient of Brand Trust; and

ϵ = Error term.

The regression coefficient was used to determine the direction and magnitude of the relationship between brand trust and online purchase intention. The coefficient of determination (R^2) was also considered to determine the proportion of variation in online purchase intention that could be explained by brand trust. A higher R^2 indicates that brand trust provides greater explanatory power for variation in consumers'

online purchase intention. Hypothesis testing was performed using a significance level of 5% ($\alpha = 0.05$). The t-test was used to examine whether brand trust had a statistically significant partial effect on online purchase intention. The F-test was also used to evaluate whether the regression model as a whole was statistically significant. Because the model contained only one independent variable, the conclusions from the t-test and model F-test are mathematically equivalent in terms of statistical significance, but both were retained to remain consistent with the original research procedure and reporting structure.

3.5 Validity, Reliability, and Trustworthiness

The quality of the research instrument was assessed through validity and reliability testing before the hypotheses were interpreted.

3.7.1 Validity Test

Validity testing was conducted to determine whether each questionnaire item adequately represented the construct it was intended to measure. Item validity was evaluated by examining the correlation between each item and its corresponding total score. An item was considered valid when the obtained correlation exceeded the applicable critical value at the selected significance level. Items that failed to meet the validity criterion were considered unsuitable for subsequent analysis. Validity testing was important because the study relied on respondents' perceptions to measure both brand trust and online purchase intention. Ensuring that the questionnaire items adequately represented the intended constructs strengthened the interpretability of the statistical results.

3.7.2 Reliability Test

Reliability was assessed using Cronbach's alpha to determine the internal consistency of the items measuring each construct. A construct was considered sufficiently reliable when its Cronbach's alpha coefficient exceeded 0.60, consistent with the reliability criterion adopted in the original research design. Higher alpha values indicate stronger internal consistency among the items measuring the same construct. The reliability test was performed separately for the brand trust and online purchase intention constructs before the inferential analysis was conducted.

3.8 Ethical Considerations

The study followed basic ethical principles for research involving human participants. Respondents were informed about the general purpose of the study and the voluntary nature of their participation before completing the questionnaire. Participation was not intended to impose any physical, financial, or professional consequences on respondents. Respondents' answers were treated confidentially and were used solely for academic research purposes. The questionnaire did not require respondents to provide information that was unnecessary for the objectives of the study. Data were analyzed in aggregate so that individual responses were not used to identify particular participants. The research also sought to maintain academic integrity by reporting the analytical procedures and findings transparently and by avoiding manipulation of respondents' answers or statistical results.

3.9 Research Procedure

The research procedure was conducted through several sequential stages. First, the researchers identified the research problem concerning the potential influence of brand trust on consumers' online purchase intention for Nike products in Enrekang Regency. Second, relevant theoretical concepts and previous empirical studies were reviewed to establish the conceptual relationship between brand trust and online purchase intention and to formulate the research hypothesis. Third, the research instrument was prepared based on the predetermined indicators of brand trust and online purchase intention. The questionnaire employed a five-point Likert scale. Fourth, the target respondents were identified according to the research criteria, and questionnaires were distributed to the selected participants. A total of 80 usable respondents constituted the research sample. Fifth, the collected responses were compiled and subjected to validity and reliability testing to assess the quality of the measurement instrument. Sixth, descriptive and inferential statistical analyses were performed. Simple linear regression was used to examine the relationship between brand trust and online purchase intention, while the t-test was used to test the research hypothesis. The F-test and coefficient

of determination were also examined to evaluate the overall model and its explanatory capacity. Finally, the statistical findings were interpreted in relation to the research hypothesis and previous empirical evidence, and conclusions were formulated based on the results.

3.10 Methodological Limitations

Several methodological limitations should be acknowledged. First, the study used a relatively small sample of 80 respondents and focused on a specific regional context. Therefore, the findings should be generalized cautiously beyond the research setting and target population. Second, the population size was unknown, and respondents were selected using a purposive non-probability sampling approach. Although this approach was appropriate for reaching consumers with characteristics relevant to the research objectives, it limits the statistical generalizability of the findings to the broader Indonesian population. Third, the research focused on a single independent variable, namely brand trust. Other factors that may influence online purchase intention, such as price perception, perceived product quality, brand image, electronic word of mouth, perceived risk, social media marketing, and consumer experience, were not included in the model. Consequently, the

explanatory power of the model may not capture all determinants of online purchase intention. Fourth, the data were collected through self-reported questionnaires. Such data may be affected by respondents' subjective perceptions and response tendencies. Future research could address these limitations by employing larger probability-based samples, comparing several regions, incorporating additional explanatory variables, and using longitudinal or mixed-method approaches to obtain a more comprehensive understanding of online purchase intention.

4. Results and Discussion

4.1 Research Results

4.1.1 Sample Description and Descriptive Statistics

a. Respondent Characteristics

The study involved 80 respondents who were consumers of Nike products and participated by completing the research questionnaire. Respondent characteristics were described according to gender, educational background, and occupation. These characteristics provide an overview of the demographic composition of the sample used to examine the relationship between brand trust and online purchase intention.

Table 2. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	26	36.3%
Female	54	63.7%
Total	80	100%

Source: Primary data, processed by the authors (2023).

As presented in Table 2, female respondents constituted the larger proportion of the sample, with 54 respondents, while male

respondents accounted for 26 respondents. Thus, the sample was predominantly composed of female consumers.

Table 3. Respondent Characteristics by Educational Background

Educational Background	Frequency	Percentage
No formal education	4	6.2%
Elementary school	0	0.0%
Junior high school/equivalent	1	0.0%
Senior high school/equivalent	45	53.8%
Diploma/Bachelor's degree	30	40.0%
Total	80	100%

Source: Primary data, processed by the authors (2023).

The educational profile indicates that respondents with a senior high school or equivalent educational background represented the largest group, followed by respondents with a diploma or

bachelor's degree. The remaining respondents had no formal education or junior high school education.

Table 4. Respondent Characteristics by Occupation

Occupation	Frequency	Percentage
Civil servant	1	0.0%
Entrepreneur	6	6.3%
Military/Police	1	0.0%
Student	49	67.7%
Farmer	4	5.0%
Other occupations	19	21.0%
Total	80	100%

Source: Primary data, processed by the authors (2023).

The occupational distribution shows that students constituted the largest respondent group, accounting for 49 respondents. Respondents with other occupations represented the second-largest group, followed by entrepreneurs and farmers. Civil servants and military/police personnel constituted only a small proportion of the sample. Overall, the respondent profile indicates that the sample was dominated by female respondents, respondents with senior high school-level education, and students. This demographic composition provides the empirical context for interpreting the subsequent analysis of brand trust and online purchase

intention.

b. Descriptive Statistics of the Research Variables

The research variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Brand trust was measured through four dimensions: trust, reliability, honesty, and safety. Online purchase intention was measured through transactional, referential, preferential, and exploratory intention.

1) Brand Trust

Table 5. Descriptive Distribution of Brand Trust Responses

Dimension	Item	Mean
Trust	X1.1.1	4.16
	X1.1.2	4.10
Trust dimension mean		4.13
Reliability	X1.2.1	4.03
	X1.2.2	4.11
Reliability dimension mean		4.07
Honesty	X1.3.1	4.09
	X1.3.2	4.90*
Honesty dimension mean		4.49
Safety	X1.4.1	4.20
	X1.4.2	4.06
Safety dimension mean		4.01
Overall Brand Trust Mean		4.19

Source: Primary data, processed by the authors (2023).

The descriptive results show that brand trust obtained an overall mean score of 4.19,

indicating a relatively high level of consumer agreement with the brand trust statements. Among

the four dimensions, honesty recorded the highest reported mean at 4.49, whereas safety recorded the lowest dimension mean at 4.01. The results indicate that respondents generally expressed positive

perceptions of Nike in terms of trustworthiness, reliability, honesty, and safety.

2) Online Purchase Intention

Table 6. Descriptive Distribution of Online Purchase Intention Responses

Dimension	Item	Mean
Transactional intention	Y1.1.1	3.55
	Y1.1.2	3.48
Transactional dimension mean		3.51
Referential intention	Y1.2.1	3.84
	Y1.2.2	3.68
Referential dimension mean		3.76
Preferential intention	Y1.3.1	3.91
	Y1.3.2	3.95
Preferential dimension mean		3.93
Exploratory intention	Y1.4.1	3.80
	Y1.4.2	3.93
Exploratory dimension mean		3.86
Overall Online Purchase Intention Mean		3.76

Source: Primary data, processed by the authors (2023).

The overall mean of online purchase intention was 3.76, indicating a relatively positive tendency among respondents to purchase Nike products through online channels. The preferential intention dimension recorded the highest mean at 3.93, whereas transactional intention recorded the lowest mean at 3.51. These descriptive results indicate that respondents showed stronger preference toward Nike relative to other alternatives than their immediate willingness to conduct an online transaction.

4.1.2 Data Quality and Preliminary Analysis

a. Validity Test

Validity testing was conducted to determine whether the measurement indicators adequately represented the constructs being examined. With 80 respondents, the reported critical correlation value was **0.219** based on the specified degrees of freedom. An item was considered valid when its calculated correlation coefficient exceeded the critical value and its significance level was below 0.05.

Table 7. Validity Test Results

Variable	Indicator	r-calculated	r-table	Sig.	Decision
Brand Trust (X)	X1.1	0.783	0.219	<0.001	Valid
	X1.2	0.518	0.219	<0.001	Valid
	X1.3	0.600	0.219	<0.001	Valid
	X1.4	0.739	0.219	<0.001	Valid
Online Purchase Intention (Y)	Y1.1	0.712	0.219	<0.001	Valid
	Y1.2	0.667	0.219	<0.001	Valid
	Y1.3	0.867	0.219	<0.001	Valid
	Y1.4	0.530	0.219	<0.001	Valid

Source: SPSS output, processed by the authors (2023).

As shown in Table 6, all reported calculated correlation coefficients exceeded the critical value

of 0.219 and were statistically significant. Therefore, all reported indicators met the specified validity criterion.

b. Reliability Test

Reliability was assessed using Cronbach's alpha.

Table 8. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Items	Decision
Brand Trust (X)	0.844	0.60	4	Reliable
Online Purchase Intention (Y)	0.528	0.60	4	Not reliable

Source: SPSS output, processed by the authors (2023).

The results show that brand trust achieved a Cronbach's alpha coefficient of 0.844, exceeding the threshold of 0.60 and therefore demonstrating acceptable internal consistency. In contrast, online purchase intention produced a Cronbach's alpha coefficient of 0.528, which is below the specified threshold. Accordingly, based strictly on the reported statistical output, the online purchase intention construct did not meet the stated reliability criterion. This finding is important and should not be reported as "reliable" in the final manuscript. The original manuscript incorrectly

states that the value of 0.528 was greater than 0.60. The underlying questionnaire data and SPSS output should therefore be rechecked before the manuscript is submitted.

4.1.3 Main Analytical Results

Because the research model consisted of one independent variable and one dependent variable, simple linear regression was employed to examine the effect of brand trust on online purchase intention.

Table 9. Simple Linear Regression Results

Independent Variable	Dependent Variable	B	Beta	t	Sig.
Brand Trust	Online Purchase Intention	0.861	0.107*	8.015	<0.001
Model Statistics	Value				
R	0.672				
R²	0.452				
F	64.239				
Model Sig.	<0.001				
Constant	4.798				
Regression equation	$Y = 4.798 + 0.861X$				

Source: SPSS output, processed by the authors (2023).

The regression coefficient for brand trust was reported as 0.861, indicating a positive regression direction. The model produced an R value of 0.672 and an R² value of 0.452. Thus, based on the reported model, brand trust accounted for 45.2% of the variance in online purchase intention, while the remaining 54.8% was associated with other factors outside the model. The reported F-statistic was 64.239, with a significance value below 0.001. The regression model was therefore statistically significant at the 5% significance level.

4.1.4 Hypothesis Testing Results / Key Findings

The research hypothesis stated:

H1: Brand trust has a positive and significant effect on consumers' online purchase intention for Nike products in Enrekang Regency.

The t-test produced a reported t-value of 8.015, exceeding the critical value of 1.990, with a significance level below 0.001. Therefore, the null hypothesis was rejected and H1 was supported based on the reported regression results.

Table 10. Hypothesis Testing Result

Hypothesis	Relationship	t-value	Sig.	Decision
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H1	Brand Trust → Online Purchase Intention	8.015	<0.001	Supported
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Source: SPSS output, processed by the authors (2023).

The result indicates that brand trust had a positive and statistically significant effect on consumers' online purchase intention for Nike products in Enrekang Regency.

4.1.5 Visual Presentation of Results

Tables 2–4 present the respondents' demographic characteristics based on gender, education, and occupation. Tables 5–6 summarize the descriptive results of brand trust and online purchase intention. Table 7 presents the validity test, while Table 8 reports the reliability test. Table 9 presents the simple linear regression results, showing that brand trust positively influenced online purchase intention. Finally, Table 10 summarizes the hypothesis testing, indicating that the proposed hypothesis was supported ($t = 8.015$; $p < 0.001$).

4.2 Research Discussion

4.2.1 Interpretation of Key Findings

The findings demonstrate that brand trust has a positive and statistically significant effect on consumers' online purchase intention for Nike products in Enrekang Regency. The simple linear regression analysis produced a positive coefficient of 0.861, with a t -value of 8.015 and a significance level below 0.001. The coefficient of determination (R^2) was 0.452, indicating that brand trust explained 45.2% of the variation in consumers' online purchase intention. Therefore, the proposed hypothesis that brand trust positively and significantly influences online purchase intention was supported. This finding indicates that consumers who have greater confidence in Nike are more likely to develop an intention to purchase its products through online channels. In the context of online purchasing, consumers cannot directly examine the physical condition of a product before completing a transaction. Consequently, confidence in the brand can reduce uncertainty and encourage consumers to proceed with purchasing decisions. The descriptive results reinforce this interpretation, as brand trust obtained a relatively high mean score of 4.19, while online purchase intention obtained a mean score of 3.76. The result also indicates that perceptions of honesty, reliability, trustworthiness,

and safety are relevant to consumers' purchasing decisions. When consumers believe that a brand provides reliable products and accurate information, they are more likely to perceive the purchase process as less risky. Thus, the higher level of brand trust observed among respondents was accompanied by a higher tendency to purchase Nike products online.

4.2.2 Comparison with Previous Studies

The finding is consistent with recent empirical research demonstrating the importance of brand trust in shaping purchase intention in digital markets. Ramadhani and Prasasti (2023), for example, found that brand trust strengthened the influence of social media marketing activities on consumers' purchase intention. Their findings demonstrate that trust can function as an important mechanism through which consumers translate positive interactions with a brand into purchase intentions.

The present finding is also supported by Carissa and Rodhiah (2025), who found that brand trust had a significant and positive influence on purchase intention. Their study further reported that brand trust represented the strongest influence among the variables examined in their model. This similarity strengthens the argument that consumer confidence in a brand remains an important determinant of purchasing intention in contemporary digital marketing environments.

Similarly, Angelica and Utama (2025) examined purchase intention among Generation Z consumers and included brand trust as an important explanatory variable alongside perceived value and brand preference. Their study demonstrates the continuing relevance of brand trust in explaining consumer purchase intention in branded-product contexts.

Recent research has also demonstrated the importance of brand trust in online and social-commerce environments. Rohmah and Indarwati (2025) examined Generation Z consumers purchasing local skincare products through TikTok Shop and incorporated brand trust alongside user experience and electronic word of mouth in explaining purchase intention. These findings are

relevant to the present study because both studies examine consumer purchase intention within digitally mediated purchasing environments.

The present study, however, differs in its contextual focus. Previous studies have examined social media marketing, Generation Z, e-commerce, and other product categories, whereas this study specifically investigates Nike products among consumers in Enrekang Regency. Therefore, the current findings extend previous evidence by demonstrating that the relationship between brand trust and online purchase intention also exists within a regional consumer context.

4.2.3 Theoretical Contributions

Theoretically, this study reinforces the proposition that brand trust is an important psychological mechanism underlying consumer purchase intention. The significant positive relationship found in the study confirms that consumers' willingness to purchase is not determined solely by product-related considerations but is also shaped by their confidence in the brand. The findings are particularly relevant to the relationship-marketing perspective, in which trust facilitates the development of favorable consumer responses toward a brand. When consumers perceive a brand as honest, reliable, and safe, uncertainty associated with the purchasing process can be reduced. In online environments, where direct product inspection is limited, this function of trust becomes particularly important. The study therefore contributes to the literature by providing empirical evidence from a regional Indonesian market. The R^2 value of 0.452 further demonstrates that brand trust represents a meaningful explanatory variable for online purchase intention, although other factors also contribute to consumers' purchasing decisions. This result is consistent with recent digital-marketing studies showing that brand trust remains relevant even when consumer behavior is influenced by social media, electronic word of mouth, and other digital factors.

4.2.4 Practical and Policy Implications

The findings have several practical implications for PT Pratama Abadi Industri and other parties involved in the distribution and online marketing of Nike products. The significant effect of brand trust indicates that maintaining consumer

confidence should be an important component of online marketing strategies. First, sellers should provide accurate and transparent product information, including product specifications, sizes, materials, prices, and product authenticity. Consistency between information presented online and the product received by consumers can strengthen perceptions of honesty and reliability. Second, online sellers should ensure secure and reliable purchasing processes. Clear transaction procedures, secure payment systems, responsive customer service, and transparent return policies can reduce consumers' perceived uncertainty and support greater confidence in online transactions. Third, the company and its authorized sellers should maintain consistent product quality and brand communication. Because brand trust is developed through consumers' experiences and perceptions, inconsistent product quality or misleading promotional information may weaken trust and subsequently reduce purchase intention. Finally, the findings suggest that online marketing should not focus exclusively on generating exposure or promotional messages. Building long-term consumer confidence should be treated as an important strategic objective because stronger brand trust is associated with stronger online purchase intention in the present study.

4.2.5 Integration with the Research Gap

The study addresses the research gap by providing empirical evidence concerning the relationship between brand trust and online purchase intention in a regional consumer context that has received comparatively limited attention in the recent literature. Recent studies have examined brand trust in social-media marketing, e-commerce, social commerce, and Generation Z consumer contexts. However, evidence specifically concerning consumers of branded sports footwear in Enrekang Regency remains limited. The present study therefore contributes contextual evidence showing that the positive influence of brand trust on online purchase intention is also applicable outside major metropolitan consumer markets. The findings further address the identified gap by demonstrating that brand trust explains a substantial proportion of online purchase intention, with an R^2 of 0.452. Nevertheless, the remaining 54.8% indicates that purchase intention is multidimensional and cannot

be fully explained by brand trust alone. This finding creates an opportunity for future studies to integrate other relevant variables, such as perceived product quality, price, brand image, perceived risk, electronic word of mouth, online shopping experience, and social media marketing.

4.2.6 Acknowledgement of Study Limitations

Several limitations should be considered when interpreting the findings. First, the study focused specifically on Nike products and consumers in Enrekang Regency, meaning that the findings may not be directly generalizable to consumers of other brands, product categories, or geographical areas. Second, the study examined only brand trust as the independent variable. Although brand trust explained 45.2% of the variance in online purchase intention, the remaining 54.8% indicates the presence of other factors that were not incorporated into the research model. Third, the study used a relatively small sample of 80 respondents, which limits the breadth of generalization. Future research could employ a larger sample and include respondents from multiple regions to improve external validity. Finally, the study relied on self-reported questionnaire responses. Therefore, the findings reflect respondents' stated perceptions and intentions rather than their actual online purchasing behavior. Future studies could combine survey responses with actual transaction data or longitudinal observations to examine whether purchase intention translates into actual purchasing behavior.

5. Conclusion

5.1 Summary of Key Findings

The study concludes that brand trust has a positive and statistically significant effect on consumers' online purchase intention for Nike products in Enrekang Regency. The hypothesis testing showed a t-value of 8.015, which was higher than the critical value of 1.990, with a significance level of 0.001, indicating that the proposed hypothesis was supported. The findings demonstrate that higher consumer trust in the Nike brand is associated with stronger online purchase intention. Therefore, maintaining and strengthening brand trust is important for sustaining consumers'

willingness to purchase Nike products through online channels.

5.2 Theoretical Contributions

Theoretically, this study contributes empirical evidence that supports the role of brand trust in explaining consumer purchase intention in an online purchasing context. The findings strengthen the understanding that consumer confidence in a brand can encourage purchasing intention, particularly when consumers make purchasing decisions through digital channels. The study also contributes contextual evidence from consumers in Enrekang Regency, thereby complementing previous research that has predominantly examined online consumer behavior in broader or more urban market contexts.

5.3 Practical and Policy Implications

The findings provide practical implications for PT Pratama Abadi Industri and other parties involved in the marketing and distribution of Nike products. Maintaining consumer trust should be prioritized through consistent product quality, accurate product information, reliable online services, and transparent communication. For consumers, the findings also indicate the importance of considering product quality and price before making online purchasing decisions. These practices can help create a more reliable purchasing environment and strengthen consumer confidence in online transactions.

5.4 Limitations of the Study

This study has several limitations that should be considered when interpreting its findings. First, the research focused specifically on Nike products and consumers in Enrekang Regency, which limits the generalizability of the findings to other brands, product categories, and geographical contexts. Second, the study examined brand trust as the main explanatory variable, while other factors may also influence online purchase intention. Therefore, the findings should be interpreted within the specific context and variables examined in this study.

5.5 Directions for Future Research

Future research is encouraged to examine a broader range of factors that may influence online

purchase intention. In addition to brand trust, subsequent studies could incorporate variables such as product quality, price, brand image, perceived risk, electronic word of mouth, and online shopping experience. Future researchers may also use larger samples and different geographical contexts to provide broader empirical evidence and improve the generalizability of the findings. Such research can further develop the understanding of consumer purchase intention in online markets.

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