

THE EFFECTS OF BRAND IMAGE, PRODUCT QUALITY, AND INFLUENCER MARKETING ON BRAND TRUST IN LAFIYE

Fatma Khoirunisa¹, Yanda Bara Kusuma²

¹Department of Business Administration, Faculty of Social, Cultural, and Political Sciences, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya

²Department of Business Administration, Faculty of Social, Cultural, and Political Sciences, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya

Abstract

This study was motivated by the rapid shift toward digital marketing in Indonesia, which has significantly influenced consumer behavior toward local fashion brands, as well as the growing role of influencers and endorsements in marketing activities. The influence of brand image, product quality, and influencer marketing is explored in this study to determine their effects on Brand Trust without involving additional variables. This research provides practical contributions for local fashion brands, particularly Lafiye, in developing effective digital marketing strategies through strengthening brand image, improving product quality, and optimizing influencer marketing to enhance consumer trust in the brand. This study employed an associative quantitative approach, following data collection, SPSS was utilized for statistical interpretation. The sample set included 150 Lafiye consumers selected through a non-probability procedures, specifically purposive sampling. A questionnaire based approach was utilized for data acquisition, measured by a 5-point Likert scale. The results indicate that Brand Image, Product Quality, and Influencer Marketing simultaneously influence Brand Trust. Moreover, Brand Trust is shown to be positively and significantly influenced by each individual variable. Such evidence suggests that consumer reliance can be heightened through the enhancement of brand identity, superior product quality, and the strategic utilization of influencers.

Keywords: Brand Image, Product Quality, Influencer Marketing, Brand Trust, Local Fashion

Article Information

Received: April 2026

Revised: Mei 2026

Accepted: Mei 2026

*Corresponding Author:
fatmakhr03@gmail.com

INTRODUCTION

The fashion industry in Indonesia has experienced rapid growth due to modernization and changes in consumer lifestyles. Fashion is no longer viewed merely as a basic necessity but also as a form of self-expression and identity (Pradana & Wijaya, 2023). Along with the expansion of digital marketing, competition among local fashion brands has become increasingly intense, requiring brands not only to gain recognition but also to build consumer trust (Prabowo et al., 2025). In this context, brand trust has become an important factor influencing consumers' purchasing confidence and long-term loyalty toward local fashion brands such as Lafiye.

Lafiye competes with several well-established local fashion brands, including Zoya, Rabbani, and Elzatta. To remain competitive, brands must consistently maintain product quality, strengthen their brand image, and adapt to evolving consumer trends (Handayani et al., 2024). Lafiye differentiates itself through its premium minimalist hijabs, exclusive product positioning, influencer collaborations, and a distinctive purchasing mechanism known as the "war" system, which creates a unique shopping experience for consumers. These strategies demonstrate the importance of integrating brand image, product quality, and influencer marketing to strengthen consumer trust.

Previous studies have examined the relationships among brand image, product quality, influencer marketing, and brand trust. The analysis provided by Issalillah et al. (2022) found that brand image significantly influences brand trust. Meanwhile, Rachma and Borshalina (2024) reported that influencer marketing and product quality positively affect consumer trust. However, most previous studies focused on industries such as skincare and food products, whereas research on local fashion brands, particularly Lafiye, remains limited. In addition, earlier studies generally analyzed these variables separately or incorporated mediating variables such as purchase decisions and customer loyalty.

This study addresses these limitations by simultaneously examining the effects of Brand Image, Product Quality, and Influencer Marketing on Brand Trust without involving mediating or additional variables. The study applies a parsimonious model to provide a simpler yet effective framework for understanding the direct effects of these variables on brand trust. This study contributes to the field by specifically examining a homegrown fashion label within Indonesia's digital marketing environment and integrating these variables into a singular analytical lens ensures that this study contributes to the conceptual discourse as well as professional practice, specifically by highlighting for local fashion brands in developing strategies to strengthen consumer trust.

THEORITICAL REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior

This study applies in the framework of the Theory of Planned Behavior (TPB) proposed by Ajzen, the execution of a specific behavior is determined by intentions, which in turn are shaped by evaluative attitudes, social pressures (subjective norms), and the degree of perceived behavioral control. According to TPB, consumers tend to engage in behaviors supported by positive evaluations, social influences, and confidence in the act of reaching conclusions. In the context of this study, brand image represents consumers' positive attitudes toward a brand, influencer marketing reflects subjective norms through social influence and recommendations, while brand trust is associated with perceived behavioral control because trust reduces uncertainty and enhances consumers' confidence in purchasing decisions.

The integration of TPB and brand trust implies that consumer trust serves as a primary driver for product acquisition from brands that are perceived positively, endorsed by credible

influencers, and capable of consistently fulfilling consumer expectations. A favorable brand image fosters positive consumer attitudes, while influencer marketing shapes social influence and perceptions of product credibility. At the same time, brand trust strengthens consumers' sense of security and confidence in the reliability of the brand (Chaudhuri & Holbrook, 2001; Alrizqi et al., 2025). Therefore, TPB provides a strong theoretical foundation for explaining how Brand Image, Product Quality, and Influencer Marketing influence Brand Trust.

Marketing

Business sustainability and the cultivation of lasting client rapport are significantly driven by effective marketing functions. According to Boyd, as cited in Sabilla et al. (2022), marketing functions as a collective framework whereby parties both individuals and entities acquire essential requirements and desires through value exchange and relationship building activities. Similarly, Kotler and Armstrong, as cited in Mohamad and Rahim (2021), the essence of marketing lies in the dual process of delivering superior value to consumers and maintaining strong engagement, thereby ensuring a sustainable exchange of value between both parties.

In the digital era, marketing extends beyond merely selling products and increasingly focuses on understanding consumer needs, preferences, and behavior. Effective marketing strategies integrate product development, pricing, distribution, and promotional activities to deliver value that aligns with consumer expectations. This perspective is particularly relevant to local fashion brands such as Lafiye, where competition increasingly depends on how brands communicate value, maintain product quality, and establish trust through digital platforms. In the view of the Theory of Planned Behavior (TPB), marketing activities influence consumer attitudes and behavioral intentions by shaping positive perceptions toward a brand. Therefore, effective marketing strategies significantly contribute to the development of Brand Trust.

Brand Image

Brand image encompasses the aggregate perceptions held by consumers regarding perceptions, beliefs, and associations regarding a particular brand. According to Sampe and Tahalele (2023), brand image reflects the relationship and trust that consumers associate with a brand. Rizkiana et al. (2024) further explain that brand image is formed through consumers' evaluations of both the positive and negative aspects stored in their memory. Meanwhile, Philip Kotler and Kevin Lane Keller (2012), as cited in Wisnu and Permana (2022), define brand image as the characteristics of a company that fulfill consumers' psychological and social needs.

Brand image is not limited to visual identity elements such as logos, packaging, or colors, but also encompasses emotional experiences, reputation, and symbolic value. A strong brand image creates positive consumer perceptions and reduces uncertainty regarding product performance. Within the framework of the Theory of Planned Behavior (TPB), brand image reflects consumers' attitudes toward a brand, in which positive perceptions encourage stronger behavioral intentions and trust. Long term relational commitment and trust are often cultivated when a brand is perceived as a reliable, prestigious, and credible entity

For local fashion brands such as Lafiye, brand image becomes increasingly important in differentiating products within a highly competitive market. Consumers emotional bonds are reinforced by a positive brand image, which simultaneously cultivates greater assurance in the reliability and quality of the offerings. Therefore, Brand Image is theoretically expected to have a positive influence on Brand Trust.

Product Quality

The caliber of a product serves as a primary determinant in the shaping of consumer buying behavior. According to Aghitsani and Busyra (2022), consumers consider product quality as a primary criterion when evaluating goods or services before making a purchase. Irawan and Japariato (2018), as cited in Indra et al. (2022), define product quality as a product's ability to meet customer expectations. Similarly, Wirianson et al. (2024) state that product quality encompasses durability, performance, practicality, accuracy, and other valuable attributes that enhance customer satisfaction. High product quality reflects a company's ability to consistently deliver products that fulfill consumers' expectations and needs. Products of good quality minimize dissatisfaction, reduce perceived risk, and improve customer experience. Furthermore, Kotler (2005), as cited in Hardjadi and Arraniri (2021), explains that product quality includes all features and characteristics of products and services that are capable of satisfying consumer needs, either directly or indirectly.

According to the framework of the Theory of Planned Behavior (TPB), product quality strengthens consumers' perceived behavioral control because reliable products reduce uncertainty and increase confidence in purchasing decisions. Consumers are more likely to trust brands that consistently provide high-quality products, as quality signals reliability, credibility, and a commitment to within the fashion sector. Specifically regarding high end hijab labels like Lafiye the caliber of the product serves as a fundamental pillar in establishing consumer confidence, satisfaction, and long-term consumer loyalty. Therefore, Product Quality is expected to have a positive influence on Brand Trust.

Influencer Marketing

Brands utilize influencer marketing as a strategic promotional tool, partnering with social media personalities who hold substantial sway over their audiences to endorse various offerings (As-Syahri, 2024). This strategy utilizes the credibility, popularity, and persuasive abilities of influencers to shape audience perceptions and purchasing behavior. According to Solis (2012), as cited in Putri et al. (2023), influencers are individuals who are capable of influencing the attitudes and behaviors of others within a community. Similarly, Lie Shearent (2022), as cited in S. M. Putri and Rosmita (2024), explains that influencer marketing involves the use of content creators possessing significant digital audiences who influence consumer behavior and increase product sales.

The burgeoning popularity of digital landscapes like TikTok, Instagram, and YouTube has significantly amplified the impact of modern communication strategies of influencer marketing in reaching broader as well as more targeted audiences. Compared to traditional advertising, influencer marketing is often perceived as more personal, authentic, and interactive because consumers tend to regard influencers as relatable and trustworthy sources of information. According to the framework of the Theory of Planned Behavior (TPB), influencer marketing reflects subjective norms, in which consumers' attitudes and purchase intentions are influenced by social pressures and recommendations from trusted individuals.

The credibility of influencers serves to mitigate information asymmetry for consumers. By providing social proof, these individuals enhance the perceived reliability and quality of the brands they endorse. Honest and transparent product endorsements can strengthen consumer confidence and foster positive perceptions toward a brand. For local fashion brands such as Lafiye, influencer marketing serves as an important strategy to enhance visibility, credibility, and consumer trust within the digital marketplace. Therefore, influencer marketing is theoretically expected to have a positive influence on brand trust.

Brand Trust

Brand trust is defined as the consumer's inclination to depend on a specific label, rooted in the belief that the company will consistently meet its obligations and deliver dependable offerings. According to Rajendra K. Srivastava Chaudhuri and Morris B. Holbrook (2001), as cited in Putri et al. (2021), the level of trust in a brand signifies a customer's belief in the company's honesty and consistent performance. Similarly, Elena Delgado (2014), as cited in Laksono and Nanang (2020), defines brand trust as consumers' willingness to depend on a brand's ability to perform its intended functions.

Brand trust develops through consistent positive experiences, reliable product performance, and consumers' belief that a brand genuinely prioritizes their needs. Trust reduces consumers' perceived risk and uncertainty, particularly in online purchasing environments where direct product evaluation is limited. Priliandani and Tjahjaningsih (2022) emphasize that strong brand trust is a critical determinant of long-term business success because it supports customer retention and loyalty. Within the Theory of Planned Behavior framework, brand trust is closely associated with perceived behavioral control, as trust increases consumers' confidence in making purchase decisions. High levels of brand confidence foster a greater sense of reassurance among consumers concerning the caliber of the products, service reliability, and overall brand performance. In the context of local fashion brands such as Lafiye, brand trust becomes an essential factor in maintaining competitiveness and strengthening long-term relationships with consumers. Therefore, this study positions Brand Trust as the dependent variable influenced by Brand Image, Product Quality, and Influencer Marketing.

According to Cholid Narbuko (2013), as cited in Zaki and Saiman (2021), hypotheses may originate from various sources, including practical experience, theoretical foundations, insights obtained through discussion, and findings derived from literature reviews and other relevant references. The following are the hypotheses of this study:

H1: Brand image, product quality, and influencer marketing simultaneously have a positive and significant effect on Lafiye's brand trust.

H2: Brand image has a positive and significant effect on Lafiye's brand trust.

H3: Product quality has a positive and significant effect on Lafiye's brand trust.

H4: Influencer marketing has a positive and significant effect on Lafiye's brand trust.

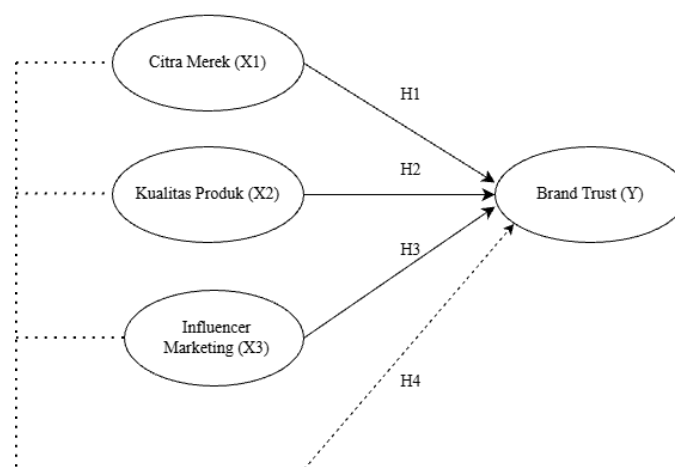


Figure 1
Conceptual Framework

RESEARCH METHODS

By adopting a quantitative methodology through an associative-causal framework, this research investigates the extent to which Brand Image, Product Quality, and Influencer Marketing impact Brand Trust. Quantitative research is defined by Sugiyono (2023) as being grounded in positivist paradigm and utilizes statistical methods to test predetermined hypotheses. Associative research aims to identify relationships among variables, while causal research explains the cause-and-effect relationship between independent and dependent variables (Abubakar, 2021). Therefore, this method is considered appropriate for analyzing the effects of Brand Image, Product Quality, and Influencer Marketing on Brand Trust.

Information was gathered through five-point Likert scale questionnaires, with subsequent data processing conducted via SPSS software. Due to the indeterminate size of the population, a non-probability sampling approach was employed, specifically utilizing a purposive sampling technique. According to Sugiyono (2008), as cited in Machali (2021), non-probability sampling techniques do not ensure that every individual within a population has an equivalent chance of being recruited for a study. The sample consisted of 150 consumers of Lafiye products who had purchased and used the products and had been exposed to Lafiye's influencer marketing activities on social media platforms, such as TikTok and Instagram.

This study focuses on Lafiye, an Indonesian local fashion brand known for its "minimalist yet elegant" concept. According to Basu et al., as cited in Putri and Cahyaningrum (2025), Lafiye was established in 2016 With a steadfast commitment to delivering premium-grade apparel at affordable prices while offering simple and stylish designs for consumers.

Table 1
Respondent Characteristics

Character	Categori	Number	Total
Gender	Famale	150	150
Age	12-21	28	150
	22-26	62	
	27-31	36	
	32-36	6	
	37-41	6	
	42-46	7	
	47-50	5	
Job	Student	76	150
	Employee	38	
	Self-employed	7	
	Entrepreneur	12	
	Housewife	13	
	Other	4	

The demographic profile of the sample was 100% female. This is because Lafiye is a local women's fashion brand. The research questionnaire specified that respondents must have previously purchased and used Lafiye products, which are specifically designed for women. Most respondents were within the working-age category.

Validity Test

Table 2
Validity Test Results

Variabel	Indikator	r hitung	r tabel (df = 28)	Keterangan
Citra Merek(X1)	X1.1	0,850	0,361	Valid
	X1.2	0,801	0,361	Valid
	X1.3	0,749	0,361	Valid
	X1.4	0,821	0,361	Valid
	X1.5	0,751	0,361	Valid
	X1.6	0,824	0,361	Valid
Kualitas Produk (X2)	X2.1	0,806	0,361	Valid
	X2.2	0,807	0,361	Valid
	X2.3	0,834	0,361	Valid
	X2.4	0,810	0,361	Valid
	X2.5	0,808	0,361	Valid
	X2.6	0,863	0,361	Valid
Variabel	Indikator	r hitung	r tabel (df = 28)	Keterangan
<i>Influencer Marketing</i> (X3)	X3.1	0,802	0,361	Valid
	X3.2	0,796	0,361	Valid
	X3.3	0,890	0,361	Valid
	X3.4	0,751	0,361	Valid
	X3.5	0,844	0,361	Valid
	X3.6	0,701	0,361	Valid
<i>Brand Trust</i> (Y)	Y1.1	0,819	0,361	Valid
	Y1.2	0,824	0,361	Valid
	Y1.3	0,766	0,361	Valid
	Y1.4	0,875	0,361	Valid
	Y1.5	0,748	0,361	Valid
	Y1.6	0,770	0,361	Valid

To assess instrument validity, this research utilized the Pearson Product-Moment correlation, which is appropriate for Likert scale data. Validity was determined by examining the correlation between individual item scores and the aggregate variable score. Specifically, an item was deemed valid if its computed Pearson correlation coefficient r -value surpassed the critical r -table value. e. With a 5% significance ($p = 0.05$), and degrees of freedom $df = N - 2 = 30 - 2 = 28$, resulting in an r -table was established at 0.361. Based on the analysis presented in the table, all indicators used in this study, namely Brand Image (X1), Product Quality (X2), Influencer Marketing (X3), and Brand Trust (Y), were declared valid. This is indicated by the fact that the calculated r -value for each indicator exceeded the r -table value. Therefore, all research indicators were considered appropriate for use in this study.

Reliability Test

Table 3
Reliability Test Results

Variabel	Nilai Cronbach Alpha	Hasil Reliabilitas SPSS	Keterangan
Citra Merek (X1)	0,7	0,885	Reliabel
Kualitas Produk (X2)	0,7	0,902	Reliabel
<i>Influencer Marketing</i> (X3)	0,7	0,880	Reliabel
<i>Brand Trust</i> (Y)	0,7	0,885	Reliabel

Reliability was analyzed utilizing Cronbach's alpha (α). In the present research, a Cronbach's alpha threshold of 0.70 was applied. Reliability is established for a variable when its Cronbach's alpha coefficient reaches or exceeds the threshold of 0.70. This indicates that the variable produces consistent results and is therefore reliable for data collection. Findings indicate that the Cronbach's alpha coefficients for all research variables exceeded the 0.70 threshold, indicating a high level of reliability.

Test of Classical Assumptions

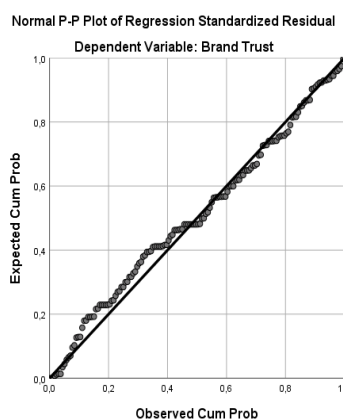


Figure 2
Normality test P-Plot

In a P–P plot, the normality assumption is satisfied when the data points follow the pattern of the diagonal line. The visual representation indicates that the data points are closely aligned

with the diagonal reference line. This indicates that the data meet the assumption of normality, and therefore, the regression model fulfills the necessary criteria to proceed to subsequent stages of analysis.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,42743140
Most Extreme Differences	Absolute	,066
	Positive	,042
	Negative	-,066
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Figure 3
Kolmogorov-smirnov

To assess the normality of the data for variable Y, a Kolmogorov–Smirnov test was employed. The analysis yielded a significance value of 0.200, surpassing the 0.05 threshold. As a result, the null hypothesis is accepted, verifying that the data set adheres to a normal distribution and fulfills the prerequisite assumptions for subsequent statistical testing.

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,763	1,892		,932	,353		
	x1	,316	,078	,311	4,053	,000	,537	1,864
	x2	,370	,080	,317	4,640	,000	,679	1,473
	x3	,251	,068	,260	3,715	,000	,645	1,552

a. Dependent Variable: y

Figure 4
Multicollinearity

Before conducting multiple linear regression analysis, a multicollinearity test must first be performed. Multicollinearity was assessed based on the criteria of a VIF less than 10 with tolerance values exceeding the 0.10 threshold. The test results for the variables Brand Image, Product Quality, and Influencer Marketing show no indication of multicollinearity. The appropriateness of the regression model for the current analysis is supported by these results.

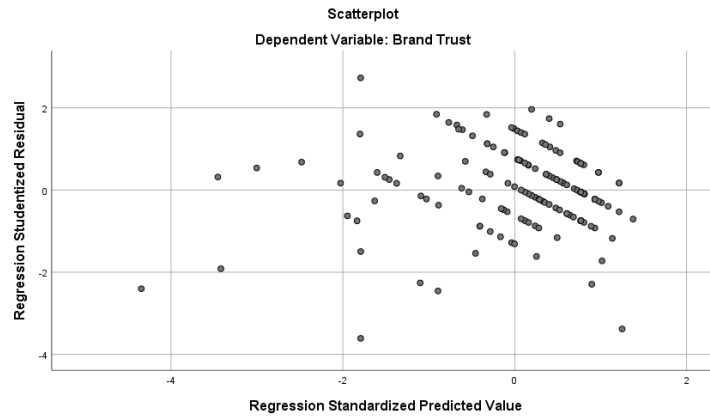


Figure 5
Heteroscedasticity

A scatterplot was used to determine the presence of heteroskedasticity. The visual analysis reveals that the data points are randomly dispersed without any discernible pattern, scattering consistently above and below the zero mark on the Y-axis. Therefore, the evidence indicates that there are no indications of heteroskedasticity, and the regression analysis can be continued.

Multiple Linear Regression

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1,763	1,892		,932
	Citra Merek	,316	,078	,311	4,053
	Kualitas Produk	,370	,080	,317	4,640
	Influencer Marketing	,251	,068	,260	3,715
					Sig.

a. Dependent Variable: Brand Trust

Figure 6
Results of Multiple Linear Regression Analysis

The constant (a) of 1.763 indicates the baseline level of Brand Trust when all independent predictors Brand Image, Product Quality, and Influencer Marketing—are absent or held at zero. Regarding the specific drivers of trust, Brand Image (X1) yielded a regression coefficient of 0.361, suggesting that favorable perceptions of the brand directly bolster consumer trust. Similarly, Product Quality (X2) demonstrated a positive impact with a coefficient of 0.370, implying that superior quality standards lead to higher trust levels. Finally, Influencer Marketing (X3) showed a coefficient of 0.251, confirming that effective influencer engagement serves as a significant positive determinant of Brand Trust.

Hypothesis Testing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	353,477	3	117,826	56,663	,000 ^b
	Residual	303,597	146	2,079		
	Total	657,073	149			

a. Dependent Variable: Brand Trust
b. Predictors: (Constant), Influencer Marketing, Kualitas Produk, Citra Merek

Figure 7
F-test (simultaneous)

The simultaneous analysis resulted in an F-statistic of 56.663, which exceeds the critical F-table value of 2.66. Given the significance value ($p = 0.000$) is below the 0.05 alpha level, H_0 is rejected. These findings confirm that Brand Image, Product Quality, and Influencer Marketing segments collectively have a significant impact on Brand Trust.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,763	1,892		,932	,353
	Citra Merek	,316	,078	,311	4,053	,000
	Kualitas Produk	,370	,080	,317	4,640	,000
	Influencer Marketing	,251	,068	,260	3,715	,000

a. Dependent Variable: Brand Trust

Figure 8
t-test (partial)

With $df = n - k - 1 = 150 - 3 - 1 = 146$, the t-table threshold is established at 1.976\$. The hypothesis testing results are as follows:

1. Brand Image (X1) : This variable yielded a t-statistic of 4.053, exceeding the critical value of 1.976. Combined with a significance level of 0.000 ($p < 0.05$), it demonstrates a significant positive influence on Brand Trust (Y).
2. Product Quality (X2): Analysis showed a t-value of 4.640 (> 1.976) and a significance of 0.000, confirming its positive and significant impact on Brand Trust (Y).
3. Influencer Marketing (X3): Similarly, this construct produced a t-value of 3.715 (> 1.976) with a p-value of 0.000, indicating that it also significantly and positively affects Brand Trust (Y).

Determination Test (R squared)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,733 ^a	,538	,528	1,44202

a. Predictors: (Constant), Influencer Marketing, Kualitas Produk, Citra Merek

Figure 9
Coefficient of Determination Test (R squared)

The model summary reveals an R Square value of 0.538, indicating that Brand Image, Product Quality, and Influencer Marketing explain 53.8% of the variance in Brand Trust, whereas the other 46.2% was accounted for by other variables beyond the scope of the current research. These findings indicate that the independent variables have moderate explanatory power in predicting Brand Trust among Lafiye consumers. Furthermore, the Adjusted R Square value of 0.528 This indicates that the regression model maintains its stability even after accounting for the number of predictors. Furthermore, the minimal discrepancy between the R-Square and Adjusted R-Square values demonstrates the model's appropriateness and robust explanatory power.

RESULT

The Effects of Brand Image, Product Quality, and Influencer Marketing on Brand Trust

The simultaneous test (F-test) demonstrates that Brand Image, Product Quality, and Influencer Marketing collectively have a significant effect on Brand Trust. These findings indicate that consumer trust in Lafiye is not formed by a single factor; rather, it is shaped through the integration of positive brand perceptions, reliable product quality, and effective influencer marketing strategies. Therefore, Hypothesis 1 (H1) is accepted.

These results highlight the importance of integrating branding, product performance, and digital promotional strategies to strengthen consumer trust in local fashion brands. The findings also support the Theory of Planned Behavior (TPB), which suggests that consumer trust is influenced by attitudes, social influences, and confidence in decision-making processes. This research adds to the current body of knowledge by illustrating that the integration of these three variables offers a more robust framework for understanding Brand Trust in the context of the Indonesian digital fashion industry.

The Effect of Brand Image on Brand Trust

According to the partial t-test analysis, Brand Image exerts a positive and significant influence on Brand Trust ($t = 4.053 > 1.976$, $p < 0.05$). These results suggest that a robust brand image is a key driver in strengthening consumer confidence in Lafiye. Specifically, consumers exhibit higher levels of trust toward brands that maintain a reputable image, clear recognition, and positive emotional resonance.

Analytically, brand image functions as a psychological signal that reduces consumer uncertainty regarding product credibility and reliability. In the competitive local fashion industry, a strong brand image enables consumers to perceive Lafiye as more trustworthy and professional than its competitors. This finding is consistent with the study conducted by Monfort et al. (2025), which found that brand image positively influences consumer trust. Furthermore, this result reinforces the importance of maintaining a consistent brand identity to strengthen long-term relationships with consumers.

The Effect of Product Quality on Brand Trust

The t-test results reveal that Product Quality has a significant positive impact on Brand Trust. This relationship is statistically validated by a t-value of 4.640, exceeding the required 1.976 threshold, with a significance level of $p < 0.05$. Consequently, these results imply that superior product quality enhances consumer confidence in Lafiye. Reliability, comfort, and functionality appear to be pivotal factors that bolster brand credibility in the eyes of the consumer.

From an analytical perspective, product quality serves as tangible evidence of a brand's reliability and commitment to customer satisfaction. High-quality products reduce perceived risk and strengthen consumers' confidence in future purchasing decisions. For local fashion brands, maintaining consistent product quality is essential for building sustainable consumer trust and long-term competitiveness. These findings support the study conducted by Khodijah et al. (2025), Which established that product quality exerts a positive and significant influence on brand trust.

The Effect of Influencer Marketing on Brand Trust

Based on the partial t-test analysis, Influencer Marketing was found to have a positive and significant impact on Brand Trust. This is evidenced by a t-statistic of 3.715, which exceeds the t-table threshold of 1.976, supported by a significance value of 0.000 ($p < 0.05$). These findings indicate that effective influencer marketing strategies contribute to increasing consumer trust in Lafiye. Consumers are more likely to trust brands promoted by credible and relatable influencers because influencers provide social validation and reduce uncertainty regarding product quality.

These findings demonstrate that influencer marketing has evolved beyond merely being a promotional tool and has become an important trust-building strategy in digital marketing. Influencers shape consumer perceptions through authentic communication and personal engagement with audiences, thereby strengthening brand credibility. In the context of local fashion brands, influencer marketing is particularly important because it helps brands expand visibility while simultaneously building emotional connections with consumers. These findings are consistent with the evidence presented in the study by Oranusi (2025), highlighting a potent positive correlation between influencer marketing strategies and brand trust. Furthermore, this study contributes by confirming the relevance of influencer marketing in strengthening consumer trust within Indonesia's local fashion industry.

CONCLUSION

Conclusion

This research establishes that Brand Image, Product Quality, and Influencer Marketing serve as significant predictors of Brand Trust within the context of Lafiye. Specifically, the data confirms that a combination of consistent quality, effective marketing, and positive brand associations is essential for fostering consumer confidence. Furthermore, this study contributes to a broader understanding of consumer trust within Indonesia's digital fashion industry.

Practically, Lafiye is encouraged to strengthen its digital marketing strategies by maintaining a consistent brand image, improving product quality, and collaborating with credible influencers. In addition, optimizing websites, blogs, and social media content may help enhance consumer trust and strengthen brand credibility.

Research Limitations

This research is subject to several constraints. Primarily, the scope is restricted to a single local fashion brand, Lafiye, which may affect the broader applicability of the results. Furthermore, the methodology utilizes a quantitative design paired with purposive sampling, potentially influencing the representativeness of the data, which may not fully capture consumers deeper perceptions and experiences. Third, this study only examines Brand Image, Product Quality, and Influencer Marketing without considering other variables that may also influence Brand Trust.

Recommendations for Future Research

Future research is recommended to involve different fashion brands and larger sample sizes to obtain more comprehensive findings. Researchers are also encouraged to apply alternative analytical methods, such as Smart-PLS or mixed-method approaches, to provide deeper insights into consumer behavior.

REFERENCES

- Abubakar, R. (2021). *Pengantar metodologi penelitian*. Yogyakarta: SUKA-Press UIN Sunan Kalijaga.
- Aghitsani, W. I., & Busyra, N. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kendaraan Bermotor Di Kota Bogor. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 6(1), 38–51.
- Alrizqi, D. G., Ridwan, N. H., Yani, N. L. S., & Sari, P. N. (2025). Celebrity endorser, kualitas produk, dan keputusan: Peran mediasi brand trust. *Jurnal Administrasi Profesional*, 6(2). <https://doi.org/10.32722/jap.v6i2.8106>
- As-Syahri, H. (2024). Peranan Influencer Marketing Sebagai Strategi Pemasaran Digital 5.0. *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 1(7), 356–362. <https://ojs.daarulhuda.or.id/index.php/Socius/article/view/676%0Ahttps://ojs.daarulhuda.or.id/index.php/Socius/article/download/676/704>
- Handayani, R., Nugraha, H. S., & Widiyanto. (2024). Pengaruh Brand Ambassador, Content Marketing, Dan Word of Mouth Terhadap Keputusan Pembelian Produk Hijab Merek Zoya (Studi Pada Pelanggan Azzam Collection Di Kota Jakarta Timur). *JIAB Jurnal Ilmu Adminsitasi Bisnis*, 13(4), 907–916.
- Hardjadi, D., & Arraniri, I. (2021). *Experiental Marketing & Kualitas Produk Dalam Kepuasan Pelanggan Generasi Milenial*. Yayasan Insan Shodiqin Gujung Jati.
- Indra, Sutarno, S., & Anggraini, D. (2022). Analisis Kualitas Produk Di Bisa Group (SUSHI TEI) Medan. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 1(2), 246–255. <https://doi.org/10.55123/sosmaniora.v1i2.589>
- Issalillah, F., Darmawan, D. and Khairi, M. (2022) 'The role of brand image and brand communications on brand trust', *Journal of Science, Technology and Society*, 3(1).
- Khodijah, Siahaan, F. S., & Rasyiddin, A. (2025). The Influence of Product Quality on Purchasing Decisions Mediated by Brand Trust for Injection Products At CV Surya Fajar Multitama. *Ilmu Ekonomi Manajemen Dan Akuntansi*, 6(1), 246–261. <https://doi.org/10.37012/ileka.v6i1.2842>
- Laksono, A. W., & Nanang, S. (2020). Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Produk Terhadap Loyalitas Merek Pada Pelanggan Geprek Benu Di Kota Malang. *Holistic Journal of Management Research*, 1(1).
- Machali, I. (2021). *Metode Kuantitatif Penelitian Panduan Praktis Merencanakan, Melaksanakan dan Analisis dalam Penelitian Kuantitatif*. Yogyakarta: Fakultas Ilmu Tarbiyah dan Keguruan Universitas Islam Negeri (UIN) Sunan Kalijaga.
- Mohamad, R., & Rahim, E. (2021). Strategi Bauran Pemasaran (Marketing Mix) Dalam Perspektif Syariah. *Jurnal Ekonomi Syariah IAIN Sultan Amai Gorontalo*, 2(1), 15–25. <https://ejournal.iaingorontalo.ac.id/index.php/MUTAWAZIN/article/view/113>
- Monfort, A., López-Vázquez, B., & Sebastián-Morillas, A. (2025). Building trust in sustainable brands: Revisiting perceived value, satisfaction, customer service, and brand image. *Sustainable Technology and Entrepreneurship*, 4(3). <https://doi.org/10.1016/j.stae.2025.100105>
- Oranusi, I. N. (2025). Relationship Between Influencer Marketing and Brand Trust Among Generation Z Consumers in Awka Metropolis. *British Journal of Marketing Studies*, 13(5), 1–10. <https://doi.org/10.37745/bjms.2013/vol13n5110>
- Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. *Jurnal Dunia Pendidikan*, 6(3), 726–747.

- <http://jurnal.stokbinaguna.ac.id/index.php/JURDIP/article/view/2083>
- Pradana, B. C., & Wijaya, A. (2023). Tren Fashion Merk Lokal: Antara Gaya Hidup Dan Representasi Nasionalisme Di Kalangan Mahasiswa Universitas Negeri Semarang. *Jurnal Praksis Dan Dedikasi Sosial (JPDS)*, 6(2), 128–137. <https://doi.org/10.17977/um032v6i2p128-137>
- Priliandani, S. M., & Tjahjaningsih, E. (2022). Pengaruh Kepercayaan Merek Dan Pengalaman Pelanggan Terhadap Kepuasan Dalam Meningkatkan Loyalitas (Studi Pada Konsumen Mie Lemonilo Di Semarang). *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi*, 9(2), 463–476.
- Putri, A. A. L. K., & Cahyaningrum, Y. (2025). Visual Merchandising Produk Fashion Muslim Lafiye Di Media Sosial. *Jurnal Tekstil: Jurnal Keilmuan Dan Aplikasi Bidang Tekstil Dan Manajemen*. <https://doi.org/10.59432/jurnaltekstil.v8i1.133>.
- Putri, D. E., Sudirman, A., Suganda, A. D., & Kartika, R. D. (2021). Brand Marketing. Widina Bhakti Persada.
- Putri, J. N. P., Listyorini, S., & Budiarmo, A. (2023). Pengaruh Influencer Marketing Dan Brand Image Terhadap Keputusan Pembelian (Studi Pada Konsumen Pond's Di Kota Semarang). 12(3), 922–933.
- Putri, S. M., & Rosmita. (2024). Pengaruh Influencer Marketing Terhadap Minat Beli Konsumen Pada Toko Sneakerspk. *Jiabis: Jurnal Administrasi Bisnis Dan Ilmu Sosial*, 2, 86–97.
- Rachma, L. S., & Borshalina, T. (2024). The Influence Of Overclaims, Perceptions Of The Product Quality, And The Influence Of Influencer On Customer Trust In Market Skincare Product In The Social Media Era. *The 1st International Student Conference on Economics and Business Excellence (ISCEBE) 2024*, 1, 158–168.
- Rizkiana, C., Sulistyorini, NSS, R. L., & Triani, D. (2024). Pengaruh Kualitas Produk Dan Citra Produk Melalui Word Of Mouth Sebagai Variabel Intervening. *Edunomika*, 8(4), 1–21.
- Sabilla, S., Fasa, M. I., & Suharto. (2022). Analisis Implementasi Strategi Bauran Pemasaran Perbankan Syariah Dalam Perspektif Ekonomi Islam. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi*, 1(3), 253–268.
- Sampe, Y. D., & Tahalele, M. (2023). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Merek Vivo Pada Toko Bandung Jaya A.Y Patty Ambon. *Jurnal Administrasi Terapan*, 2(1). <https://doi.org/10.29313/bcsbm.v3i2.8846>
- Sugiyono. (2023). *Metode Penelitian Kuantitatif,, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Wirianson, K., Djali, I., Ranita, S. V., & Arif, A. (2024). Kualitas Produk Furniture Dan Kualitas Layanan Dalam Meningkatkan Kepuasan Pelanggan (Studi Kasus: Angkasa Perabot Home Furniture). *Jurnal Ilmu Manajemen*, 12(2), 19–25. Regresi, korelasi, visual basic%0APendahuluan
- Wisnu, D., & Permana, G. I. (2022). *Dampak Pemasaran Sosial Media Dan Citra Merek Terhadap Niat Beli*. Malang: Pustaka Peradaban.
- Zaki, M., & Saiman. (2021). Kajian tentang Perumusan Hipotesis Statistik Dalam Pengujian Hipotesis Penelitian. *JlIP-Jurnal Ilmiah Ilmu Pendidikan*, 4(2), 115–118.