

Research Article

The Effect of Product Knowledge, Positioning, and Brand Trust on Purchase Decision through Product Benefit Testimonials: A Case Study of PT BIOESA Bandung's Male-Vitality Coffee

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Abstract: This study examines the effects of Product Knowledge, Positioning, and Brand Trust on Purchase Decision through Product Benefit Testimonials in the context of male-vitality coffee marketed by PT BIOESA Bandung, Indonesia. The study was motivated by increasing competition among coffee products offering additional health and vitality-related benefits, which may require consumers to develop greater confidence before purchasing. A quantitative explanatory research design was employed. Data were collected from 500 male consumers who had purchased and/or consumed the product using a structured questionnaire comprising 25 indicators representing five constructs: Product Knowledge, Positioning, Brand Trust, Product Benefit Testimonials, and Purchase Decision. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Hypotheses were assessed using bootstrapping at a 5% significance level. The results indicate that Product Knowledge does not significantly affect Product Benefit Testimonials, whereas Brand Trust has a positive and significant effect on Product Benefit Testimonials. Product Knowledge and Brand Trust have positive and significant direct effects on Purchase Decision, while Positioning has no significant direct effect. Product Benefit Testimonials significantly influence Purchase Decision. Product Benefit Testimonials do not significantly mediate the relationships between Product Knowledge and Purchase Decision or between Positioning and Purchase Decision. However, they significantly mediate the relationship between Brand Trust and Purchase Decision. Within the studied product and its target consumer market, Brand Trust represents the most consistent mechanism in the proposed model, while Product Knowledge contributes more directly to purchase decision-making.

Keywords: Brand Trust; Positioning; Product Benefit Testimonials; Product Knowledge; Purchase Decision.

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1. Introduction

The Indonesian food and beverage market has become increasingly competitive, including product categories that combine coffee consumption with health, fitness, and male-vitality-related positioning. Consumers in such markets may not evaluate products solely on the basis of taste or price. They may also consider product characteristics, composition, perceived benefits, product quality, brand credibility, and the experiences of other users before making a purchase decision. This condition is particularly relevant for products associated with personal health and vitality, where consumers may perceive greater uncertainty and therefore require stronger confidence before purchasing. The thesis underlying this study identifies these considerations as an important consumer-behavior issue in the marketing of PT BIOESA Bandung's male-vitality coffee.

Purchase Decision is an important outcome in consumer behavior because it reflects the culmination of consumers' evaluation of alternatives before selecting a product. In the context of male-vitality coffee, consumers may seek more detailed information, evaluate how the product is positioned, assess their trust in the brand, and consider testimonials describing the

experiences of other users. Consequently, understanding the factors that shape Purchase Decision is important for companies operating in this increasingly competitive market.

One factor that may influence Purchase Decision is Product Knowledge. Product Knowledge refers to the extent to which consumers understand a product, including its benefits, composition, quality, usage, and differences from competing products. Adequate product knowledge can provide consumers with a basis for evaluating alternatives and reducing uncertainty during the purchasing process. The thesis identifies previous studies, including Putri, Parlyna, and Yusuf (2022), Al-Djufrie (2022), and Saepudin et al. (2022), as evidence that Product Knowledge can positively influence Purchase Decision.

A second factor is Positioning, which concerns the place and image occupied by a product in consumers' minds relative to competing alternatives. Effective positioning can communicate a product's uniqueness, clarify its value proposition, strengthen differentiation, and make the product easier for consumers to recognize and remember. For a product marketed in connection with male vitality, positioning may be particularly important because consumers need to understand the product's distinctive value and relevance to their needs. Nevertheless, the effect of Positioning on Purchase Decision may vary across product categories and consumer contexts.

Another important factor is Brand Trust. Brand Trust reflects consumers' confidence that a brand is capable of delivering the expected benefits and behaving consistently with its promises. Trust may become particularly important when consumers cannot completely evaluate product quality or outcomes before purchase. In products associated with health and vitality, perceived risk may increase the importance of brand credibility, safety, product quality, and reliability. The thesis therefore positions Brand Trust as an important determinant of consumer evaluation and purchasing behavior.

In addition to these three factors, Product Benefit Testimonials may provide consumers with additional information when evaluating a product. Testimonials represent users' experiences or statements concerning perceived product benefits and may influence how prospective consumers interpret product effectiveness and credibility. The thesis emphasizes that consumers may consider experiences communicated by other users when evaluating products, particularly when direct evaluation of product benefits is difficult before purchase. Thus, Product Benefit Testimonials are proposed as an intervening construct connecting consumers' perceptions of the product and brand with their Purchase Decision.

This research is also theoretically grounded in the Theory of Planned Behavior (TPB). The thesis explains that TPB provides a relevant framework for understanding consumer behavior because behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. Within the present research model, Product Knowledge can contribute to consumers' evaluation and attitudes toward the product, while Brand Trust and testimonials can strengthen consumers' confidence in the information associated with the product. These psychological evaluations may subsequently contribute to Purchase Decision.

The research context is PT BIOESA Bandung, a company marketing a coffee product associated with male vitality. The company operates in a competitive environment in which consumers are exposed to various products offering similar or related benefits. The thesis identifies a practical problem: although companies may provide product information, develop product positioning, and attempt to build brand trust, consumers may still hesitate to purchase because of concerns regarding product benefits, safety, and effectiveness. Testimonials may provide additional reassurance, but their influence cannot automatically be assumed to be consistent across consumers.

The literature reviewed in the thesis also reveals several research gaps. Previous studies have reported positive relationships between Product Knowledge and Purchase Decision, but these studies generally did not examine Product Benefit Testimonials as a mediating mechanism. Research concerning Positioning has also reported positive effects on Purchase Decision, yet the integration of Positioning with Brand Trust and Product Benefit Testimonials remains limited. Similarly, studies have found significant effects of Brand Trust on Purchase Decision, but have generally examined different product categories or alternative intervening variables.

More specifically, Putri, Parlyna, and Yusuf (2022), Al-Djufrie (2022), and Saepudin et al. (2022) reported positive relationships involving Product Knowledge and Purchase Decision. Fadhillah et al. (2022), Sudarso (2022), Selvia (2022), and Hakim (2023) reported significant relationships between Positioning and purchasing decisions. Meanwhile, Budiyo and Sulisty (2022), Putri et al. (2022), and Vidyana (2022) provide evidence supporting the relevance of Brand Trust to Purchase Decision. Research concerning word-of-mouth and testimonials has likewise indicated their potential influence on purchasing behavior. However, these studies have not sufficiently integrated Product Knowledge, Positioning, Brand Trust,

Product Benefit Testimonials, and Purchase Decision into one empirical model, particularly in the context of male-vitality coffee.

An additional gap concerns the inconsistent findings reported in previous research. The thesis identifies differences in findings concerning Product Knowledge, Positioning, and Brand Trust. For example, several studies indicate significant effects of Product Knowledge and Positioning on Purchase Decision, while other studies report non-significant relationships. Similar inconsistencies are reported for Brand Trust. Such differences suggest that the effects of these variables may depend on the characteristics of the product, consumer, and research context.

Based on these considerations, the present study proposes an integrated model examining Product Knowledge, Positioning, and Brand Trust as antecedents of Product Benefit Testimonials and Purchase Decision, with Product Benefit Testimonials functioning as an intervening variable. The research therefore extends previous studies by examining the direct relationships among these constructs as well as the potential indirect relationships through Product Benefit Testimonials. The specific research questions are whether Product Knowledge, Positioning, and Brand Trust affect Product Benefit Testimonials; whether the three antecedent variables and Product Benefit Testimonials affect Purchase Decision; and whether Product Benefit Testimonials mediate the relationships between each antecedent variable and Purchase Decision. These questions correspond directly to the ten relationships tested in the thesis.

Accordingly, the objective of this study is to empirically analyze the effects of Product Knowledge, Positioning, and Brand Trust on Purchase Decision through Product Benefit Testimonials among consumers of PT BIOESA Bandung's male-vitality coffee. The study is expected to contribute to marketing and consumer-behavior literature by providing empirical evidence concerning the role of trust and testimonials in the purchase process of products associated with health and male vitality. From a managerial perspective, the findings are expected to provide insights for PT BIOESA Bandung regarding the development of product information, positioning strategies, brand trust, and testimonial-based communication to strengthen consumer purchase decisions.

2. Preliminaries or Related Work or Literature Review

Theoretical Foundation

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) provides the principal theoretical foundation for explaining consumer behavioral intentions and subsequent behavior. TPB proposes that behavioral intention is shaped by three major determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. These determinants influence an individual's intention to perform a particular behavior, which subsequently contributes to actual behavioral performance.

In the context of consumer behavior, TPB provides a useful framework for understanding how consumers evaluate information and develop confidence before making purchasing decisions. Consumers' knowledge about a product may contribute to their evaluation and attitude toward the product, while information obtained from other users may function as a form of social influence. Meanwhile, trust in a brand can reduce uncertainty and strengthen consumers' perceived confidence in making a decision.

The application of TPB in this study is therefore reflected in the relationship among Product Knowledge, Product Benefit Testimonials, Brand Trust, and Purchase Decision. Product Knowledge provides consumers with information for evaluating product characteristics and benefits. Product Benefit Testimonials may provide social information that strengthens consumers' beliefs about product benefits, while Brand Trust may increase confidence in the reliability of the product and the company. These factors may ultimately contribute to consumers' Purchase Decision.

Thus, TPB provides the behavioral foundation for examining why consumers who possess certain information, perceive credible social evidence, and trust a brand may be more willing to make a purchase. The thesis positions TPB as the principal grand theory for explaining the behavioral mechanism underlying the research model.

Stimulus–Organism–Response Perspective

In addition to TPB, the research model can be interpreted through the Stimulus–Organism–Response (S-O-R) perspective. The S-O-R framework explains that external stimuli can influence an individual's internal psychological processes, which subsequently generate behavioral responses.

Within the present study, Product Knowledge, Positioning, and Brand Trust can be viewed as external stimuli received by consumers. These stimuli are processed through

consumers' perceptions, evaluations, beliefs, and confidence regarding the product. Product Benefit Testimonials represent an intervening psychological and informational mechanism through which consumers interpret experiences and claims concerning product benefits. Purchase Decision represents the behavioral response resulting from this evaluation process.

Accordingly, the conceptual sequence can be represented as:

Stimulus → Organism → Response

where Product Knowledge, Positioning, and Brand Trust constitute the principal stimuli; Product Benefit Testimonials represent the intervening mechanism; and Purchase Decision represents the resulting response. The thesis explicitly adopts this logic to strengthen the explanation of the proposed mediation model.

Brand Equity Perspective

The research is also supported by the logic of Brand Equity Theory, particularly in explaining the role of Positioning and Brand Trust in consumer evaluation. Brand equity emphasizes the value associated with a brand as perceived by consumers. A clearly positioned brand can establish a distinctive meaning in consumers' minds, while trust can strengthen consumers' confidence in the brand and its promises.

In this study, Positioning reflects how consumers perceive the uniqueness, differentiation, image, and memorability of the product. Brand Trust reflects consumers' confidence in product quality, safety, benefits, company honesty, and brand consistency. These perceptions may contribute to the formation of favorable evaluations and ultimately influence purchasing behavior.

The combination of TPB, S-O-R, and the brand-equity perspective therefore provides complementary theoretical explanations for the proposed relationships among Product Knowledge, Positioning, Brand Trust, Product Benefit Testimonials, and Purchase Decision.

Product Knowledge

Product Knowledge refers to the extent to which consumers understand the characteristics and attributes of a particular product. In this study, Product Knowledge encompasses consumers' knowledge concerning product benefits, product composition, product quality, product usage, and differences between the focal product and competing products.

Product knowledge is relevant to consumer decision-making because consumers require sufficient information to evaluate whether a product corresponds to their needs and expectations. Greater understanding of product characteristics can help consumers assess alternatives and reduce uncertainty before purchasing.

The measurement of Product Knowledge in this study consists of five indicators: knowledge of product benefits, knowledge of product composition, knowledge of product quality, knowledge of product usage, and knowledge of product differences. These dimensions correspond to the operationalization used in the thesis.

Previous studies reviewed in the thesis provide support for a positive relationship between Product Knowledge and Purchase Decision. Putri, Parlyna, and Yusuf (2022), Al-Djufrie (2022), and Saepudin et al. (2022), among others, indicate that product-related knowledge can contribute to consumers' purchasing decisions. However, the extent to which Product Knowledge influences consumer-generated perceptions of product benefits through testimonials remains less clearly established in the research context examined here.

Positioning

Positioning refers to the distinctive place that a product occupies in consumers' minds relative to competing products. Effective positioning enables consumers to recognize what differentiates a product, understand its value proposition, and associate it with particular benefits or characteristics.

In the present study, Positioning is conceptualized through five dimensions: product uniqueness, clarity of benefits, product differentiation, product image, and memorability. These dimensions reflect whether consumers perceive the product as distinctive, understandable, differentiated, positively represented, and easy to remember.

Positioning is particularly relevant in competitive markets because consumers are exposed to numerous products offering similar functional or symbolic benefits. A product that occupies a clear and distinctive position may be more easily recognized during the consumer decision-making process. The thesis cites previous studies such as Fadhilah et al. (2022), Sudarso (2022), Selvia (2022), and Hakim (2023), which provide evidence of relationships between positioning and purchasing decisions.

Nevertheless, positioning may not always translate directly into purchase behavior. In products associated with personal benefits, health-related considerations, and perceived risk, consumers may place greater emphasis on trust and actual or reported user experience than on positioning alone. This possibility creates an important empirical question addressed by the present study.

Brand Trust

Brand Trust represents consumers' confidence in a brand's ability to deliver expected value and fulfill its promises consistently. Trust becomes especially relevant when consumers cannot completely assess product quality or outcomes before purchasing.

In the context of PT BIOESA Bandung's male-vitality coffee, Brand Trust concerns consumers' perceptions of product quality, product safety, product benefits, company honesty, and brand consistency. These dimensions represent the five indicators used to operationalize the construct in this study.

Brand Trust can reduce perceived uncertainty and increase consumers' confidence in evaluating product-related information. When consumers trust a brand, information communicated by the brand and information associated with other users' experiences may be perceived as more credible. Therefore, Brand Trust is expected to influence both Product Benefit Testimonials and Purchase Decision.

The thesis identifies previous empirical evidence supporting the relevance of Brand Trust to consumer purchasing behavior. Budiyo and Sulisty (2022), Putri et al. (2022), and Vidyanata (2022) are among the studies cited as supporting a positive relationship between Brand Trust and Purchase Decision. At the same time, other studies have reported different results, indicating that the effect of Brand Trust may depend on the research context.

Product Benefit Testimonials

Product Benefit Testimonials constitute the intervening construct in this study. The construct refers to consumers' perceptions of information derived from users' experiences concerning the benefits obtained from using a product.

Testimonials can function as social information or social proof because prospective consumers may use other users' experiences to evaluate products that they cannot fully assess before purchase. This function may be particularly relevant for products marketed with specific personal benefits, where direct evaluation of the claimed benefits may be difficult prior to consumption.

The construct is measured through five dimensions: trust in testimonials, clarity of stated benefits, user experience, attractiveness of testimonials, and the influence of testimonials on purchase interest.

The thesis relates this construct to previous research on word-of-mouth and marketing communication. Pranandha and Kusumadewi (2022) and Budiman and Erdiansyah (2022), for example, reported positive relationships between word-of-mouth communication and Purchase Decision. Cahyati, Tampi, and Puniundoong (2022) also found that marketing communication can influence purchasing decisions.

However, the present study does not simply treat testimonials as a conventional promotional communication variable. Instead, Product Benefit Testimonials are positioned as an intervening construct through which consumers may process information and experiences before making a purchase decision. This distinction represents one of the important conceptual features of the research model.

Purchase Decision

Purchase Decision represents the consumer's behavioral outcome after evaluating product information, alternatives, perceived benefits, and confidence in the product or brand. In this research, Purchase Decision is the dependent construct that reflects consumers' willingness and behavioral tendency to select and purchase PT BIOESA Bandung's coffee product.

The construct is operationalized through five indicators covering consumers' confidence in choosing the product, desire to purchase, confidence in the purchasing decision, willingness to repurchase when experience meets expectations, and willingness to recommend the product to others.

From the TPB perspective, Purchase Decision represents the behavioral outcome of an evaluation process in which consumers' beliefs, attitudes, social information, and perceived confidence contribute to their willingness to act. From the S-O-R perspective, Purchase Decision represents the response resulting from the processing of marketing and informational stimuli.

Previous Studies and Research Gap

Previous research has examined individual relationships involving Product Knowledge, Positioning, Brand Trust, marketing communication, word-of-mouth, and Purchase Decision. However, the findings are not entirely consistent.

For Product Knowledge, studies by Putri, Parlyna, and Yusuf (2022), Al-Djufrie (2022), and Saepudin et al. (2022) indicate positive effects on Purchase Decision. For Positioning, Fadhillah et al. (2022), Sudarso (2022), Selvia (2022), and Hakim (2023) provide evidence supporting its relationship with purchasing decisions. For Brand Trust, previous studies including

Budiyo and Sulisty (2022), Putri et al. (2022), and Vidyanata (2022) demonstrate its relevance to consumer decision-making.

At the same time, the thesis identifies contradictory findings. For example, Product Knowledge has been reported as significant in some studies, while other relationships involving Positioning and Brand Trust have produced non-significant results. Specifically, Hidayat and Kurniawan (2021) reported a significant relationship between Positioning and Purchase Decision, whereas Prasetyo and Santoso (2020) reported a non-significant relationship. Similarly, Jalantina (2022) found a significant effect of Brand Trust, while Wulandari and Nurcahya (2021) reported a non-significant effect.

The literature therefore reveals three principal gaps.

First, an integration gap exists because previous studies frequently examine Product Knowledge, Positioning, Brand Trust, or word-of-mouth/testimonials separately. There remains limited research integrating all three antecedent variables with Product Benefit Testimonials and Purchase Decision within one structural model.

Second, a mediation gap exists. Previous studies have generally focused on direct effects on Purchase Decision, whereas relatively limited attention has been given to Product Benefit Testimonials as an intervening mechanism linking Product Knowledge, Positioning, and Brand Trust with Purchase Decision.

Third, a contextual gap exists. The integrated model has received limited empirical examination in the context of coffee products marketed in association with male vitality, particularly the product marketed by PT BIOESA Bandung. The thesis identifies this contextual limitation as an important basis for conducting the present research.

Consequently, this study seeks to extend the existing literature by simultaneously examining three antecedent variables, one intervening variable, and one behavioral outcome in a single PLS-SEM model.

Conceptual Model and Hypothesis Development

The conceptual model proposes that Product Knowledge, Positioning, and Brand Trust influence Product Benefit Testimonials. These three antecedent variables are also expected to influence Purchase Decision directly. Product Benefit Testimonials are further expected to influence Purchase Decision and mediate the relationships between the three antecedent variables and Purchase Decision.

The model is therefore structured around three sets of relationships:

Antecedents → Product Benefit Testimonials: Product Knowledge, Positioning, and Brand Trust;

Direct effects on Purchase Decision: Product Knowledge, Positioning, Brand Trust, and Product Benefit Testimonials;

Indirect effects: Product Knowledge, Positioning, and Brand Trust → Product Benefit Testimonials → Purchase Decision.

This structure is consistent with the conceptual framework developed in the thesis.

Product Knowledge and Product Benefit Testimonials

Consumers with stronger Product Knowledge are expected to possess greater ability to understand and evaluate information concerning product benefits. Such consumers may therefore be better able to interpret user experiences and testimonials concerning product performance.

Based on this reasoning, the study proposes:

H1: Product Knowledge has a positive and significant effect on Product Benefit Testimonials.

Positioning and Product Benefit Testimonials

A clear and differentiated Positioning may shape consumers' interpretation of information concerning a product's benefits. When a product occupies a clear position in consumers' minds, testimonials that are consistent with that positioning may become more understandable and persuasive.

Accordingly:

H2: Positioning has a positive and significant effect on Product Benefit Testimonials.

Brand Trust and Product Benefit Testimonials

Brand Trust may influence how consumers evaluate information associated with a product. When consumers trust a brand, they may be more willing to perceive product-related claims and user experiences as credible. Consequently, greater Brand Trust is expected to strengthen consumers' confidence in Product Benefit Testimonials.

Thus:

H3: Brand Trust has a positive and significant effect on Product Benefit Testimonials.

Product Knowledge and Purchase Decision

Product Knowledge provides consumers with information needed to evaluate product attributes, benefits, usage, and differentiation. Greater knowledge can reduce uncertainty and facilitate evaluation before purchase.

Therefore:

H4: Product Knowledge has a positive and significant effect on Purchase Decision.

Positioning and Purchase Decision

A clear and differentiated Positioning can make a product easier to recognize and distinguish from competing alternatives. Such differentiation may contribute to consumers' preference and eventual purchasing behavior.

Therefore:

H5: Positioning has a positive and significant effect on Purchase Decision.

Brand Trust and Purchase Decision

Brand Trust can reduce uncertainty and increase consumer confidence in a brand's quality, safety, benefits, and consistency. Consequently, consumers who have greater trust in a brand may be more willing to purchase its products.

Accordingly:

H6: Brand Trust has a positive and significant effect on Purchase Decision.

Product Benefit Testimonials and Purchase Decision

Testimonials provide consumers with information concerning other users' experiences and perceived product benefits. Such information can function as social evidence and may strengthen consumers' confidence when evaluating a product.

Therefore:

H7: Product Benefit Testimonials have a positive and significant effect on Purchase Decision.

Mediating Role of Product Benefit Testimonials

Product Benefit Testimonials are expected to provide an informational mechanism through which consumers process Product Knowledge before reaching a Purchase Decision. If product knowledge influences how consumers interpret product-benefit experiences, testimonials may transmit part of this influence to purchasing behavior.

Thus:

H8: Product Benefit Testimonials significantly mediate the relationship between Product Knowledge and Purchase Decision.

Similarly, Positioning may influence the way consumers interpret testimonials concerning a product's benefits. A product with a clear and differentiated position may generate testimonial information that reinforces its perceived value.

Therefore:

H9: Product Benefit Testimonials significantly mediate the relationship between Positioning and Purchase Decision.

Finally, Brand Trust may strengthen consumers' acceptance and credibility of product-benefit testimonials. In this mechanism, trust provides the foundation for accepting testimonial information, which subsequently contributes to Purchase Decision.

Accordingly:

H10: Product Benefit Testimonials significantly mediate the relationship between Brand Trust and Purchase Decision.

The resulting conceptual framework integrates TPB, S-O-R, and brand-equity perspectives to explain the proposed relationships. The framework specifically emphasizes that consumer decision-making may involve both direct evaluations of product and brand attributes and an indirect informational pathway through perceived Product Benefit Testimonials.

3. Proposed Method**Research Design**

This study employed a quantitative explanatory research design to empirically examine the relationships among Product Knowledge, Positioning, Brand Trust, Product Benefit Testimonials, and Purchase Decision. The quantitative approach was selected because the study aimed to measure relationships among latent constructs using numerical data and statistical analysis. The explanatory design was appropriate because the research sought to test theoretically derived causal relationships through hypothesis testing.

The research model comprised five latent constructs: Product Knowledge (X1), Positioning (X2), Brand Trust (X3), Product Benefit Testimonials (Z), and Purchase Decision (Y). Product Knowledge, Positioning, and Brand Trust were specified as exogenous constructs, Product Benefit Testimonials was modeled as an intervening construct, and Purchase Decision was specified as the endogenous construct. Each construct was measured reflectively using five indicators, resulting in a total of 25 measurement indicators.

The research setting was the coffee product marketed by PT BIOESA Bandung as a male-vitality coffee product. The study focused on consumers who had direct experience with the product because such experience was considered necessary for evaluating product knowledge, brand positioning, brand trust, testimonials, and purchase decisions. The research design and variable structure follow the methodological framework documented in the thesis.

Population and Sample

The target population consisted of consumers who had purchased and consumed the male-vitality coffee product of PT BIOESA Bandung. The exact size of the consumer population could not be determined because the company did not maintain a complete consolidated database of all consumers, particularly those purchasing through online channels and distributors. Therefore, the population was treated as an infinite population.

A non-probability purposive sampling technique was employed. Respondents were selected according to predetermined eligibility criteria to ensure that they had sufficient knowledge and experience to evaluate the research variables. The criteria were: (1) having purchased the PT BIOESA Bandung coffee product; (2) having consumed the product at least once; (3) being at least 21 years old; (4) being willing to participate and complete the questionnaire; and (5) having knowledge or experience regarding the benefits of the product.

Although the thesis initially discussed a minimum sample requirement of 125 respondents based on five times the 25 indicators, the final empirical analysis used 500 valid male respondents. The final sample size therefore substantially exceeded the minimum sample requirement stated in the research design. The final sample was also consistent with the object of study and the empirical results reported in the subsequent analysis.

The final dataset consisted entirely of male respondents because the research investigated a product specifically positioned for male vitality. The research presentation confirms a total of 500 respondents, with all respondents classified as male.

Data Collection Procedure

Primary data were collected through a structured, closed-ended questionnaire. The questionnaire was distributed directly and through online media, including Google Forms, to facilitate access to eligible respondents. The questionnaire was developed from the theoretical definitions and operational indicators of the five constructs.

The data collection procedure consisted of several stages. First, the measurement indicators were identified from the theoretical framework and previous research. Second, the questionnaire items were formulated and reviewed to ensure that the statements were understandable and relevant to the research context. Third, respondents meeting the predetermined criteria were identified. Fourth, the questionnaire was distributed and completed by respondents. Finally, the collected responses were checked for completeness and prepared for statistical analysis.

In addition to the questionnaire, supporting information was obtained through literature review, documentation, and observation. The literature review was used to establish the theoretical foundation and identify previous research and research gaps. Documentation provided contextual information concerning the company and product, while observation supported the understanding of the product's marketing activities and testimonial communication. The thesis identifies these four sources questionnaire, literature study, documentation, and observation as the principal data-collection techniques.

Measurement Instrument

All constructs were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. A Likert scale was selected because the study measured respondents' perceptions, attitudes, evaluations, and behavioral tendencies toward the research constructs.

The questionnaire contained 25 measurement items, with five indicators assigned to each construct. The operationalization of the constructs was based on the definitions and indicators established in the thesis.

Table 1. Measurement Constructs and Indicators.

Construct	Code	Measurement Indicator
Product Knowledge	X1.1	Knowledge of product benefits
	X1.2	Knowledge of product ingredients/content
	X1.3	Knowledge of product usage
	X1.4	Knowledge of product quality
	X1.5	Knowledge of product differences from competing products
Positioning	X2.1	Product uniqueness
	X2.2	Clarity of product benefits
	X2.3	Product differentiation from competitors
	X2.4	Product image in consumers' minds

Brand Trust	X2.5	Ease of remembering the product
	X3.1	Trust in product quality
	X3.2	Trust in product safety
	X3.3	Trust in product benefits
	X3.4	Perceived company honesty
Product Benefit Testimonials	X3.5	Brand consistency
	Z1	Trust in consumer testimonials
	Z2	Clarity of product-benefit information in testimonials
	Z3	Consistency of user experience with stated benefits
	Z4	Attractiveness of product testimonials
Purchase Decision	Z5	Influence of testimonials on purchase intention
	Y1	Confidence in purchasing the product
	Y2	Desire to purchase the product
	Y3	Product suitability to consumer needs
	Y4	Willingness to repurchase
	Y5	Willingness to recommend the product

The operational definitions and indicators correspond to the thesis instrument, which specifies five indicators for each of the five constructs and a total of 25 questionnaire items.

Data Analysis

The empirical model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. PLS-SEM was selected because the research model contains several latent constructs measured by multiple indicators and includes both direct and mediated relationships.

The analysis was conducted in two principal stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model), followed by hypothesis testing. This procedure follows the PLS-SEM framework used in the thesis.

Measurement Model Assessment

The measurement model was evaluated to determine whether the indicators adequately represented their respective latent constructs. Because all constructs were specified as reflective, the evaluation focused on indicator reliability, convergent validity, internal consistency reliability, and discriminant validity.

Indicator reliability was assessed using outer loadings. Convergent validity was evaluated using the Average Variance Extracted (AVE), while internal consistency was assessed using Cronbach's alpha and composite reliability. Discriminant validity was examined to ensure that each construct was empirically distinguishable from the other constructs in the model.

The thesis specifies the outer model as the stage used to evaluate the relationship between indicators and latent constructs and to establish the validity and reliability of the measurement instruments.

The principal assessment criteria were as follows:

Table 2. Measurement Model Assessment Criteria.

Assessment	Criterion	Purpose
Outer loading	Preferably ≥ 0.70	Indicator reliability
AVE	≥ 0.50	Convergent validity
Cronbach's alpha	≥ 0.70	Internal consistency
Composite reliability	≥ 0.70	Construct reliability
Discriminant validity	Established using appropriate construct-level criteria	Distinctiveness among constructs

The analysis also considered the empirical behavior of individual indicators rather than mechanically deleting indicators solely on the basis of a numerical threshold. This approach was particularly relevant to the Positioning construct, for which one indicator exhibited a comparatively lower loading in the final model.

Structural Model Assessment

After evaluating the measurement model, the structural model was assessed to examine the hypothesized relationships among the latent constructs. The structural model included direct paths from Product Knowledge, Positioning, and Brand Trust to Product Benefit Testimonials; direct paths from Product Knowledge, Positioning, Brand Trust, and Product Benefit Testimonials to Purchase Decision; and indirect paths through Product Benefit Testimonials.

The structural model was evaluated using path coefficients and the coefficient of determination (R^2). R^2 was used to assess the extent to which the exogenous constructs explained

variance in the endogenous constructs. The direction and magnitude of relationships were interpreted through the estimated path coefficients.

The thesis identifies R^2 as an important component of inner-model evaluation and uses it to assess the explanatory capability of the independent constructs toward the endogenous constructs.

Hypothesis Testing

Hypotheses were tested using the bootstrapping procedure implemented in SmartPLS 4. Bootstrapping was used to estimate the sampling distribution of the model parameters and assess the statistical significance of the hypothesized relationships.

The significance level was set at 5% ($\alpha = 0.05$). A hypothesized relationship was considered statistically significant when the p-value was below 0.05 and the corresponding t-statistic exceeded 1.96 for a two-tailed test. The sign and magnitude of the relationship were evaluated using the original sample/path coefficient.

For direct effects, the hypotheses tested the relationships between the exogenous constructs and Product Benefit Testimonials and between the exogenous constructs, Product Benefit Testimonials, and Purchase Decision. For indirect effects, the analysis examined whether Product Benefit Testimonials transmitted the effects of Product Knowledge, Positioning, and Brand Trust to Purchase Decision.

The thesis explicitly specifies bootstrapping, path coefficients, t-statistics, and p-values as the basis for hypothesis testing, with the decision rule of t-statistic > 1.96 and p-value < 0.05 .

Mediation Analysis

Product Benefit Testimonials were modeled as an intervening construct between the three exogenous variables and Purchase Decision. Mediation was examined through the indirect effects estimated by PLS-SEM bootstrapping.

Three indirect relationships were tested:

Product Knowledge $\rightarrow$ Product Benefit Testimonials $\rightarrow$ Purchase Decision;

Positioning $\rightarrow$ Product Benefit Testimonials $\rightarrow$ Purchase Decision; and

Brand Trust $\rightarrow$ Product Benefit Testimonials $\rightarrow$ Purchase Decision.

An indirect effect was considered statistically significant when its bootstrapped p-value was below 0.05 and its t-statistic exceeded 1.96. This procedure enabled the study to distinguish the direct influence of the explanatory constructs from their mediated influence through consumer perceptions of product-benefit testimonials.

Research Model and Analytical Procedure

The empirical model was specified as a reflective PLS-SEM model consisting of five latent constructs and 25 indicators. The analytical structure can be represented as follows:

Product Knowledge (X1) $\rightarrow$ Product Benefit Testimonials (Z) $\rightarrow$ Purchase Decision (Y)

Positioning (X2) $\rightarrow$ Product Benefit Testimonials (Z) $\rightarrow$ Purchase Decision (Y)

Brand Trust (X3) $\rightarrow$ Product Benefit Testimonials (Z) $\rightarrow$ Purchase Decision (Y)

In addition to the mediated paths, direct effects from Product Knowledge, Positioning, and Brand Trust to Purchase Decision were estimated, as was the direct effect of Product Benefit Testimonials on Purchase Decision.

Accordingly, the empirical analysis simultaneously evaluated seven direct relationships and three indirect relationships. This specification corresponds to the ten hypotheses formulated in the research model.

The analytical sequence was therefore: (1) data screening and preparation; (2) descriptive analysis; (3) measurement-model assessment; (4) structural-model assessment; (5) bootstrapping; (6) direct-effect testing; and (7) indirect-effect/mediation testing.

Ethical Considerations

The research process followed basic principles of research ethics. Participation was voluntary, respondents were informed that the data were collected for academic research purposes, and the analysis was conducted objectively. The thesis emphasizes that data should be presented honestly, sources should be acknowledged appropriately, and researchers should avoid manipulating or selectively removing data in ways that could alter empirical findings.

The final analysis was therefore based on the empirical responses collected from the eligible respondents, and interpretation was grounded in the statistical results generated through SmartPLS 4 rather than predetermined hypothesis outcomes.

4. Results and Discussion

Respondent Profile and Data Description

The final empirical analysis was based on 500 valid male respondents. The respondent profile was deliberately focused on male consumers because the research object was a coffee product positioned in relation to male vitality. Consequently, all 500 respondents were male (100%), while no female respondents were included in the final sample.

The dataset was analyzed using SmartPLS 4. The research model consisted of five latent constructs Product Knowledge, Positioning, Brand Trust, Product Benefit Testimonials, and Purchase Decision with five reflective indicators for each construct, resulting in 25 indicators.

Measurement Model Assessment

The measurement model was first evaluated through outer loadings and construct reliability and validity. The purpose of this assessment was to determine whether the indicators adequately represented their respective latent constructs before proceeding to structural-model and hypothesis testing.

Outer Loading

The outer-loading results are presented in Table 2.

Table 3. Outer Loading Results.

Construct	Indicator	Outer Loading
Product Knowledge	X1.1	0.842
	X1.2	0.868
	X1.3	0.739
	X1.4	0.872
	X1.5	0.800
Positioning	X2.1	0.894
	X2.2	0.708
	X2.3	0.879
	X2.4	0.546
	X2.5	0.702
Brand Trust	X3.1	0.867
	X3.2	0.812
	X3.3	0.870
	X3.4	0.858
	X3.5	0.820
Purchase Decision	Y1	0.820
	Y2	0.839
	Y3	0.869
	Y4	0.816
	Y5	0.820
Product Benefit Testimonials	Z1	0.842
	Z2	0.849
	Z3	0.822
	Z4	0.842
	Z5	0.839

The results show that 24 of the 25 indicators have outer loadings above 0.70. Product Knowledge indicators range from 0.739 to 0.872, Positioning from 0.546 to 0.894, Brand Trust from 0.812 to 0.870, Purchase Decision from 0.816 to 0.869, and Product Benefit Testimonials from 0.822 to 0.849. The only indicator below 0.70 is X2.4, with an outer loading of 0.546.

The relatively low loading of X2.4 indicates that this indicator contributes less strongly to the Positioning construct than the other indicators. Nevertheless, the overall construct was retained for subsequent analysis because the construct-level validity and reliability results remained adequate on most assessment criteria. The thesis explicitly identifies X2.4 as the principal measurement-model issue requiring methodological attention.

Construct Reliability and Convergent Validity

Construct reliability and convergent validity were assessed using Cronbach's alpha, rho_A, composite reliability (rho_C), and Average Variance Extracted (AVE).

Table 4. Construct Reliability and Validity.

Construct	Cronbach's Alpha	rho_A	rho_C	AVE
Brand Trust	0.900	0.908	0.926	0.715
Purchase Decision	0.890	0.892	0.919	0.694
Positioning	0.872	0.623	0.867	0.573
Product Knowledge	0.884	0.905	0.914	0.682

Product Benefit Testimonials	0.895	0.895	0.922	0.704
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The results demonstrate strong internal consistency for Brand Trust, Purchase Decision, Product Knowledge, and Product Benefit Testimonials. Their Cronbach's alpha values range from 0.884 to 0.900, while composite reliability values range from 0.914 to 0.926. Their AVE values also exceed 0.50, indicating satisfactory convergent validity.

Positioning also produces an AVE of 0.573 and a composite reliability value of 0.867. However, its rho_A value is 0.623, which is below the commonly applied 0.70 threshold. This finding should therefore be treated as a methodological limitation of the measurement model rather than ignored. The relatively low rho_A is consistent with the comparatively weak loading of X2.4 (0.546).

Overall, the measurement model was considered sufficiently adequate to proceed to structural-model assessment, while the Positioning construct requires particular caution when interpreting the empirical findings.

Structural Model and Hypothesis Testing

The structural model was evaluated using bootstrapping in SmartPLS 4. Statistical significance was assessed at the 5% level. A relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05. The sign and magnitude of each relationship were interpreted using the original sample/path coefficient.

Table 5. Direct-Effect Hypothesis Testing.

Hypothesis	Relationship	β	T-statistic	P-value	Decision
H1	Product Knowledge → Product Benefit Testimonials	0.056	1.306	0.096	Not supported
H2	Positioning → Product Benefit Testimonials	0.102	1.429	0.077	Not supported
H3	Brand Trust → Product Benefit Testimonials	0.397	10.305	0.000	Supported
H4	Product Knowledge → Purchase Decision	0.207	5.515	0.000	Supported
H5	Positioning → Purchase Decision	0.024	0.395	0.346	Not supported
H6	Brand Trust → Purchase Decision	0.256	5.575	0.000	Supported
H7	Product Benefit Testimonials → Purchase Decision	0.291	6.781	0.000	Supported

The bootstrapping results show that four direct relationships are statistically significant and positive: Brand Trust → Product Benefit Testimonials, Product Knowledge → Purchase Decision, Brand Trust → Purchase Decision, and Product Benefit Testimonials → Purchase Decision. Three other direct relationships are positive in direction but statistically insignificant.

Indirect Effects and Mediation

Product Benefit Testimonials were tested as an intervening variable in the relationships between Product Knowledge, Positioning, Brand Trust, and Purchase Decision.

Table 6. Specific Indirect Effects.

Hypothesis	Indirect Relationship	β	T-statistic	P-value	Decision
H8	Product Knowledge → Product Benefit Testimonials → Purchase Decision	0.016	1.267	0.103	Not supported
H9	Positioning → Product Benefit Testimonials → Purchase Decision	0.030	1.399	0.081	Not supported
H10	Brand Trust → Product Benefit Testimonials → Purchase Decision	0.116	5.580	0.000	Supported

The results demonstrate that Product Benefit Testimonials significantly mediate the relationship between Brand Trust and Purchase Decision. However, the indirect effects of Product Knowledge and Positioning through Product Benefit Testimonials are not statistically significant.

Thus, five of the ten hypotheses were supported—H3, H4, H6, H7, and H10—while H1, H2, H5, H8, and H9 were not supported.

Discussion

Product Knowledge and Product Benefit Testimonials

H1 proposed that Product Knowledge would positively affect Product Benefit Testimonials. The empirical result was positive but statistically insignificant ($\beta = 0.056$; $t = 1.306$; $p = 0.096$). Therefore, H1 was not supported.

This finding indicates that consumers' knowledge about the product does not automatically translate into stronger perceptions of product-benefit testimonials. Knowledge and testimonials represent different informational mechanisms. Product Knowledge concerns what consumers know about product characteristics, ingredients, usage, quality, and benefits, whereas testimonials involve perceived experiences and evidence communicated by other users.

Consequently, consumers may understand the characteristics and claimed benefits of the coffee without necessarily considering testimonials more credible or persuasive. Evaluation of testimonials may instead depend on the credibility of the source, consistency of the experience, relevance to individual needs, and perceived authenticity of the testimony. This interpretation is consistent with the thesis discussion, which emphasizes that product knowledge alone does not automatically strengthen consumers' perceptions of testimonials.

From a managerial perspective, PT BIOESA Bandung should therefore distinguish between product education and experience-based communication. Providing information about product characteristics is important, but such information should be complemented by authentic and credible consumer experiences.

Positioning and Product Benefit Testimonials

H2 proposed a positive relationship between Positioning and Product Benefit Testimonials. The result was positive but statistically insignificant ($\beta = 0.102$; $t = 1.429$; $p = 0.077$). Therefore, H2 was not supported.

The result suggests that consumers' perceptions of the product's positioning do not sufficiently determine how they evaluate testimonials about product benefits. Consumers may recognize the product as being positioned around male vitality, but this recognition does not necessarily cause them to accept testimonials concerning the product's benefits.

One possible explanation is that testimonials require an additional credibility assessment. Consumers may ask whether the reported experience is authentic and whether it is relevant to their own circumstances. Thus, positioning and testimonials should not be treated as interchangeable communication instruments. Positioning establishes the intended place of the brand in consumers' minds, whereas testimonials provide experiential evidence.

The thesis therefore recommends integrating product positioning with credible consumer experiences rather than relying exclusively on slogans or promotional claims.

Brand Trust and Product Benefit Testimonials

H3 proposed that Brand Trust would positively affect Product Benefit Testimonials. The result strongly supports the hypothesis ($\beta = 0.397$; $t = 10.305$; $p < 0.001$).

This was one of the strongest direct relationships identified in the model. The finding indicates that greater trust in PT BIOESA Bandung's brand is associated with more favorable perceptions of testimonials concerning product benefits.

Brand Trust can reduce uncertainty when consumers cannot fully evaluate a product's quality or benefits before consumption. When consumers already perceive the brand as trustworthy, information associated with that brand—including experiences communicated by other consumers—is more likely to receive favorable consideration.

The finding has important managerial implications. PT BIOESA Bandung should not treat testimonials merely as promotional content. Their effectiveness is partly dependent on the underlying credibility of the brand. Consistent quality, transparent communication, reliable customer service, responsible benefit claims, and authentic consumer experiences can therefore strengthen both Brand Trust and the credibility of testimonials. The thesis similarly identifies Brand Trust as an important foundation for the formation of favorable perceptions of Product Benefit Testimonials.

Product Knowledge and Purchase Decision

H4 was supported, with Product Knowledge showing a positive and statistically significant effect on Purchase Decision ($\beta = 0.207$; $t = 5.515$; $p < 0.001$).

The result indicates that consumers' understanding of the product plays a meaningful role in their purchasing decisions. Consumers who understand product characteristics, benefits, usage, composition, quality, and differentiation have a stronger informational basis for evaluating the product before purchase.

In the context of PT BIOESA Bandung, product education can therefore contribute directly to consumers' purchasing decisions without necessarily operating through testimonials. This distinction is important because the mediation test in H8 was not significant. The combined results of H4 and H8 indicate that Product Knowledge is more directly related to Purchase Decision than to the testimonial-based pathway.

For management, this suggests that educational content should remain an important component of the marketing strategy. Information should be clear, understandable, consistent, and communicated responsibly so that consumers can evaluate the product based on adequate information.

Positioning and Purchase Decision

H5 was not supported. Positioning had a small positive coefficient but no statistically significant direct effect on Purchase Decision ($\beta = 0.024$; $t = 0.395$; $p = 0.346$).

This finding indicates that merely establishing a particular position in consumers' minds is insufficient to directly generate purchasing decisions in the research context. Consumers may understand the intended positioning of the product but still consider other factors before purchasing, including Brand Trust, Product Knowledge, testimonials, perceived risk, personal needs, and prior experience.

The finding is particularly relevant because the Positioning construct itself contains a measurement concern, with X2.4 producing an outer loading of only 0.546 and ρ_A of 0.623. Accordingly, the insignificant Positioning effect should be interpreted with appropriate methodological caution rather than as evidence that positioning is universally irrelevant to purchase decisions.

Managerially, the result suggests that positioning should be supported by tangible and credible evidence. The intended brand position should be reflected consistently in product quality, consumer experience, product information, and trustworthy communication.

Brand Trust and Purchase Decision

H6 was supported. Brand Trust had a positive and statistically significant effect on Purchase Decision ($\beta = 0.256$; $t = 5.575$; $p < 0.001$).

This finding confirms the importance of consumer trust in determining purchase decisions. Consumers face uncertainty when purchasing products whose benefits cannot be fully evaluated before consumption. Trust in the brand can reduce perceived uncertainty and increase consumers' confidence in choosing the product.

The importance of Brand Trust is particularly relevant in the context of a product associated with personal vitality. Consumers may require stronger confidence in the brand before deciding to purchase. Consistent product quality, transparent communication, responsible claims, reliable service, and positive customer experiences can therefore serve as important mechanisms for maintaining Brand Trust.

The result also establishes Brand Trust as the most consistently influential antecedent in the model because it significantly affects both Product Benefit Testimonials and Purchase Decision.

Product Benefit Testimonials and Purchase Decision

H7 was supported. Product Benefit Testimonials had a positive and statistically significant effect on Purchase Decision ($\beta = 0.291$; $t = 6.781$; $p < 0.001$).

This finding demonstrates that consumer experiences and testimonies concerning product benefits can contribute to purchase decisions. Testimonials may operate as a form of social proof by providing prospective consumers with information about other users' experiences.

This mechanism can be particularly relevant when consumers have limited direct experience with a product. Testimonials may provide an additional reference point for evaluating expected benefits and reducing uncertainty.

However, the managerial value of testimonials depends on their credibility. PT BIOESA Bandung should prioritize authentic, relevant, and transparent testimonials rather than exaggerated statements or communication that creates an impression of guaranteed outcomes. The thesis similarly emphasizes the importance of authenticity and responsible testimonial communication.

Mediation of Product Knowledge by Product Benefit Testimonials

H8 was not supported. The indirect effect of Product Knowledge on Purchase Decision through Product Benefit Testimonials was positive but statistically insignificant ($\beta = 0.016$; $t = 1.267$; $p = 0.103$).

This finding is important when considered together with H4. Product Knowledge directly affects Purchase Decision, but Product Benefit Testimonials do not significantly transmit that effect.

The result suggests that consumers with sufficient product knowledge may rely directly on their own understanding when evaluating whether to purchase. They do not necessarily require testimonials as an intermediate mechanism between knowledge and purchase decision.

The insignificant result is also consistent with H1, where Product Knowledge did not significantly affect Product Benefit Testimonials. If Product Knowledge does not significantly strengthen the intervening construct, the indirect pathway through that construct is unlikely to become statistically significant.

Thus, for PT BIOESA Bandung, product education should not be designed solely as a mechanism for generating testimonial-based persuasion. Direct educational communication remains important in supporting consumer purchase decisions.

Mediation of Positioning by Product Benefit Testimonials

H9 was not supported. The indirect effect of Positioning on Purchase Decision through Product Benefit Testimonials was positive but statistically insignificant ($\beta = 0.030$; $t = 1.399$; $p = 0.081$).

The result indicates that the intended market position of the product does not sufficiently influence purchase decisions through testimonial perceptions. This is consistent with H2, which also found no significant effect of Positioning on Product Benefit Testimonials.

Conceptually, positioning establishes a desired perception of the product, while testimonials provide experiential evidence. For mediation to operate effectively, the experiential information contained in testimonials should reinforce the product's intended positioning. If consumers do not perceive a strong relationship between the positioning message and testimonial evidence, the indirect pathway may remain weak.

For management, the implication is that PT BIOESA Bandung should ensure that testimonials are consistent with the product's intended positioning and that the positioning itself is supported by credible consumer experiences.

Mediation of Brand Trust by Product Benefit Testimonials

H10 was supported and represents a central finding of the study. Brand Trust had a significant indirect effect on Purchase Decision through Product Benefit Testimonials ($\beta = 0.116$; $t = 5.580$; $p < 0.001$).

The finding demonstrates that Brand Trust operates through two complementary pathways. First, Brand Trust has a direct effect on Purchase Decision. Second, Brand Trust strengthens consumers' acceptance of Product Benefit Testimonials, which subsequently contributes to Purchase Decision.

The empirical chain can therefore be expressed as:

Brand Trust $\rightarrow$ Product Benefit Testimonials $\rightarrow$ Purchase Decision

The significance of H10 is reinforced by the significance of both component relationships: Brand Trust significantly affects Product Benefit Testimonials (H3), and Product Benefit Testimonials significantly affects Purchase Decision (H7).

From a managerial perspective, the result indicates that testimonial marketing should be embedded within a broader brand-trust strategy. Testimonials may be more persuasive when consumers already perceive the brand as reliable and credible. Conversely, authentic consumer experiences can reinforce brand credibility when they are consistent with actual product experiences.

Overall Findings and Theoretical Interpretation

The ten hypotheses produce a distinctive pattern. Brand Trust is the most consistently influential construct because it significantly affects Product Benefit Testimonials, directly affects Purchase Decision, and also affects Purchase Decision indirectly through Product Benefit Testimonials.

Product Knowledge demonstrates a different mechanism. It has a significant direct effect on Purchase Decision but does not significantly affect Product Benefit Testimonials and does not produce a significant mediated effect. This suggests that consumers may use product knowledge primarily as a direct cognitive basis for evaluating the purchase.

Positioning does not demonstrate significant effects either on Product Benefit Testimonials or Purchase Decision in the estimated model. This suggests that the intended market position alone may be insufficient to influence consumer decisions unless supported by stronger evidence, trust, product information, and relevant consumer experiences.

Finally, Product Benefit Testimonials have a significant effect on Purchase Decision and function as a significant mediator specifically in the Brand Trust pathway. These findings identify testimonials not as a universal mediator for every antecedent, but as a more specific mechanism through which Brand Trust can influence purchase behavior. The thesis summarizes the same empirical pattern: H3, H4, H6, H7, and H10 are supported, while H1, H2, H5, H8, and H9 are not supported.

Managerial Implications

The empirical findings generate several managerial implications for PT BIOESA Bandung.

First, Brand Trust should be treated as a strategic priority. Its significant direct and indirect effects indicate that trust contributes not only to purchase decisions but also to consumers' acceptance of product-benefit testimonials.

Second, product education should remain a core communication strategy. Product Knowledge significantly affects Purchase Decision directly. Information concerning product characteristics, composition, usage, quality, differentiation, and responsibly communicated benefits should therefore be presented clearly and consistently.

Third, testimonial management should prioritize credibility over quantity. Because Product Benefit Testimonials significantly affect Purchase Decision and mediate Brand Trust, the company should use testimonials that reflect authentic consumer experiences and avoid exaggerated or misleading claims.

Fourth, positioning should be connected with evidence. The insignificant effects of Positioning indicate that a positioning message alone may not be sufficient. The intended position should be reinforced by actual product quality, consistent customer experience, relevant product education, and credible testimonials.

Finally, brand communication should integrate information, trust, and experience. The overall model indicates that consumer decision-making is not driven by one communication element alone. Product Knowledge contributes through a direct informational pathway, whereas Brand Trust operates both directly and through Product Benefit Testimonials.

Summary of Hypothesis Testing

Table 7. Summary of Hypothesis Testing.

Hypothesis	Proposed Relationship	Result
H1	Product Knowledge → Product Benefit Testimonials	Not supported
H2	Positioning → Product Benefit Testimonials	Not supported
H3	Brand Trust → Product Benefit Testimonials	Supported
H4	Product Knowledge → Purchase Decision	Supported
H5	Positioning → Purchase Decision	Not supported
H6	Brand Trust → Purchase Decision	Supported
H7	Product Benefit Testimonials → Purchase Decision	Supported
H8	Product Knowledge → Product Benefit Testimonials → Purchase Decision	Not supported
H9	Positioning → Product Benefit Testimonials → Purchase Decision	Not supported
H10	Brand Trust → Product Benefit Testimonials → Purchase Decision	Supported

Overall, the findings provide empirical evidence that the role of Product Benefit Testimonials is selective rather than universal. The construct significantly contributes to Purchase Decision and mediates the Brand Trust–Purchase Decision relationship, but it does not significantly mediate the effects of Product Knowledge or Positioning. This pattern constitutes an important contribution of the study because it demonstrates that different antecedents can influence consumer decision-making through different mechanisms.

5. Comparison with State-of-the-Art

The proposed research model is compared with recent studies on consumer purchase behavior, online reviews, consumer trust, and purchase intention to identify its distinctive contribution to the existing state-of-the-art. Previous studies have established that consumer reviews, trust, and electronic word-of-mouth (eWOM) are important determinants of purchase-related behavior. However, the majority of existing studies have examined these constructs either independently or through relatively simple mediation models. The present study extends this stream of research by integrating product knowledge, positioning, brand trust, product benefit testimonials, and purchase decisions into a single structural model.

Recent meta-analytic evidence confirms the substantial role of online reviews in shaping purchase intention. A meta-analysis covering 156 studies, 214 effect sizes, and 69,006 observations found that multiple review-related factors significantly influence purchase intention, with review valence, review usefulness, review credibility, and source-related characteristics demonstrating meaningful effects. Importantly, the study also identified substantial heterogeneity across contexts, suggesting that the effect of reviews is not universal and may depend on product type, cultural context, and other study characteristics.

This finding provides an important foundation for the present study. Rather than treating testimonials merely as an independent form of electronic word-of-mouth, the proposed model conceptualizes Product Benefit Testimonials (Z) as an intervening mechanism through which consumers' perceptions of product-related attributes can contribute to purchase decisions. This distinction represents one of the principal differences between the proposed framework and much of the existing literature.

Comparison with Previous Research

Several recent studies have focused on the relationship between online reviews, trust, and purchase intention. For example, research conducted in Indonesia demonstrated that online customer reviews and influencer endorsements can influence purchase intention through consumer trust. The study found that online reviews significantly contributed to purchase decisions by strengthening trust through perceptions of objectivity and transparency, whereas influencer endorsement did not demonstrate a significant effect.

Similarly, research on online customer reviews and purchase intention has demonstrated that trust can function as an important mediating mechanism. An empirical study using SmartPLS found that online customer reviews positively affected purchase intention and trust, while trust subsequently affected purchase intention. The indirect relationship between online customer reviews and purchase intention through trust was also significant.

More recent Indonesian research further confirms the relevance of trust-based mechanisms. A study of household electronic-product consumers found that eWOM and online customer reviews significantly affected consumer trust and purchase decisions, including indirect effects through trust. Another recent study involving Generation Y and Generation Z consumers found that review quantity, positive valence, and review quality significantly contributed to trust and purchase intention, whereas review timeliness did not demonstrate a significant effect. These findings indicate that consumers place greater importance on the quality, credibility, and informativeness of review content than simply on how recent the review is.

The present study advances these findings by moving from a general online-review perspective toward a more specific product-benefit testimonial perspective. Testimonials in the proposed model emphasize consumers' perceived experiences and communicated benefits of the product. Consequently, the model does not only ask whether consumers encounter reviews or testimonials, but examines whether testimonials function as an explanatory mechanism linking product perceptions to purchase decisions.

Comparison of Constructs and Research Models

The distinctive characteristics of the proposed model can be summarized by comparing its constructs with those predominantly investigated in previous studies.

Table 8. Comparison of Previous Research Perspectives and the Proposed Study.

Research Perspective	Common Independent Variables	Mediating/Moderating Variable	Dependent Variable	Main Focus
Online review research	Review quality, valence, usefulness, credibility	Trust	Purchase intention	Influence of reviews
eWOM research	eWOM, online reviews	Consumer trust	Purchase decision/intention	Information and social influence
Influencer research	Influencer credibility, endorsement	Trust	Purchase intention	Influence of external communicators
Trust-based research	Reviews, ratings, eWOM	Brand/consumer trust	Purchase intention	Trust formation
Proposed study	Product Knowledge, Positioning, Brand Trust	Product Benefit Testimonials	Purchase Decision	Integrated product perception–testimonial–decision mechanism

The comparison demonstrates that the proposed research differs conceptually from studies that focus exclusively on reviews, ratings, eWOM, or trust. The model incorporates three antecedent constructs representing different dimensions of consumer perception: cognitive knowledge, market positioning, and brand-based confidence. Product Benefit Testimonials are subsequently positioned as an intervening construct that can transform these perceptions into stronger purchase-related responses.

The Role of Product Knowledge

Product knowledge represents the cognitive dimension of consumer decision-making. Consumers who understand product benefits, ingredients, quality, usage, and differentiation are expected to possess greater informational resources for evaluating the product.

In contrast to much of the recent online-review literature, which emphasizes information originating from other consumers, the present model incorporates Product Knowledge as an antecedent variable. This creates a distinction between information possessed or understood by the consumer and information communicated through testimonials.

The theoretical implication is that consumer knowledge may influence how testimonials are interpreted. Consumers with adequate product knowledge may be better able to evaluate whether testimonials are consistent with product attributes and expected benefits. Therefore, product knowledge provides a cognitive foundation for the consumer's interpretation of testimonial information.

The Role of Positioning

Positioning introduces a strategic marketing dimension that is less frequently integrated with testimonial-based purchase models. While previous studies have extensively investigated online reviews, trust, and eWOM, relatively fewer studies simultaneously examine how a product's perceived positioning interacts with testimonial information and purchase decisions.

In the proposed model, positioning refers to consumers' perceptions concerning product uniqueness, benefit clarity, differentiation, product image, and memorability. These dimensions determine how consumers distinguish the product from competing alternatives.

This construct is particularly relevant for products operating in highly competitive markets because consumer testimonials may become more persuasive when they reinforce a clear and differentiated product position. Consequently, the present study contributes by connecting strategic positioning with consumer-generated benefit information rather than examining positioning solely as a branding outcome.

The Role of Brand Trust

Brand trust represents the relational dimension of the proposed framework. Existing research consistently demonstrates that trust is an important mechanism in purchase behavior. Recent evidence from Indonesia indicates that online reviews can strengthen trust, while trust subsequently contributes to purchase intention or purchase decisions.

The present research, however, distinguishes Brand Trust from Product Benefit Testimonials. This distinction is theoretically important. Brand trust concerns the consumer's confidence in the brand and its promises, whereas testimonials concern information or experiences communicated about the benefits obtained from the product.

Thus, a consumer may trust a brand while simultaneously evaluating whether testimonials provide credible evidence of product benefits. By separating these constructs, the model provides a more nuanced explanation of the process through which consumer perceptions translate into purchase decisions.

Product Benefit Testimonials as an Intervening Mechanism

One of the most important distinctions between the proposed model and the state-of-the-art lies in the conceptualization of Product Benefit Testimonials as an intervening variable.

Previous research has demonstrated that review credibility and usefulness are important determinants of purchase intention. The large-scale meta-analysis by Li et al. found that review usefulness and review credibility have relatively strong relationships with purchase intention, with combined effect sizes of 0.481 and 0.460, respectively.

Similarly, previous research has shown that consumers evaluate review credibility according to the information contained in reviews. For search products, detailed information contributes to perceived credibility, whereas for experience products, agreement among reviewers becomes particularly relevant. More credible reviews subsequently increase purchase intention.

The present study extends this perspective by focusing specifically on testimonials concerning product benefits. Instead of treating reviews as a broad information category, the model focuses on whether consumers perceive testimonials as trustworthy, clear, experiential, attractive, and capable of influencing their purchase interest.

This approach is particularly relevant for products whose benefits cannot be completely evaluated before consumption. In such situations, testimonials may reduce perceived uncertainty by providing experiential information from other users.

Comparison with Recent State-of-the-Art Evidence

Recent studies increasingly demonstrate a movement toward integrated models involving reviews, trust, and purchase behavior. For example, a 2026 study examining social

commerce in Indonesia found that online customer reviews significantly influenced brand trust and that brand trust subsequently affected purchase intention, supporting the importance of trust as a mediating mechanism.

Likewise, a recent study of Indonesian marketplace users integrated content marketing, online reviews, and customer ratings within a trust-oriented framework, emphasizing that the simultaneous examination of several digital marketing cues can provide a more comprehensive explanation of purchase intention.

Another recent study examining online review credibility and brand trust among Indonesian consumers explicitly positioned brand trust as an intervening variable between review credibility and purchase intention.

Although these studies strengthen the literature on review–trust–purchase relationships, the proposed study differs in the direction of its causal framework. Instead of modeling reviews as the primary antecedent and trust as the mediator, the present research investigates Product Knowledge, Positioning, and Brand Trust as antecedents of Product Benefit Testimonials, followed by their relationship with Purchase Decision.

This configuration provides a complementary perspective on consumer decision-making. It suggests that testimonials are not merely external information stimuli but may function as a mechanism through which consumers' existing perceptions of the product and brand become translated into purchase-related evaluations.

Research Contribution Relative to the State-of-the-Art

Based on the comparison, the contribution of the present study can be summarized in four dimensions.

First, theoretical contribution. The study integrates cognitive, strategic, relational, and experiential dimensions into a single consumer decision model. Product Knowledge represents the cognitive dimension, Positioning represents the strategic/perceptual dimension, Brand Trust represents the relational dimension, and Product Benefit Testimonials represent the experiential-information dimension.

Second, conceptual contribution. The research conceptualizes Product Benefit Testimonials as an intervening mechanism rather than merely as a form of online review or eWOM. This distinction enables a more specific examination of how perceived product benefits communicated through testimonials may contribute to purchase decisions.

Third, empirical contribution. The proposed model simultaneously evaluates direct and indirect relationships among the five constructs. This provides a broader perspective than models examining only one antecedent, one mediator, and one outcome.

Fourth, contextual contribution. The study applies the integrated framework to a specific product context, namely a men's vitality-enhancement coffee product produced by PT BIOESA Bandung. This context is relevant because consumers may face relatively high uncertainty when evaluating products associated with personal benefits that cannot be fully verified before consumption.

Position of the Present Study within the State-of-the-Art

Overall, the state-of-the-art literature demonstrates that consumer reviews, credibility, usefulness, trust, and eWOM are important determinants of purchase-related behavior. Nevertheless, recent literature also indicates considerable contextual variation and inconsistent findings, suggesting that the mechanism through which information is transformed into purchase behavior remains an important research issue.

The present study addresses this issue by proposing an integrated model in which Product Knowledge, Positioning, and Brand Trust represent antecedent consumer perceptions, Product Benefit Testimonials represent an intervening mechanism, and Purchase Decision represents the ultimate behavioral outcome.

The principal novelty of the proposed framework is therefore not the introduction of completely new individual constructs, but the integration and positioning of established constructs into a new causal configuration. This approach responds to the need for research that moves beyond isolated relationships toward a more comprehensive explanation of how product-related knowledge, perceived positioning, brand trust, and testimonial information jointly contribute to consumer purchase decisions.

Accordingly, the proposed model can be positioned as an extension of the current review–trust–purchase literature. While previous studies primarily explain how reviews influence trust and purchase intention, this research examines how consumer knowledge, perceived product positioning, and brand trust can shape the role of product-benefit testimonials in determining purchase decisions. This distinction constitutes the central state-of-the-art contribution of the study.

6. Conclusion and Future Research

Conclusion

This study developed and empirically examined an integrated model of consumer purchase decision-making by combining Product Knowledge, Positioning, Brand Trust, Product Benefit Testimonials, and Purchase Decision. The proposed framework was designed to provide a more comprehensive explanation of how cognitive knowledge, perceived product positioning, brand-related trust, and testimonial-based information contribute to consumers' purchasing decisions.

The findings indicate that consumer purchase decisions cannot be understood solely from a single product or marketing variable. Instead, purchase decisions emerge from the interaction of consumers' knowledge about the product, their perceptions of its market positioning, their level of trust in the brand, and their evaluation of testimonials concerning product benefits.

The results further demonstrate the importance of Brand Trust and Product Benefit Testimonials within the proposed framework. Brand Trust reflects consumers' confidence in the quality, safety, benefits, honesty, and consistency of the brand, while Product Benefit Testimonials provide experiential information concerning the perceived benefits of the product. These two dimensions complement one another by combining confidence in the brand with evidence or experience communicated by product users.

The findings also provide evidence that the relationships between antecedent variables and purchase decisions are not necessarily uniform. Some direct relationships demonstrate stronger empirical support than others, indicating that consumer decision-making is context-dependent. This result is consistent with the broader literature showing that the effects of reviews, trust, and other informational cues may vary according to product characteristics, consumer characteristics, and research context.

Importantly, the mediation analysis highlights the role of Product Benefit Testimonials as an intervening mechanism. The presence of a significant indirect relationship in some paths indicates that consumer perceptions can be translated into purchase decisions through testimonial-based information. However, the absence of significant mediation in other relationships indicates that testimonials do not automatically mediate every relationship between antecedent variables and purchase decisions.

Consequently, the study contributes to the literature by demonstrating that testimonial information should not be treated as a universally effective mechanism. Its effectiveness depends on the antecedent perception from which it originates and on how consumers evaluate the credibility and relevance of the information presented.

From a theoretical perspective, the findings extend consumer behavior research by integrating cognitive, perceptual, relational, and experiential-information dimensions into one structural framework. Product Knowledge represents the cognitive dimension, Positioning represents the perceptual and strategic dimension, Brand Trust represents the relational dimension, and Product Benefit Testimonials represent the experiential-information dimension. Purchase Decision consequently represents the behavioral outcome of these interconnected processes.

The study therefore supports the argument that consumer decision-making is multidimensional and that a combination of product-related knowledge, market perception, brand confidence, and testimonial information provides a richer explanation of purchase behavior than isolated variables.

Theoretical Implications

The first theoretical implication concerns the integration of consumer knowledge and brand-related perceptions into a testimonial-based purchase model. Previous research has extensively examined product knowledge, brand trust, online reviews, eWOM, and purchase intention as separate relationships. The present study integrates these constructs within a single framework, providing a more comprehensive perspective on the process through which consumer perceptions influence purchasing behavior.

Second, this study contributes to the literature by conceptualizing Product Benefit Testimonials as an intervening construct. Rather than viewing testimonials merely as promotional content or a form of online review, the study considers testimonials as information capable of transmitting consumers' perceptions of product benefits toward purchase decisions.

Third, the findings contribute to the application of the Theory of Planned Behavior (TPB) in a product-information and brand-trust context. In the broader logic of TPB, behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. Product Knowledge and Positioning can contribute to consumers' evaluative attitudes, while testimonials may provide social and experiential information that shapes consumer

evaluation. Brand Trust can further strengthen consumers' confidence in acting upon their favorable evaluations.

Although the present study does not operationalize all TPB constructs directly, its framework demonstrates how established marketing variables can be incorporated into a behavioral decision-making perspective. Future studies may therefore develop a more explicit integration between TPB and testimonial-based consumer decision models.

Fourth, the study provides empirical support for the argument that mediation relationships should be examined rather than assuming that marketing variables affect purchase decisions exclusively through direct effects. The simultaneous assessment of direct and indirect effects provides a more nuanced understanding of the mechanisms underlying consumer decision-making.

Managerial Implications

The findings provide several practical implications for marketers and managers, particularly for companies operating in consumer markets where product benefits are communicated through testimonials.

First, companies should strengthen consumer Product Knowledge. Marketing communication should not focus exclusively on persuasion. Consumers should also receive clear and understandable information concerning product benefits, ingredients, quality, usage procedures, and product differentiation. Better product knowledge can help consumers evaluate marketing claims more critically and make more informed decisions.

Second, companies should establish clear and distinctive Positioning. A product should communicate a recognizable value proposition that differentiates it from competing products. Positioning should be reflected consistently in packaging, digital communication, advertising, social media content, and customer testimonials.

Third, Brand Trust should be treated as a strategic asset. Companies should maintain consistency between their communication and consumers' actual experiences. Claims concerning product quality, safety, and benefits should be communicated responsibly and supported by appropriate evidence. Trust is difficult to build but can be rapidly damaged when consumer expectations are not fulfilled.

Fourth, companies should manage Product Benefit Testimonials strategically. Testimonials should provide clear, relevant, authentic, and experience-based information. Marketers should avoid relying solely on exaggerated claims because testimonial effectiveness depends on consumers' perceptions of credibility and usefulness. Testimonials should therefore emphasize genuine consumer experiences while remaining consistent with applicable advertising and consumer-protection requirements.

Fifth, companies should integrate testimonials with educational content. Instead of separating product education from testimonials, marketers can develop content that combines explanations of product characteristics with authentic user experiences. Such integration may help consumers connect factual product information with experiential information.

Sixth, digital marketing managers should monitor testimonial quality rather than merely testimonial quantity. A large number of testimonials does not necessarily guarantee stronger purchase decisions. The perceived clarity, credibility, relevance, and usefulness of testimonial content may be more important than the absolute number of testimonials.

Implications for Marketing Communication

The results also suggest a shift from persuasive communication toward evidence-based communication.

Traditional promotional communication often emphasizes product claims. However, consumers increasingly encounter information from multiple sources before making a purchase decision. In this environment, marketing communication should combine three elements: what the product is, why it is different, and what consumers experience after using it.

Product Knowledge answers the first question. Positioning addresses the second. Product Benefit Testimonials provide experiential information addressing the third. Brand Trust connects these three dimensions by determining whether consumers believe that the company and its product can deliver the promised value.

This framework can therefore serve as a strategic communication architecture:

Product Information → Differentiated Positioning → Brand Trust → Credible Benefit Testimonials → Purchase Decision

The sequence does not necessarily imply that all relationships are strictly linear in real-world consumer behavior. Rather, it provides managers with a useful conceptual framework for designing integrated marketing communication.

Limitations of the Study

Despite its contributions, this study has several limitations.

First, the study focuses on a specific product context, namely a men's vitality-enhancement coffee product associated with PT BIOESA Bandung. Therefore, the findings should be generalized cautiously to other product categories. Consumers may evaluate functional food, cosmetics, financial services, technology products, and other categories differently.

Second, the study uses a cross-sectional research design. Data were collected at a particular point in time, making it difficult to establish how consumer perceptions and purchase decisions change over time. Longitudinal research could provide stronger evidence concerning changes in Brand Trust, Product Knowledge, and testimonial perceptions.

Third, the model focuses on a limited number of explanatory variables. Other factors may influence purchase decisions, including perceived value, price, product quality, perceived risk, customer satisfaction, social influence, influencer credibility, eWOM intensity, and consumer involvement.

Fourth, Product Benefit Testimonials are treated as a relatively unified construct. In reality, testimonials may differ according to source credibility, testimonial valence, number of testimonials, length, specificity, visual evidence, reviewer expertise, and perceived similarity between the reviewer and potential consumer.

Fifth, the research context involves a product category in which consumers may have different levels of sensitivity, privacy concerns, and perceived risk. These characteristics may affect the willingness of respondents to disclose their experiences and may influence the interpretation of testimonial information.

Finally, the study primarily emphasizes consumers' perceptions. Future studies could combine survey responses with behavioral data, such as actual purchase records, repeat purchases, click-through rates, engagement with testimonial content, or conversion rates.

Future Research Directions

Several directions can be proposed for future research.

First, future studies should test the model across different product categories. Replication involving health products, food and beverages, cosmetics, technology, financial services, and other consumer products would allow researchers to determine whether the proposed relationships are context-specific or broadly applicable.

Second, future research should incorporate additional digital marketing variables. Variables such as eWOM, influencer credibility, social media engagement, online customer reviews, customer ratings, content quality, and perceived authenticity could be incorporated to extend the explanatory power of the model.

Third, future studies should investigate moderating variables. Consumer age, digital literacy, product involvement, perceived risk, prior product experience, and trust propensity may moderate the relationships among Product Knowledge, Brand Trust, Testimonials, and Purchase Decision.

Fourth, future research should distinguish different forms of testimonials. Researchers could compare written testimonials, video testimonials, influencer testimonials, expert testimonials, verified customer reviews, and user-generated content. Such comparisons would provide greater insight into which testimonial formats are most effective under different circumstances.

Fifth, future studies should examine testimonial credibility as a separate construct. Because consumers may respond differently to authentic and commercially motivated testimonials, perceived credibility could be positioned as either a mediator or moderator between testimonials and purchase decisions.

Sixth, longitudinal research should be conducted. A longitudinal design could examine whether repeated exposure to testimonials gradually strengthens Brand Trust and Purchase Decision or whether testimonial effects diminish over time.

Seventh, future research could employ multi-group analysis. SEM-PLS multi-group analysis could compare consumer responses across demographic groups, generations, levels of product knowledge, or levels of purchasing experience. Such analysis may reveal heterogeneous consumer decision-making mechanisms that are not visible in the aggregate model.

Concluding Statement

In conclusion, this study demonstrates that consumer purchase decisions are influenced by a combination of cognitive, perceptual, relational, and experiential-information factors. The integration of Product Knowledge, Positioning, Brand Trust, and Product Benefit Testimonials provides a more comprehensive framework for understanding consumer purchasing behavior.

The principal contribution of this research lies in positioning Product Benefit Testimonials as an intervening mechanism within an integrated consumer decision model. The

findings indicate that testimonials can play an important role in translating consumer perceptions into purchase-related outcomes, although their mediating effect is not necessarily uniform across all antecedent relationships.

From a theoretical perspective, the study extends existing research on consumer behavior, brand trust, online information, and purchase decisions. From a managerial perspective, it highlights the importance of combining informative product communication, distinctive positioning, trustworthy branding, and credible consumer experiences.

Future research should continue to investigate how these mechanisms operate across different industries, consumer segments, and digital environments. In particular, the increasing importance of social commerce, user-generated content, video testimonials, artificial intelligence-generated content, and increasingly sophisticated digital consumer behavior creates new opportunities to examine how credibility and trust shape the conversion of information into actual purchasing behavior.

Ultimately, the proposed framework provides a foundation for future research seeking to explain not only whether consumers purchase, but also how product knowledge, positioning, brand trust, and testimonial-based experiences interact to transform consumer perceptions into purchase decisions.

Author Contributions

Conceptualization: Bardjo and Arif; Methodology: Bardjo; Software: Bardjo; Validation: Bardjo and Arif; Formal analysis: Bardjo; Investigation: Bardjo; Resources: Arif; Data curation: Bardjo; Writing original draft preparation: Bardjo; Writing review and editing: Bardjo and Arif; Visualization: Bardjo; Supervision: Arif; Project administration: Bardjo; Funding acquisition: Bardjo. All authors have read and agreed to the published version of the manuscript.

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Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. The dataset is not publicly available because it contains information derived from individual respondents and is subject to privacy and confidentiality considerations.

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Conflicts of Interest

The authors declare no conflict of interest.

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