

PUBLIC RELATIONS, E-WOM, AND DIRECT SELLING EFFECTS ON TRUST THROUGH BRAND AWARENESS: A STUDY OF BANK BJB IN THE BANYUMAS RESIDENCY

Ricka Meilani Firmansyah^{1*}, Asmi Ayuning Hidayah², Isti Riana Dewi³, Fiki Ratnasari⁴

¹⁻³Management, Faculty of Economic and Business, Jenderal Soedirman University, Indonesia

⁴Bank bjb, Indonesia

*Email corresponding author: ricka.firmansyah@mhs.unsoed.ac.id

Article information: Received: June 25, 2026, Published: August 10, 2026

Abstract

The increasing competitiveness of Indonesia's banking sector has driven regional banks to expand beyond their home territories, as exemplified by bank bjb's entry into the Banyumas Residency, Central Java. However, preliminary research revealed that bank bjb's brand remains largely unfamiliar among local residents, undermining both marketing effectiveness and consumer trust. This study aims to examine the influence of public relations, e-WOM, and direct selling on brand awareness, as well as the mediating role of brand awareness in its effect on trust. A quantitative approach was employed, with data collected through an online questionnaire distributed to 117 respondents selected through purposive sampling across the Banyumas Residency. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4. The findings indicate that all proposed hypotheses were accepted, demonstrating that public relations, e-WOM, and direct selling have a positive effect on brand awareness. Furthermore, brand awareness was found to have a positive effect on consumer trust and successfully mediated the influence of public relations and e-WOM on consumer trust. These findings provide theoretical contributions by extending the application of the research model within the banking sector and offer practical insights for bank bjb in developing effective strategies to enhance brand awareness and strengthen consumer trust in the Banyumas Residency.

Keywords: Public Relations, e-WOM, Direct Selling, Brand Awareness, Trust

INTRODUCTION

Indonesia's banking sector has become increasingly competitive, with 105 banks recorded as of June 2025 according to Otoritas Jasa Keuangan (OJK). Alongside this, according to Otoritas Jasa Keuangan (OJK) 2025, the national financial inclusion rate has reached 80.51% broadening the market and intensifying rivalry among both national and regional banks. To remain competitive, regional banks are adopting expansion strategies beyond their home territories (Ischak et al., 2024).

Bank bjb, a regional development bank originally serving West Java and Banten, exemplifies this trend. In September 2023, the bank opened a branch in Purwokerto, Banyumas Regency, Central Java, aiming to tap into new markets. However, preliminary research conducted in March 2026 revealed that bank bjb's brand remains largely unfamiliar to residents of the Banyumas Residency area, who continue to associate it primarily with West Java. This low brand recognition has forced branch staff to explain the bank's basic identity before promoting its products, indicating that current marketing efforts are insufficiently effective.

Low brand awareness in banking is particularly consequential, as it directly undermines consumer trust is a critical factor in determining long-term customer relationships and loyalty

(Aisyah Amalina et al., 2025). Consumers tend to entrust their finances only to institutions they recognize as credible (Sahu et al., 2024), and brand awareness itself serves as the initial stage through which trust is formed (Hamid, 2026).

To address this gap, it is important to identify factors that can build bank bjb's brand awareness and trust in the Banyumas Residency. Prior literature highlights three key variables: public relations, which shapes public perception and institutional reputation (Nazalia & Melleyuandita Annisa, 2024); electronic word-of-mouth (e-WOM), which leverages consumer-generated digital communication as a credible information source (Mamoto & Gunawan, 2023); and direct selling, which enables personalized, face-to-face engagement with prospective customers (Prayudi & Nugraha, 2022).

Building on the framework proposed by Aljumah et al (2023), which examined the influence of public relations and e-WOM on trust through brand awareness as a mediating variable in the UAE retail sector, this study adapts and extends that model to the banking sector by adding direct selling as an additional variable. This research aims to fill existing theoretical gaps and provide practical insights into the most effective strategies for building bank bjb's brand awareness and trust in the Banyumas Residency.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Public relations is a strategic approach aimed at cultivating goodwill and a positive organizational image through the management of relationships between an organization and its various publics (Oparaugo, 2021). Its effectiveness is shaped by several factors, most notably the quality of the organization-public relationship, which encompasses elements such as trust, commitment, satisfaction, and mutual control in communicative interactions (Hazanah et al., 2025). Pranedy (2021) identifies four key indicators of public relations activity: publication, event, sponsorship, and reporting.

E-WOM refers to any statement or commentary regarding a product, service, brand, or company that is shared through the internet and digital platforms (Tinonetsana et al., 2025). The adoption of e-WOM varies across individuals and is influenced by factors such as source credibility, message quality, and the level of consumer involvement. E-WOM can be measured using four indicators: intensity, valence of opinion, content, and advice seeking (Akbari et al., 2022; Bartschat et al., 2022).

Direct selling is a marketing strategy that utilizes sales personnel to offer products or services directly to consumers (Shabilla Hermawati & Hastuti, 2024). This approach is characterized by being non-public, customized, interactive, and up-to-date (Cindy & Rahayu, 2025). According to Alfarisy et al (2025), the indicators of direct selling include the intensity of direct interaction, ease of product access, transaction speed, clarity of product information, and the effectiveness of personalized approaches.

Brand awareness refers to consumers' ability to recognize and recall a brand across various situations, whether through visual cues, brand name, or prior experience (Hamid, 2026). Utama & Ambarwati (2022) propose four indicators for measuring brand awareness namely unaware of brand, brand recognition, brand recall, and top of mind.

Trust is defined as the degree of confidence consumers hold toward an organization regarding its ability to meet their needs and fulfill their expectations (Albarq, 2023). Khamitov et al (2024) identify two primary factors influencing trust: integrity-based and reliability-based trust. Based on the work of Moin et al (2023), trust can be assessed through five indicators: character-competence, congruence, communication, commitment, and context.

The research hypotheses were developed based on research gaps found in previous studies. These hypotheses are as follows:

The Influence of Public Relations on Brand Awareness

Several studies have established a positive relationship between public relations and brand awareness. Aljumah et al (2023) confirmed that public relations positively influences brand awareness, positioning it as a key driver of consumer brand recognition. This finding is reinforced by Joel et al (2021), who demonstrated that organizations can effectively elevate brand awareness by addressing consumer complaints, delivering excellent customer service, and actively participating in social activities such as community contributions and event sponsorships. Further support comes from Al Adwan et al (2025), whose study found that public relations campaigns positively enhanced environmental awareness among university students, reflecting the broader capacity of public relations to shape brand awareness across different contexts. Similarly, research in the education sector demonstrated that a well-structured public relations strategy is capable of strengthening institutional reputation and improving school brand awareness (Rofiki & Nurjannah, 2024). Based on the above, the following hypothesis is proposed:

H1: Public Relations has a positif influence on Brand Awareness

The Influence of e-WOM on Brand Awareness

Aljumah et al (2023) established that word-of-mouth disseminated through electronic channels positively influences brand awareness, highlighting the significance of digitally spread communication in shaping consumer recognition of a brand. This is further supported by Sinaga et al (2025), who found that e-WOM positively affects brand awareness, suggesting that a greater volume of consumer messages and testimonials corresponds to higher levels of brand awareness formation. NGO et al (2026) similarly confirmed that e-WOM circulating on social media platforms exerts a positive influence on brand awareness, as consumers tend to rely on peer reviews and shared experiences when forming their perception of a brand. Consistent findings were also reported in the Indonesian context by Gabriella et al (2022), who concluded that higher exposure to e-WOM is associated with an increased level of consumer brand awareness. Based on the above, the following hypothesis is proposed:

H2: E-WOM has a positif influence on Brand Awareness

The Influence of Direct Selling on Brand Awareness

Sulistio & Samuel (2021) found that direct selling positively influences brand awareness, emphasizing that direct product offerings play an important role in marketing strategies by helping to introduce a brand and strengthen consumer recall. This is corroborated by Suwiry Sidarta et al (2025), whose findings indicate that the more intensive and effective a direct marketing strategy is, the higher the resulting level of brand awareness among consumers. Prayudi & Nugraha (2022) further affirmed this relationship, arguing that direct selling enhances brand awareness by enabling more personal and immediate communication between the company and its consumers, which in turn makes it easier for consumers to recognize and retain the brand in their memory. Based on the above, the following hypothesis is proposed:

H3: Direct Selling has a positif influence on Brand Awareness

The Influence of Brand Awareness on Trust

Aljumah et al (2023) demonstrated that brand awareness positively influences consumer trust, suggesting that when consumers possess sufficient knowledge about a brand's features and offerings, it naturally encourages the development of trust toward that brand. This is further supported by Junarsin et al (2022) in the context of green marketing, who found that brand awareness serves as a foundational element in trust formation, given that familiarity with a brand makes it easier for consumers to assess and regard it as trustworthy. Consistent findings were also reported by Andespa et al (2023) in the Islamic banking sector, where higher levels of customer awareness and knowledge about a financial institution were shown to correspond with greater levels of customer trust, reinforcing the notion that brand awareness plays a pivotal role in building consumer confidence across different industry contexts. Based on the above, the following hypothesis is proposed:

H4: Brand Awareness has a positif influence on Trust

The Influence of Brand Awareness in Mediating the Relationship between Public Relations and Trust

Joel et al (2021) confirmed that public relations exerts a positive and significant influence on brand awareness, indicating that well-executed public relations activities are effective in building consumer recognition of a brand. The brand awareness formed through such efforts subsequently plays an important role in the development of consumer trust, as a greater degree of familiarity with a brand makes it considerably easier for consumers to perceive and evaluate that brand as credible and worthy of trust Junarsin et al (2022). Building on this chain of relationships, Aljumah et al (2023) further established that brand awareness mediates the relationship between public relations and trust, demonstrating that when consumers develop awareness of a brand's products or services as a result of public relations activities, their overall confidence and trust in that brand are also strengthened in the process. Based on the above, the following hypothesis is proposed:

H5: Brand Awareness mediated the influence of Public Relations on Trust

The Influence of Brand Awareness in Mediating the Relationship between e-WOM and Trust

Prasetyo & Praswati (2024) found that e-WOM positively influences brand awareness, suggesting that digital consumer communication plays a meaningful role in shaping public recognition of a brand. This is reinforced by Sinaga et al (2025), who demonstrated that a greater volume of consumer messages and testimonials shared through electronic channels corresponds to higher levels of brand awareness formation among the public. Moving further along this relationship, Andespa et al (2023) established in the banking sector that brand awareness positively influences consumer trust, indicating that once consumers have developed a sufficient level of awareness toward a brand, their confidence and trust in that brand tend to increase accordingly. Taken together, these findings are consistent with (Aljumah et al., 2023), who confirmed that brand awareness serves as a mediating variable in the relationship between e-WOM and trust, meaning that the awareness generated through e-WOM activity ultimately contributes to the formation of stronger consumer trust toward a brand. Based on the above, the following hypothesis is proposed:

H6: Brand Awareness mediated the influence of E-WOM on Trust

RESEARCH METHODS

This study employs a quantitative research approach, with primary data collected through a survey-based questionnaire distributed online via Google Forms between May and June 2026 across the Banyumas Residency area. The variables examined in this study include public relations,

e-WOM, direct selling, brand awareness, and trust. The study population consists of Banyumas Residency residents who had prior exposure to information about bank bjb, from which a sample of 117 respondents was drawn using purposive sampling. The sampling criteria required respondents to: (1) reside within one of the four districts of the Banyumas Residency, namely Banjarnegara, Purbalingga, Banyumas, or Cilacap; (2) be at least 17 years of age; and (3) have some prior exposure to information related to bank bjb. Responses were measured using a 5 Likert scale, and the collected data were subsequently analyzed using Structural Equation Modeling (SEM), a method that enables simultaneous examination of relationships between manifest and latent variables, as well as among latent variables themselves with SmartPLS 4 as the analytical tool.

RESULT AND DISCUSSION

The test conducted using the SEM-PLS analysis method produced the following research model:

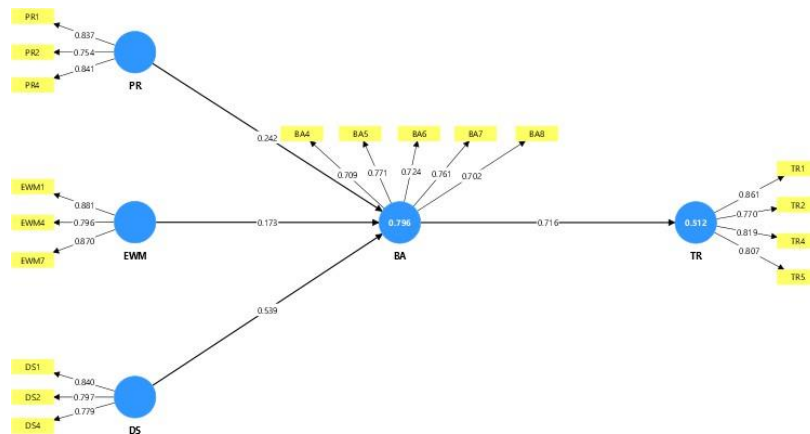


Figure 1 SEM-PLS Model

Convergent Validity Test

Table 1 Loading Factor Analysis

	BA	DS	EWM	PR	TR
BA4	0.709				
BA5	0.771				
BA6	0.724				
BA7	0.761				
BA8	0.702				
DS1		0.84			
DS2		0.797			
DS4		0.779			
EWM1			0.881		
EWM4			0.796		
EWM7			0.87		
PR1				0.837	
PR2				0.754	
PR4				0.841	
TR1					0.861
TR2					0.77

TR4	0.819
TR5	0.807

The test results show that all indicators have factor loadings above 0.708, which means that each indicator has met the minimum threshold set in the construct validity test. Thus, all variables in the research model are deemed to meet the validity criteria because each indicator is able to represent the construct being measured well and has a strong correlation with its respective variable.

Discriminant Validity Test

Table 2 Discriminant Validity

	BA	DS	EWM	PR	TR
BA	0.734				
DS	0.864	0.806			
EWM	0.778	0.765	0.85		
PR	0.808	0.794	0.793	0.812	
TR	0.716	0.735	0.725	0.8	0.815

Based on the Fornell-Larcker results, the variables of direct selling, e-WOM, public relations, and trust have met the criteria for discriminant validity because their construct loadings are higher than their correlations with other variables. Although brand awareness has not yet met the Fornell-Larcker criteria, but the cross-loading results show that each indicator has the highest correlation with its own construct. Therefore, it can still be said to possess discriminant validity.

Reliability Test

Table 3 Reliability

	Cronbach's Alpha	Composite Reliability (rho_b)	Composite Reliability (rho_c)	Description
BA	0.786	0.787	0.853	Passed
DS	0.73	0.737	0.847	Passed
EWM	0.808	0.825	0.886	Passed
PR	0.74	0.738	0.853	Passed
TR	0.831	0.834	0.888	Passed

Based on the results of the reliability tests, all variables had Cronbach's Alpha and Composite Reliability values that exceeded the minimum threshold of 0.7. This indicates that each variable demonstrated a good level of consistency and reliability in measuring the research construct. Therefore, all variables can be deemed to meet the reliability criteria.

R-Square Test

Table 4 R-Square

	R-Square	Description
Brand Awareness	0,796	Good
Trust	0,512	Moderate

Based on the test results, the R-Square value for the brand awareness variable was 0.796, which falls into the good category, indicating that 79.6% of this variable's variation can be explained by the variables in the study, while the remaining 20.4% is influenced by other factors outside the scope of the study. Meanwhile, the trust variable obtained an R-Square value of 0.512, which falls into the moderate category, indicating that 51.2% of the variation in this variable can be explained by the variables in the study. The remaining 48.8% is influenced by other variables not examined in this study.

Goodness of Fit Test

Table 5 Goodness of Fit Test

	AVE	R-Square
Brand awareness	0.538	0,796
Direct selling	0.649	
E-WOM	0.722	
Public relations	0.659	
Trust	0.664	0,512
Mean	0.646	

$$Gof = \sqrt{AVE \times R^2}$$

$$Gof = \sqrt{0,796 \times 0,512}$$

$$Gof = 0,638$$

Based on the results of calculations using the Goodness of Fit formula, a value of 0.638 was obtained, indicating that the research model has a high level of fit. Thus, the model falls into the "large" category, suggesting that it has good explanatory power in describing the relationships among the research variables.

Hypothesis Testing

Table 6 Path Coefficients

Structural Path	β	t-value	p-value
PR -> BA	0,242	2,511	0,012
EWM -> BA	0,173	2,071	0,038
DS -> BA	0,539	7,063	0,000
BA -> TR	0,716	15,458	0,000

The result of hypothesis testing through path coefficient show that:

1. Hypotesis 1: Public relations has a positive effect on brand awareness.

The P-value is $0.000 < 0.05$, so H1 is accepted; public relations has a positive effect on brand awareness.

The research findings indicate that the more effective bank bjb's public relations activities are, the higher the level of brand awareness among the public regarding the bank. Public relations activities that are carried out consistently and are able to build a positive corporate image can strengthen

the public's ability to recognize, remember, and distinguish bank bjb from other banking institutions.

2. Hypotesis 2: E-WOM has a positive effect on brand awareness.

The P-value is $0.000 < 0.05$, so H2 is accepted; e-WOM has a positive effect on brand awareness. This indicates that the higher the quality of e-WOM received by the public, the higher the level of brand awareness for bank bjb. Information and experiences shared by users through digital media can increase the public's knowledge of bank bjb, thereby making it easier for them to recognize and remember the brand.

3. Hypotesis 3: Direct selling has a positive effect on brand awareness.

The P-value is $0.000 < 0.05$, so H3 is accepted; direct selling has a positive effect on brand awareness.

This indicates that the more effectively bank bjb implements direct selling, the more public brand awareness increases. Direct interaction with consumers allows for more effective communication of information, thereby increasing public recognition of the bank bjb brand.

4. Hypotesis 4: Brand awareness has a positive effect on trust.

The P-value is $0.000 < 0.05$, so H4 is accepted; brand awareness has a positive effect on trust.

A brand that is better known and easier to remember can foster a sense of familiarity, thereby increasing the public's confidence in bank bjb's ability to meet their service needs.

Table 7 Path Coefficients Mediation

Structural Path	β	t-value	p-value
PR -> BA -> TR	0,173	2,341	0,019
EWM -> BA -> TR	0,124	2,09	0,037

5. Mediation (Hypothesis 5): Brand awareness mediates the influence of public relations on trust. The p-value is $0.001 < 0.05$, so H4 is accepted, meaning that brand awareness mediates the influence of public relations on trust.

As brand awareness has grown, the public has come to trust bank bjb more because they are familiar with and understand the brand. This is supported by the results of the open-ended questions, which show that respondents believe bank bjb is capable of meeting their needs as potential customers.

6. Mediation (Hypothesis 6): Brand awareness mediates the influence of e-WOM on trust. The p-value is $0.001 < 0.05$, so H6 is accepted, meaning that brand awareness mediates the influence of e-WOM on trust.

E-WOM containing positive information about bank bjb can help the public recognize, remember, and understand the services offered. The higher the public's level of familiarity with bank bjb, the greater their trust in the bank. Thus, brand awareness serves as a link between e-WOM and public trust, whereby effective e-WOM can increase brand awareness, which in turn fosters trust in bank bjb.

CONCLUSION

Based on the results of the research and discussion conducted in the previous chapter regarding the influence of public relations, e-WOM, and direct selling on trust with brand awareness

as a mediating variable at bank bjb in the Banyumas Residency, the following conclusions can be drawn:

1. Public relations has a positive effect on brand awareness, indicating that bank bjb's public relations activities are able to increase awareness of the bank bjb brand among the public in the Banyumas Residency.
2. E-WOM has a positive effect on brand awareness, meaning that information and reviews from other users can increase public awareness of bank bjb.
3. Direct selling has a positive effect on brand awareness, meaning that direct offers from bank bjb can strengthen the public's recognition of the bank bjb brand.
4. Brand awareness has a positive effect on trust. Thus, the higher the public's awareness of the bank bjb brand, the higher their level of trust.
5. Brand awareness mediates the effect of public relations on trust. Thus, public relations can build public trust by increasing brand awareness.
6. Brand awareness also mediates the effect of e-WOM on trust. Thus, user information and reviews can increase public trust through the development of brand awareness.

However, this study has several limitations, including:

1. Of the 28 items, 10 did not meet the criteria for convergent validity and were therefore eliminated. This indicates that the research instrument still needs to be refined to better represent the construct accurately.
2. The results of the discriminant validity test indicate a fairly high degree of similarity between the constructs of brand awareness and direct selling; consequently, the model's ability to distinguish between the two variables is not yet optimal, and the research results should be interpreted with these limitations in mind.

BIBLIOGRAPHY

- Aisyah Amalina, Ari Santoso Widodo, & Marini Marini. (2025). Analysis of Brand Image and Customer Trust Improvement Through Ethical Communication and CSR Practices at Bank Muamalat. *International Journal of Economics and Management Research*, 4(3), 228–240. <https://doi.org/10.55606/ijemr.v4i3.548>
- Akbari, M., Foroudi, P., Zaman Fashami, R., Mahavarpour, N., & Khodayari, M. (2022). Let us talk about something: The evolution of e-WOM from the past to the future. *Journal of Business Research*, 149, 663–689. <https://doi.org/10.1016/j.jbusres.2022.05.061>
- Al Adwan, M. N., Hegazy, A., Basha, S. E., Mamdouh, A., El hAjj, M., Alketbi, B., & Fayez, H. (2025). Investigating the Role of Public Relations Campaigns in Environment Awareness Among University Students. *Sustainability (Switzerland)*, 17(13). <https://doi.org/10.3390/su17135675>
- Albarq, A. N. (2023). The Impact of CKM and Customer Satisfaction on Customer Loyalty in Saudi Banking Sector: The Mediating Role of Customer Trust. *Administrative Sciences*, 13(90), 1–13. <https://doi.org/10.3390/admsci>
- Alfarisy, S., Pudyaningsih, A. R., & Akramiah, N. (2025). Pengaruh Personal Selling dan Direct Selling terhadap Minat Beli Motor Honda di PT. Mitra Pinasthika Mustika Pasuruan. *JIMU: Jurnal Ilmiah Multi Disiplin*, 3(3), 1257–1279. <https://otomotif.bisnis.com/>,

- Aljumah, A. I., Nuseir, M. T., & El Refae, G. A. (2023). Examining the effect of social media interaction, E-WOM, and public relations: Assessing the mediating role of brand awareness. *International Journal of Data and Network Science*, 7(1), 467–476. <https://doi.org/10.5267/j.ijdns.2022.8.012>
- Andespa, R., Yeni, Y. H., Fernando, Y., & Sari, D. K. (2023). Citra Merek, Nilai Persepsi, Kesadaran Merek, Kepercayaan Nasabah, dan Loyalitas Nasabah pada Perbankan Syariah. *Jurnal Ekonomi Dan Ekonomi Syariah*, 6(2), 2301–2316. <https://doi.org/10.36778/jesya.v6i2.1266>
- Bartschat, M., Cziehso, G., & Hennig-Thurau, T. (2022). Searching for word of mouth in the digital age: Determinants of consumers' uses of face-to-face information, internet opinion sites, and social media. *Journal of Business Research*, 141, 393–409. <https://doi.org/10.1016/j.jbusres.2021.11.035>
- Cindy, & Rahayu, N. P. W. (2025). PENGARUH BAURAN PEMASARAN, DIGITAL MARKETING DAN DIRECT SELLING DI TOKO CINDY JAYA FURNITURE TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Ilmiah MEA*, 9(1), 123–144.
- Gabriella, T. P., Ellitan, L., & Kristanti, M. M. (2022). PENGARUH SOCIAL MEDIA MARKETING, DAN E-WOM TERHADAP KEPUTUSAN PEMBELIAN MELALUI BRAND AWARENESS SEBAGAI MEDIASI PADA KEDAI KOPI JANJI JIWA DI SURABAYA. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, 11(1), 1–10. <https://doi.org/10.33508/jumma.v11i1.3946>
- Hamid, A. (2026). EXPLORING THE ROLE OF BRAND AWARENESS IN BUILDING CONSUMER TRUST IN ONLINE-BASED MSMEs. *Journal of Management and Innovation Entrepreneurship (JMIE)*, 3(2), 378–390.
- Hazanah, E. Y., Fadlilah, A. N., Ayu, I., Kusumawati, D., Simamora, A. J., Studi, P., Pembangunan, E., Tidar, U., & Magelang, K. (2025). Organization-Public Relations, Situational Factors, and Public Participation in Corporate Social Responsibility: The Moderating Role of Corporate Social Responsibility Motivation. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 16(02), 115–125.
- Ischak, S. A., Maarif, M. S., Hermadi, I., & Asikin, Z. (2024). Efficiency and Competitiveness of Banking in Indonesia Based on Bank Core Capital Group. *Economies*, 12(12), 1–18. <https://doi.org/10.3390/economies12120345>
- Joel, D., Kairupan, I., Ayu, O., Stie, Y., & Yogyakarta, Y. (2021). PENGARUH HUBUNGAN MASYARAKAT, PERIKLANAN, DAN WORD OF MOUTH TERHADAP KESADARAN MEREK PRODUK UMKM: STUDI KASUS PADA TOKO X CAKE AND BAKERY. *Jurnal Riset Manajemen Dan Bisnis*, 16(1), 1–10.
- Junarsin, E., Pangaribuan, C. H., Wahyuni, M., Hidayat, D., Putra, O. P. B., Maulida, P., & Soedarmono, W. (2022). Analyzing the relationship between consumer trust, awareness, brand preference, and purchase intention in green marketing. *International Journal of Data and Network Science*, 6(3), 915–920. <https://doi.org/10.5267/j.ijdns.2022.2.005>
- Khamitov, M., Rajavi, K., Huang, D.-W., & Hong, Y. (2024). Consumer Trust: Meta-analysis of 50 Years of Empirical Research. *Journal of Consumer Research*.

- Mamoto, J. E., & Gunawan, E. M. (2023). THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND BRAND TRUST ON ONLINE PURCHASE DECISIONS OF SKINCARE PRODUCTS IN LAZADA. *Jurnal EMBA*, 11(1), 1218–1230.
- Moin, S. M. A., Devlin, J., & McKechnie, S. (2023). Introducing a composite measure of trust in financial services. *Service Industries Journal*, 43(11–12), 896–922. <https://doi.org/10.1080/02642069.2021.1969366>
- Nazalia, E. P., & Melleyuandita Annisa, G. (2024). Public Relations Strategies In Building Brand Awareness At CV. Borong Persada. *International Journal of Science*, 1–9.
- NGO, T. T. A., AN, G. K., DANG, N. Y., DOAN, T. T., & NGUYEN, V. M. H. (2026). The psychological impact of social media marketing on consumer willingness to pay for tech gadgets: A study on brand perception and decision-making. *Acta Psychologica*, 262. <https://doi.org/10.1016/j.actpsy.2025.106130>
- Oparaugo, B. (2021). Role of Public Relations in Corporate Image Building and Sustenance. *International Journal of Applied Research in Business and Management*, 2(1). <https://doi.org/10.51137/ijarbm.2021.2.1.3>
- Pranedya, A. (2021). Analysis of the Influence of Public Relations and Price Towards Consumer Buying Interest in Make-Up Artist Service (Case Study on Aliefiah Pranedya Make-Up Artist). *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 245–257. <https://doi.org/10.37715/rmbe.v1i2.2431>
- Prasetyo, A., & Praswati, A. N. (2024). The Role of Brand Awareness as A Mediator in the Relationship Between Entertainment and eWOM on Brand Loyalty: An Analysis of Social Media Marketing Content. *Ilomata International Journal of Management*, 6(2), 555–570. <https://doi.org/10.61194/ijjm.v6i2.1450>
- Prayudi, D., & Nugraha, R. (2022). THE INFLUENCE OF ADVERTISING, DIRECT MARKETING AND EVENT EXPERIENCE ON BRAND AWARENESS AND THEIR IMPACT ON PURCHASE DECISION. *Jurnal Riset Bisnis Dan Manajemen*, 15(1), 51–55.
- Rofiki, Moh., & Nurjannah, U. D. (2024). Public Relations Strategy in Increasing Brand Awareness of Boarding-Based School. *Electronic Journal of Education, Social Economics and Technology*, 5(2), 373–381. <https://doi.org/10.33122/ejeset.v5i2.265>
- Sahu, A., Khemka, M., Agrawal, A., Shadan, M., Sahu, B., Sem student, th, & University, K. (2024). Consumer Confidence in Digital Finance: Trust Dynamics in Online Banking. *International Journal for Multidisciplinary Research*, 6(3), 1–9. www.ijfmr.com
- Sinaga, V. L., Violin, V., Ibrahim, M. M., Shabrina, F., Wahyuningratna, R. N., & Arief, I. (2025). ANALISIS PENGARUH E-WOM, PEMASARAN DIGITAL DAN KUALITAS KONTEN MEDIA SOSIAL TERHADAP BRAND AWARENESS. *JURNAL LENTERA BISNIS*, 14(2), 1240–1249. <https://doi.org/10.34127/jrlab.v14i2.1453>
- Sulistio, A., & Samuel, H. S. (2021). PENGARUH PROMOTION MIX TERHADAP BRAND AWARENESS

PT HM SAMPOERNA TBK MELALUI PRODUK TERBARU SAMPOERNA A PLATINUM. *Jurnal Strategi Pemasaran*, 5(2), 1–7. <https://nasional.tempo.co/read/875384/menteri-kesehatan-sepertiga->

Suwiryo Sidarta, E., Wira Wanga, M., Kohar, F., & Antonio, T. (2025). Pengaruh Advertising Awareness dan Direct Marketing Terhadap Brand Awareness Mahasiswa Baru Dalam Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar. *Jurnal Pendidikan, Sosial Dan Humaniora*, 4(2), 1–7.

Tinonetsana, F., Rawjee, V. P., & Govender, J. P. (2025). Influence of electronic word of mouth during consumer buying decisions in South Africa. *International Journal of Business Ecosystem & Strategy (2687-2293)*, 7(2), 43–52. <https://doi.org/10.36096/ijbes.v7i2.752>

Utama, A. P., & Ambarwati, A. N. (2022). THE EFFECT OF BRAND AWARENESS, BRAND IMAGE AND TRUST ON CONSUMER BUYING INTEREST. *Journal of Research and Community Service*, 3(13), 2310–2330. www.astraisuzu.co.id