

The Effect of Product Quality, Brand Image and Brand Trust on Purchase Decision of Wardah Cosmetics in Jakarta National University

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Abstract:

This study aims to determine the effect of Product Quality, Brand Image and Brand Trust on Purchase Decision of Wardah Cosmetics in Jakarta National University Students. The population of this research is the students of the National University of Jakarta who used Wardah cosmetics products. The sampling method used in this study was purposive sampling. The sampling method used purposive sampling technique, the number of samples was 100 respondents with the sample criteria being Jakarta National University students who had purchased and used Wardah cosmetics. This type of data uses primary data in the form of a questionnaire. This study uses analytical techniques including multiple linear regression tests, and hypothesis testing with the help of SPSS 25. Partially, product quality has a positive and significant effect on Wardah cosmetic purchasing decisions for students at the National University of Jakarta this is indicated by the results of the t-test with the acquisition $t_{count} > t_{table}$ ($2,057 > 1,984$) and sig value ($0,042 < 0,05$), brand image has a positive and significant effect on purchasing decisions for Wardah cosmetics for students at National University of Jakarta as evidenced by the t-test results with the acquisition of $t_{count} > t_{table}$ ($2,481 > 1,984$) and the sig value ($0,015 < 0,05$), and brand trust has a positive and significant effect on purchasing decisions for Wardah cosmetics. at the Jakarta National University Students as evidenced by the t-test results with the acquisition of $t_{count} > t_{table}$ ($2,116 > 1,984$) and sig value ($0,037 < 0,05$).

Keywords: Product Quality, Brand Image, Brand Trust, Purchase Decision.

INTRODUCTION

Modern times have seen a lot of increase in the level of competition in the business world, including in the field of beauty products. Evidenced by the rise of local and foreign types of cosmetics. Currently, the commercial industry is experiencing very rapid growth, where the commercial industry has succeeded in occupying the domestic market. Conditions like this can affect the condition of society, and the way consumers perceive appearance also changes. Along with the times, cosmetics or beauty products are not only a necessity but have become a necessity for women. This eventually became a great opportunity for cosmetic manufacturers, so that more

and more cosmetic brands competed to produce the latest product innovations. The increasing number of competitors is a demand for companies to always try to meet the expectations of consumers. From this, it is expected that the company not only provides opportunities but also finds the best way for every challenge faced to seize and maintain market share.

One of the cosmetic brands in Indonesia is Wardah, which is an original halal brand in Indonesia established in 1995 and sponsored by PT. Paragon Teknologi dan Inovasi (PT PTI) with Nurhayati Subakat as commissioner. Wardah produces many cosmetic products in the form of skincare, makeup, body series, hair care. As an industry player, Wardah's products use high quality natural ingredients, no alcohol, no harmful chemicals. Wardah is the first local cosmetic product trusted by the MUI Food, Drug and Cosmetics Assessment Institute (LPPOM MUI) to obtain halal certification. Then more than 200 products are halal and safe for daily use. Halal products are the jargon that accompanies these cosmetic products also add to Wardah's appeal to Indonesian cosmetic products. Wardah has successfully shaped the brand image and carved various awards such as the best halal advertisement (2016), Campaign of the year (2017), top brand award in 2018, and others.

Table 1. Wardah's Top Brand Index Sales 2017-2021

| No | Brand | Top Brand Index % | | | | |
|----|-------------------|-------------------|--------------|-----------|-------------|--------------|
| | | 2017 | 2018 | 2019 | 2020 | 2021 |
| 1. | Powder | 17% | 21,8% | 23,9% | 20% | 20,3% |
| 2. | Lipstick | 25,0% | 36,2% | 33,4% | 33,5% | 31,9% |
| 3. | Blush On | 21,3% | 29,7% | 26,3% | 22,2% | 28,6% |
| 4. | Sun Care | 18,6% | 13% | 16,7% | 12,3% | 13,2% |
| 5. | Body Cream | 14.4% | 16,4% | 9% | 9,2% | 9,3% |

Source : Top Brand Index

Wardah's sales results obtained from the percentage of Top Brand Index (TBI) in 2017-2021, the type of Sow Powder products in 2017 had a sales rate of 17%, increased in 2018 to 21.8%, increased again in 2019 to 23.9%, in 2020 decreased to 20%, increased again in 2021 to 20.3%. In the type of Lipstick products in 2017 had a sales rate of 25%, increased in 2018 to 36.2%, in 2019 decreased to 33.4%, in 2020 increased to 33.5%, and again decreased in 2021 to 31.9%. In the type of product Blush On has a sales rate of 21.3%, increased in 2018 to 29.7%, decreased in 2019 to 26.3%, again decreased in 2020 to 22.2%, increased in 2021 to 28.6%. In the type of product, Sun Care has a sales rate of 18.6%, decreased in 2018 to 13%, in 2019 increased to 16.7%, again decreased in 2020 to 12.3%, and increased in 2021 to 13.2%. Body Cream type products have a sales rate of 14.4%, in 2018 it increased to 16.4%, in 2019

decreased to 9.%, 2020 increased to 9.2%, and in 2021 it increased again to 9.3%. Based on this description, it can be seen that Wardah's cosmetic sales in 2017-2021 are still unstable because they are still increasing and decreasing. The data in the table above can describe problems in

purchasing decisions. The issue of purchasing decisions is influenced by product quality, brand image, brand trustworthiness.

Nitisusantro (2012: 195) defines buying decisions as components based on consumer-bound elements which are interpreted habits expressed in authentic attitudes with the measurements and visions of others. The stages of making product purchase decisions are not all the same. Purchasing decision making should be understood by the company for goal setting. In general, there are several things that underlie consumers in deciding on purchases.

Product quality influences purchasing decisions (Wahyu Eko Setyaningsih, 2018). With the large amount of competition, it requires business actors to strive to improve the quality of their products. Kotler (2005) argues that product quality is everything that can be given to the market to be owned, worn, cared for or consumed in order to meet expectations or needs. All consumers want the best quality when making a buying decision. Good and appropriate product quality will increase consumer opportunities in purchasing decisions. Every important company observes the quality of the products it creates. The more quality a product is, the increased consumer interest in product purchase decisions. Until now product quality is still taken into consideration by consumers to buy a desired product.

Brand image influences purchasing decisions (Dewi Rosa Indah, Iza Afalia and Zelitha Maulida, 2020). According to Tjiptono (2008) brand image is an exposure to consumer trust and association and to certain brands. Brand image is an important component in product purchasing decisions. If the brand image tied to the product is positive, consumers are more attracted to make purchases, because the brand image of the product is believed, making consumers feel guaranteed to use the product. In addition, companies can benefit, because when the brand image is very strong in the minds of consumers, consumers will be more trusting and loyal to the products purchased.

Brand Trust influences purchasing decisions (Ayu Novalia, Rahayu Triasity and Sumaryanto, 2020). To decide to buy a product, consumers must have confidence in the product. In consumer purchasing decisions, brand trust grasps an important contribution. Trust is born from determination with an individual's positive assessment of products, brands and more. That leads the next consumer to take a stand. If consumers do not match their desires for the product brand, consumers will not trust and prefer to discourage their intention to buy. Conversely, if the product meets expectations, consumers will trust and decide to buy the product. Delgado, Munuera and Yague (2013) define brand trust *as an assumption or desire with trust* in the reality and determination of the brand in circumstances that imply consequences on consumers. The majority of consumers buy products that have a good reputation, considered more reliable. That way, experience on the brand as the root of consumer brand trust.

Students are one of the consumers who often use cosmetics. They also want to always look beautiful, so students become a suitable target market in this cosmetic product. Students are chosen because they have a relatively young age and at least understand the characteristics of cosmetics so that later they will be able to provide a relative assessment of the product. Students are also a category of people who are sensitive or aware of things that concern a new product or product. For this reason, researchers assess that National University Students are the right research subjects to choose.

Based on the formulation of the problem above, it is known that the objectives of this study are:

1. To find out and analyze the effect of product quality on the purchase decision of wardah cosmetics in Jakarta National University Students.
2. To find out and analyze the influence of brand image on the purchase decision of wardah cosmetics in Jakarta National University Students.
To find out and analyze the influence of brand trust on the purchase decision of wardah cosmetics in Jakarta National University Students.

The conduct of this research is expected to provide uses including:

1. For the company, it is used as information and evaluation for the management of PT Paragon Technology and Innovation, to determine the influence of product quality variables, brand image and brand trust in creating purchasing decisions that can later be useful for the company, as well as information that can be used as a basis in strategies to influence purchasing decisions.
2. For researchers, it is used as a means of increasing understanding of product quality, brand image, brand trust and purchasing decisions.
3. For other parties, it is used as a reference for further researchers related to product quality, brand image, brand trust and purchasing decisions

RESEARCH METHODS

The method used is a questionnaire that collects data that is done by dividing various statements or written questions for respondents to answer. The score for each variable of this study refers to the Likert scale.

Data Sources

Data collection can be done from various sources and ways. In this study, the data sources used were primary data sources and secondary data. Primary data is the acquisition of data carried out by researchers from the first source with the results of filling out questionnaires. Then secondary data is the source of research data obtained not directly using a connecting device and the data is obtained from other parties.

Data Type

The use of this type of data in this study is quantitative, where in managing research data there are numbers that are analyzed using statistics later.

Population and Sample

- a. Population according to (Simamora, 2004: 193) is information in a group of analysis units that want to be known. The population in this study is students of the National University of Jakarta who use Wardah cosmetic products.
- b. A sample is a set of components that constitute a small part of the population (Suprpto:51). Sample collection using *non-probability sampling technique*. According to Sugiyono (2017: 125), *non-*

probability sampling is a sampling method in which each element and its members do not get the same hope or opportunity to be selected as a sample. *Non-probability sampling technique with purposive sampling* method is a technique for determining samples on certain criteria and is carried out to anyone (Sugiyono, 2019). The use of sample criteria in this study was National University students who had purchased and used Wardah cosmetics. Sampling through the distribution of online questionnaires via *google form* to 100 respondents from December 7, 2021-January 5, 2022.

In this study, the sample size was determined using the Anderson et al (2017) formula:

$$n = \frac{(Z_{\alpha/2})^2 p^*(1-p^*)}{E^2}$$

Information:

P* = proportion of population

E = 10% fault tolerance limit α = alpha 0.05

$(Z_{\alpha/2})^2$ = normal distribution score with a real level of 5% (1.96) So the minimum sample taken by researchers is:

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{0,12} = 96.4$$

Based on the calculation above, so for the smallest number of samples that can be used amounted to 96 respondents. However, in order for the results obtained to be more valid, this study results were rounded up to 100 respondents.

RESULTS AND DISCUSSION

The object of research in this study is purchasing decisions that are influenced by product quality, brand image, and brand trust in Wardah cosmetics for Jakarta National University Students. The questionnaire used by the study amounted to 100 respondents. The respondents of this study were students of the National University of Jakarta who had purchased and used Wardah cosmetics. The consumers who had been selected as respondents to the study were criterion based on age, gender, income. This aims to find out in general the characteristics of consumers who buy and use Wardah cosmetics.

Company Overview

General History of the Company

Wardah is an Indonesian brand cosmetic product created by PT. Paragon Technology and Innovation (PT. PTI). The establishment of this company since February 28, 1985 by the husband and wife of Drs.

H. Subakat Hadi, M. Sc and Dra. Hj. Nurhayati Subakat, Apt with the initial name of PT. Pustaka Tradition Ibu which only produces Ega-branded hair care and markets it to salons. Then in 1995, PT. PTI began to launch Wardah brand products with *halal* and safe cosmetic positioning. In that year Wardah could not develop due to poor management problems.

In 1996, PT. Paragon Technology and Innovation began to try to develop Wardah's cosmetic

products by entering the *makeup market (decorative)*, from here Wardah's sales were able to increase. Until 1999-2003, the company continued to grow and Wardah's sales were able to increase rapidly. Then the company made performance changes to be more modern in 2022-2023. Then in 2005, PT. Paragon Technology and Innovation applies *Good Manufacturing Practice (GMP)* and *Good Cosmetic Manufacturing Practices (CPKB)*. Until now, the development of Wardah's cosmetics is still increasing. With so much competition from companies that are both engaged in cosmetics, it is very necessary to innovate products to attract consumers.

Wardah Cosmetic Products

There are several cosmetic products embodied by Wardah, including:

a) Skincare

- 1) Acnederm
- 2) Nature Daily
- 3) C Defense
- 4) White Secret
- 5) UV Shield Series
- 6) Perfect Bright

b) Makeup

- 1) Eye (Eyebrow, Eyeliner, Mascara, Eyeshadow)
- 2) Face (Foundation, Two Way Cake, Loose Powder, Blush On)
- 3) Lips (Lipstick, Lip Cream, Lip Tint, Lip Balm)

c) Haircare

- 1) Shampoo
- 2) Conditioner

d) Bodycare

- 1) Scentsation
- 2) Body series
- 3) Aloe Hydramild
- 4) Hajj & Umrah

Descriptive Analysis

The instrument in this study was a questionnaire list, which was carried out by distributing questionnaires to 100 respondents. In this study, the selected respondents were students of the National University of Jakarta who had purchased and used Wardah cosmetics. The total number of statements in this study is sixteen (16) items, in the product quality variable (X1) there are six (6) statement items, the brand image variable (X2) there are three (3) statement items, the brand trust variable (X3) there are three (3) statement items, the purchase decision variable (Y) there are four (4) statement items.

Descriptive Analysis of Respondent Characteristics

Data characteristics of respondents measured in this study are age, gender and income. From the results of the research conducted, the results are detailed as follows:

Characteristics of respondents by age

Table 2. Characteristics of respondents by age

| Age | Number of | Percentage |
|-----|-----------|------------|
|-----|-----------|------------|

| | Respondents | |
|---------------------|--------------------|------------|
| 17-22 Years | 93 | 93% |
| 23-28 Years | 4 | 4% |
| 29-34 ahun | 2 | 2% |
| >35 Years | 1 | 1% |

Source: 2022 Questionnaire Data Processing Results

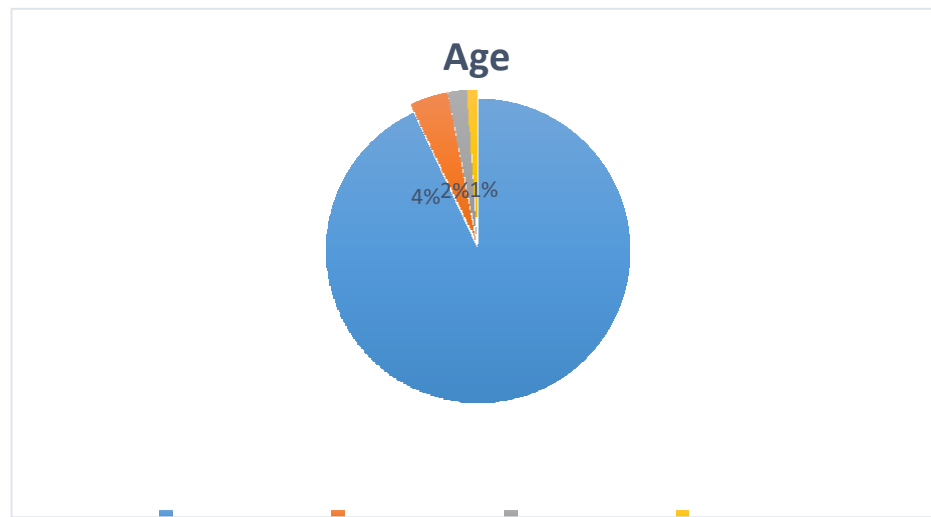


Figure 1. Diagram of respondent characteristics by age

Source: 2022 Questionnaire Data Processing Results

Table 2 and figure 1 show that of the 100 respondents of National University Students who use Wardah cosmetics the most are respondents aged 17-22 years as many as 93 people (93%), aged 23-28 years as many as 4 people (4%),

29-34 years old as many as 2 people (2%), and >35 years old as many as 1 person (1%). From these data, it was concluded that respondents aged 17-22 years were the most dominant and showed that young women who are generally female students are the right targets for Wardah cosmetics.

Characteristics by Gender

Table 3. Characteristics of respondents by gender

| Gender | Number of Respondents | Percentage |
|---------------|------------------------------|-------------------|
| Man | 0 | 0 |
| Woman | 100 | 100% |

Source: 2022 Questionnaire Data Processing Results

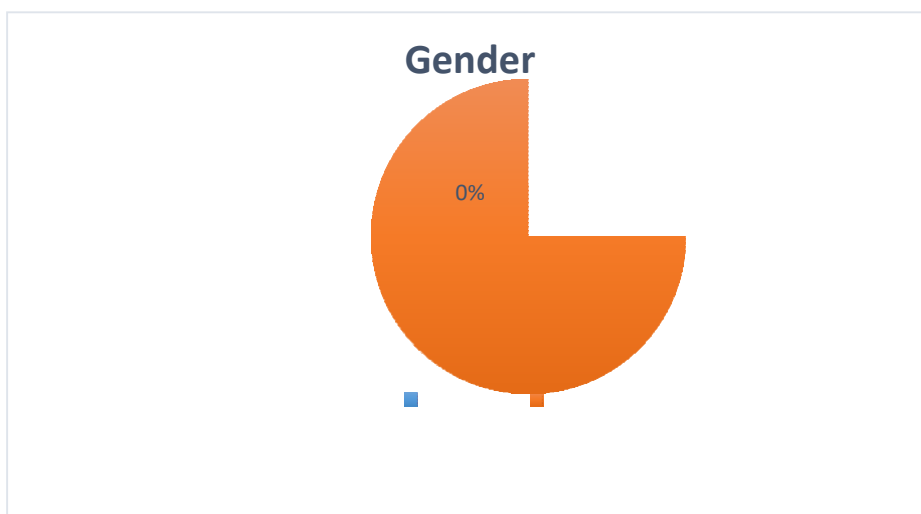


Figure 2. Diagram of respondent characteristics by gender

Source: 2022 Questionnaire Data Processing Results

Table 3. and diagram 2 shows that out of 100 respondents, namely National University Students, as many as 100 respondents (100%) are female. From these data, it is concluded that female respondents are the most dominant.

Characteristics of Respondents by Income

Table 4. Characteristics of respondents by income

| Revenue/Month | Number of Respondents | Percentage |
|-----------------------------|-----------------------|------------|
| IDR 1,000,000-IDR 3,000,000 | 87 | 87% |
| IDR 3,000,000-IDR 6,000,000 | 9 | 9% |
| IDR 6,000,000-IDR 9,000,000 | 3 | 3% |
| >IDR 9,000,000 | 1 | 1% |

Source: 2022 Questionnaire Data Processing Results



Figure 3. Diagram of respondent characteristics by income

Source: 2022 Questionnaire Data Processing Results

Table 4. and draw diagram 3. showed that out of 100 respondents of Jakarta National University Students who used Wardah cosmetics as many as 87 people (87%) with incomes of Rp1,000,000-Rp3,000,000, 9 people (9%) with incomes of Rp3,000,000-Rp6,000,000, 3 people (3%) with incomes of Rp6,000,000-Rp9,000,000, and 1 person (1%) with incomes of >Rp9,000,000. From these data, it was concluded that the most dominant respondents in this study were respondents whose income Rp1,000,000-Rp3,000,000.

Descriptive Analysis of Variables

Product Quality

Table 5. Wardah is a cosmetic and facial care that is able to provide beauty and nourish my facial skin

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 6 | 6% | 18 |
| Agree | 4 | 54 | 54% | 216 |
| Totally Agree | 5 | 40 | 40% | 200 |
| Total | | 100 | 100 | 434 |
| Average | | | | 4,34 |

Source: SPSS 25 Data Processing Results

Table 5 shows that out of 100 respondents, 40 people (40%) said they strongly agreed, 54 people (54%) agreed, 6 people (6%) said they did not agree, and no answers were obtained in the category of disagree and strongly disagree with the statement "Wardah is a cosmetic and facial care that is able to provide beauty and maintain my facial skin".

Table 6. After I use Wardah cosmetics, my face looks brighter, well-groomed and attractive

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 8 | 8% | 24 |
| Agree | 4 | 55 | 55% | 220 |
| Totally Agree | 5 | 37 | 37% | 185 |
| Total | | 100 | 100 | 429 |
| Average | | | | 4,29 |

Source: SPSS 25 Data Processing Results

Table 6 shows that out of 100 respondents as many as 37 people (37%) said they strongly agreed, as many as 55 people (55%) agreed, as many as 8 people (8%) expressed less approval, and no answers were obtained in the category of disagree and strongly disagree on the statement "After I use Wardah cosmetics, my face looks brighter, well-maintained and attractive".

Table 7. Wardah cosmetics are safe and suitable for use on my face

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 5 | 5% | 15 |
| Agree | 4 | 57 | 57% | 228 |
| Totally Agree | 5 | 38 | 38% | 190 |
| Total | | 100 | 100 | 433 |
| Average | | | | 4,33 |

Source: SPSS 25 Data Processing Results

Table 8 shows that out of 100 respondents as many as 38 people (38%) said strongly agree,

as many as 57 people (57%) said they agreed, as many as 5 people (5%) said they did not agree, and no answers were obtained in the category of disagree and strongly disagree on the statement "Wardah cosmetics are safe and suitable for use on my face".

Table 8 Wardah's cosmetic products have trusted standards, namely halal labels and BPOM

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 2 | 2% | 6 |
| Agree | 4 | 40 | 40% | 160 |
| Totally Agree | 5 | 58 | 58% | 290 |
| Total | | 100 | 100 | 456 |
| Average | | | | 4,56 |

Source: SPSS 25 Data Processing Results

Table 9 shows that out of 100 respondents as many as 58 people (58%) said they strongly agreed, as many as 40 people (40%) agreed, as many as 2 people (2%) said they did not agree, and no answers were obtained in the category of disagree and strongly disagree with the statement "Wardah's cosmetic products have trusted standards, namely halal labels and BPOM".

Table 9. In my opinion, the durability of Wardah cosmetic products can last a long time with normal use

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 4 | 4% | 12 |
| Agree | 4 | 56 | 56% | 224 |
| Totally Agree | 5 | 40 | 40% | 200 |
| Total | | 100 | 100 | 436 |
| Average | | | | 4,36 |

SPSS Data Processing Results 25%) expressed strong approval, as many as 56 people (56%) expressed approval, as many as 4 people (4%) expressed disapproval, and no answer was

obtained in the category of disagree and strongly disagree with the statement "I think the durability of Wardah cosmetic products can last a long time with normal use".

Table 10. In my opinion, Wardah's products have practical and attractive packaging

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 4 | 4% | 12 |
| Agree | 4 | 47 | 47% | 188 |
| Totally Agree | 5 | 49 | 49% | 245 |
| Total | | 100 | 100 | 445 |
| Average | | | | 4,45 |

Source: SPSS 25 Data Processing Results

Table 10. showed that out of 100 respondents as many as 49 people (49%) said they strongly agreed, as many as 47 people (47%) agreed, as many as 4 people (4%) expressed less agree, and no answer was obtained in the category of disagree and strongly disagree with the statement "I think Wardah's products have practical and attractive packaging".

Table 11. Average Total Mean Product Quality (X1)

| Indicators | Statement | Average |
|------------------------------|--|-------------|
| Performance | Wardah is a cosmetic and facial care that is able to provide beauty and maintain facial skin I. | 4,34 |
| Additional Privileges | After I use Wardah cosmetics, my face looks brighter, well maintained and attractive. | 4,29 |
| Reliability | Wardah cosmetics are safe and compliant used on my face. | 4,33 |

| | | |
|--|---|--------------|
| Compliance with Specifications | Wardah's cosmetic products have trusted standards, namely halal labels and BPOM. | 4,56 |
| Durability | In my opinion the durability of cosmetic products Wardah can last a long time with normal use. | 4,36 |
| Aesthetic | I think Wardah's products have Practical and attractive packaging. | 4,45 |
| TOTAL PRODUCT QUALITY MEAN SCORE X1 | | 26,33 |
| AVERAGE TOTAL MEAN PRODUCT QUALITY X1 | | 4.388 |

Source: Primary Data processed, 2022

Table 11 shows that the total *Average* for the overall product quality variable yields a value of 4.388. The highest mean score is found in the indicator regarding conformity with specifications with the statement "Wardah's cosmetic products have trusted standards, namely halal labels and BPOM" of 4.56. Meanwhile, the lowest mean was found in the indicator of additional privileges with the statement "After I use Wardah cosmetics, my face looks brighter, better maintained and attractive" of 4.29.

Brand Image

Table 12. In my opinion, the Wardah brand has a good image, because Wardah has advantages compared to other brands

| Criterion | Value Weighting | Frequency | Percentage | Score |
|-----------------------|------------------------|------------------|-------------------|--------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |

| | | | | |
|----------------------|---|------------|------------|-------------|
| Disagree Less | 3 | 8 | 8% | 24 |
| Agree | 4 | 45 | 45% | 180 |
| Totally Agree | 5 | 47 | 47% | 235 |
| Total | | 100 | 100 | 439 |
| Average | | | | 4,39 |

Source: SPSS 25 Data Processing Results

Table 12 shows that out of 100 respondents, 47 people (47%) said they strongly agreed, 45 people (45%) agreed, 8 people (8%) said they did not agree, and no answers were obtained in the category of disagree and strongly disagree with the statement "I think the Wardah brand has a good image, because Wardah has advantages compared to other brands".

Table 13. In my opinion, the Wardah brand has a good image, because it suits women's needs for cosmetics

| Criterion | Value Weighting | Frequency | Percentage | Score |
|-----------------------|------------------------|------------------|-------------------|--------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 3 | 3% | 9 |
| Agree | 4 | 50 | 50% | 200 |
| Totally Agree | 5 | 47 | 47% | 235 |
| Total | | 100 | 100 | 444 |
| Average | | | | 4,44 |

Source: SPSS 25 Data Processing Results

Table 4.16 shows that out of 100 respondents, 47 people (47%) said they strongly agreed, 50 people (50%) agreed, 3 people (3%) said they did not agree, and no answers were obtained in the category of disagree and strongly disagree with the statement "I think the Wardah brand has a good image, because it suits women's needs for cosmetics".

Table 14. In my opinion, the Wardah brand has a good image, because it has complete product variants

| Criterion | Value Weighting | Frequency | Percentage | Score |
|------------------|------------------------|------------------|-------------------|--------------|
|------------------|------------------------|------------------|-------------------|--------------|

| | | | | |
|-----------------------|---|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 0 | 0% | 0 |
| Agree | 4 | 46 | 46% | 184 |
| Totally Agree | 5 | 54 | 54% | 270 |
| Total | | 100 | 100 | 454 |
| Average | | | | 4,54 |

Source: SPSS 25 Data Processing Results

Table 14. showed that out of 100 respondents as many as 54 people (54%) expressed strong approval, as many as 46 people (46%) expressed agreement, and no answers were obtained in the categories of disagree, disagree and strongly disagree on the statement "I think the Wardah brand has a good image, because it has complete product variants".

Table 15. Average Total Mean Brand Image (X2)

| Indicators | Statement | Average |
|---|---|----------------|
| Brand Association Excellence | I think the Wardah brand has a good image, because Wardah has advantages over with other brands. | 4,39 |
| Association Strength Brand | I think the Wardah brand has a good image, because it is in accordance with the women's need for cosmetics. | 4,44 |
| Peculiarities of the Association Brand | I think the Wardah brand has a good image, because it has completeness of product variants. | 4,54 |
| TOTAL BRAND IMAGE MEAN SCORE X2 | | 13,37 |
| AVERAGE TOTAL MEAN BRAND IMAGE X2 | | 4,456 |

Source: Primary Data processed, 2022

Table 15 shows that the total *Average* for the overall brand image variable yields a value of 4.456. The highest mean score is found in the indicator of the uniqueness of brand associations with the statement "I think the Wardah brand has a good image, because it has complete product variants" of 4.54. Meanwhile, the lowest mean is found in the indicator of the superiority of brand association with the statement "I think the Wardah brand has a good image, because Wardah has

advantages compared to other brands" of 4.39.

Brand Trust

Table 16. I believe the Wardah brand has halal assurance and good quality

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 1 | 1% | 3 |
| Agree | 4 | 37 | 37% | 148 |
| Totally Agree | 5 | 62 | 62% | 310 |
| Total | | 100 | 100 | 461 |
| Average | | | | 4,61 |

Source: SPSS 25 Data Processing Results

Table 16 shows that out of 100 respondents, 62 people (62%) said they strongly agreed, 37 people (37%) agreed, 1 person (1%) said they did not agree and did not get an answer in the category of disagree and strongly disagree with the statement "I believe the Wardah brand has halal assurance and good quality".

Table 17. I believe the cosmetic brand Wardah is always innovating on its products

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 1 | 1% | 3 |
| Agree | 4 | 45 | 45% | 180 |
| Totally Agree | 5 | 54 | 54% | 270 |
| Total | | 100 | 100 | 453 |
| Average | | | | 4,53 |

Source: SPSS 25 Data Processing Results

Table 17 shows that out of 100 respondents, 54 people (54%) strongly agree, 45 people (45%) agree, 1 person (1%) disagree, and no answers are obtained in the category of disagree and strongly disagree with the statement "I believe Wardah's cosmetic brand always innovates on its

products".

Table 18. I believe Wardah's brand has more beauty and facial skills than other brands

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 9 | 9% | 27 |
| Agree | 4 | 45 | 45% | 180 |
| Totally Agree | 5 | 46 | 46% | 230 |
| Total | | 100 | 100 | 437 |
| Average | | | | 4,37 |

Source: SPSS 25 Data Processing Results

Table 18. showed that out of 100 respondents as many as 46 people (46%) said strongly agree, as many as 45 people (45%) said they agreed, as many as 9 people (9%) expressed less agree, and no answer was obtained in the category of disagree and strongly disagree with the statement "I believe the Wardah brand has capabilities in beauty and facial care compared to other brands".

Table 19 Average Total Mean Brand Trust (X3)

| Indicators | Statement | Flat-Flat |
|---|--|--------------|
| Stability | I believe the Wardah brand has Halal guarantee and good quality. | 4,61 |
| Innovation | I trust the cosmetic brand Wardah Always innovate on its products. | 4,53 |
| Competence | I believe the cosmetic brand Wardah has the ability in beauty and facial care compared to the brand other. | 4,37 |
| TOTAL BRAND TRUST MEAN SCORE X3 | | 13,51 |
| AVERAGE TOTAL MEAN CONFIDENCE X3 BRAND | | 4.503 |

Source: Primary Data processed, 2022

Table 20 shows that the total *Average* for the overall brand trust variable yields a value of 4.503. The highest mean score is found in the indicator of stability with the statement "I believe the Wardah brand has halal assurance and good quality" of 4.61. Meanwhile, the lowest mean is found in the indicator of competence with the statement "I believe the cosmetic brand Wardah has ability in beauty and facial care compared to other brands" of 4.37.

Purchasing Decision

Table 20. I will still choose Wardah cosmetic products, even if other brands give it an advantage

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 18 | 18% | 54 |
| Agree | 4 | 52 | 52% | 208 |
| Totally Agree | 5 | 30 | 30% | 150 |
| Total | | 100 | 100 | 412 |
| Average | | | | 4,12 |

Source: SPSS Data Processing Results

Table 20 shows that out of 100 respondents, 30 people (30%) strongly agree, 52 people (52%) agree, 18 people (18%) disagree, and no answers are obtained in the category of disagree and strongly disagree with the statement "I will still choose Wardah cosmetic products, even though other brands give their advantages".

Table 21 I will always make purchases of Wardah cosmetic products, for my cosmetic needs

| Criterion | Value Weighting | Frequency | Percentage | Score |
|----------------|-----------------|------------|------------|-------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 11 | 11% | 33 |
| Agree | 4 | 53 | 53% | 212 |
| Totally Agree | 5 | 36 | 36% | 180 |
| Total | | 100 | 100 | 425 |
| Average | | | | 4,25 |

Source: SPSS 25 Data Processing Results

Table 21 shows that out of 100 respondents, 36 people (36%) said they strongly agreed, 53 people (53%) agreed, 11 people (11%) said they did not agree, and did not get answers in the category of disagree and strongly disagree with the statement "I will always buy Wardah cosmetic products, for my cosmetic needs".

Table 22. I would recommend Wardah's cosmetics to others

| Criterion | Value Weighting | Frequency | Percentage | Score |
|-----------------------|------------------------|------------------|-------------------|--------------|
| Very Not Agree | 1 | 0 | 0% | 0 |
| Disagree | 2 | 0 | 0% | 0 |
| Disagree Less | 3 | 11 | 11% | 33 |
| Agree | 4 | 60 | 60% | 240 |
| Totally Agree | 5 | 29 | 29% | 145 |
| Total | | 100 | 100 | 418 |
| Average | | | | 4,18 |

Source: SPSS 25 Data Processing Results

Table 22 shows that out of 100 respondents, 29 people (29%) strongly agree, 60 people (60%) agree, 11 people (11%) disagree, and no answers are obtained in the category of disagree and strongly disagree with the statement "I will recommend Wardah cosmetics to others"

Discussion

From the results of the research data that has been processed, it can be concluded as follows:

The Influence of Product Quality on Purchasing Decisions

From the results of research data that have been processed with the help of the SPSS 25 program produces hypotheses that show that product quality which includes performance indicators, additional features, reliability, conformity with specifications, durability, aesthetics has a positive and significant effect on purchasing decisions. Evidenced from the results of the t-test with the acquisition of a calculated value of 2.057, the value is greater than the ttable value of 1.984, with a significance level of $0.042 < 0.05$. So H_0 was rejected and H_a was accepted, meaning that product quality variables had a positive and partially significant effect on Wardah's cosmetic purchase decision for Jakarta National University Students. Then it is also shown from the results of descriptive analysis of product quality where the largest mean is found in the indicator of conformity with specifications with the statement "Wardah cosmetic products have trusted standards, namely halal labels and BPOM" of 4.56.

In this case, the quality of Wardah's products influences purchasing decisions. Wardah

already has trusted standards in the form of halal labels and BPOM. Cosmetic products that have halal labels and have BPOM are declared more guaranteed safety and can avoid the content of harmful substances. With this, the quality of products from the Wardah brand can trust consumers to make buying decisions. Product quality is an important component for the company, if product quality decreases later consumers will not be willing to make purchasing decisions. Meanwhile, if the company produces high-quality products, consumers will put trust and loyalty to the product. Then this

shows that the quality of the products contained in Wardah is still a consideration for consumers in making purchasing decisions.

This result is in accordance with previous research from Dea Oktafiani and Yahya (2020) "The Influence of Product Quality, Price and Halal Label on Purchasing Decisions for Wardah Cosmetic Products in Surabaya".

The influence of brand image on purchasing decisions

From the results of research data that have been processed with the help of the SPSS 25 program produced a hypothesis that shows that brand image which includes indicators of brand association excellence, brand association strength, brand association uniqueness has a positive and significant effect on purchasing decisions. Evidenced from the results of the t-test with the acquisition of a calculated value of 2.481, the value is greater than the ttable value of 1.984, with a significance level of $0.015 < 0.05$. So H_0 was rejected and H_a was accepted, meaning that the brand image variable had a positive and partially significant effect on Wardah's cosmetic purchase decision for Jakarta National University Students. This can be shown from the results of descriptive analysis of brand image where the largest mean is found in the indicator of the uniqueness of brand association with the statement "in my opinion the Wardah brand has a good image, because it has complete product variants" of 4.54.

In this case, Wardah's brand image influences purchasing decisions. If the product has a positive brand image that will provide comfort and a positive outlook from consumers, this is in accordance with Wardah who has a positive image with the unique design of its products and the many completeness of products such as skincare, makeup, bodycare and haircare. The more complete the product offered by having a uniqueness that is different from other products, it can cause a positive image and consumers are increasingly interested in buying. For this reason, brand image is still a consideration for consumers in purchasing decisions.

This result is in accordance with previous research from Dewi Rosa Indah, Iza Afaia and Zelitha Maulida (2020) "The Influence of Brand Image, Product Quality and Price on the Purchase Decision of Vaseline Hand and Body Lotion Products (Case Study on Universitas Samudra Students)".

The Influence of Brand Trust on Purchasing Decisions

From the results of research data that has been processed with the help of the SPSS 25 program produces hypotheses that show that brand trust which includes indicators of stability, innovation, competence has a positive and significant effect on purchasing decisions. Evidenced from the results of the t-test with the acquisition of a calculated value of 2.116, the value is greater than the ttable value of 1.984, with a significance level of $0.037 < 0.05$. So H_0 was rejected and H_a

was accepted, meaning that the brand trust variable had a positive and partially significant effect on Wardah's cosmetic purchase decision for Jakarta National University Students. This can be shown from the results of a descriptive analysis of brand trust where the largest mean is found in the indicator of stability with the statement "I believe the Wardah brand has halal assurance and good quality" of 4.61.

In this case, brand trust for Wardah's products influences purchasing decisions. Brand trust comes from the realization of consumer expectations on a product like Wardah which has halal guarantees and good quality. Product quality is the most important thing for a product, as well as halal guarantees. If a product has good quality coupled with halal guarantees, it can strengthen consumer confidence in the product. Consumer expectations that are met make it difficult for consumers to replace and leave the product with another product. Consumers will usually be more wary of unknown brands, which makes brand trust still a consideration in purchasing decisions.

This result is in accordance with previous research from Ayu Novalia, Rahayu Triasity and Sumaryanto (2020) "The Influence of Celebrity Endorsers, Brand Image and Brand Trust on Purchasing Decisions on Emina Cosmetics Products (Survey of Students of the Faculty of Economics, Slamet Riyadi University Surakarta)".

CONCLUSION

From the results of data collection, analysis and interpretation in the study "The Influence of Product Quality, Brand Image and Brand Trust on Wardah Cosmetics Purchasing Decisions in Jakarta National University Students", where data was collected through questionnaires to 100 respondents, then processed and analyzed resulting in conclusions including: 1) Product quality has a positive and significant effect on the purchase decision of Wardah cosmetics in Jakarta National University Students. This means that the higher the quality of the product, the more purchasing decisions increase. 2) Brand image has a positive and significant influence on Wardah's cosmetic purchasing decisions for Jakarta National University Students. This means that the higher the brand image, the more purchasing decisions increase. Brand trust has a positive and significant influence on Wardah's cosmetic purchasing decisions for Jakarta National University Students. This means that the higher consumer confidence, the more purchasing decisions increase.

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