

The influence of brand image, brand trust, and advertising on the purchase decision of wardah cosmetic products in Lima Plaza in South Jakarta

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Abstrak

This research aims to analyze the effect of brand image, brand trust, and the advertising of product purchase cosmetics Products in the Lima Plaza area of South Jakarta. This research uses primary data in the form of a questionnaire to 100 respondents who decide to purchase cosmetic products by the method of linear regression Wardah double processed using the software SPSS 17.0. From data that have met the test of validity, reliability test, and a test of regression equation obtained classical assumptions as follows: $Y = 0,365X_1 + 0,219X_2 + 0,302X_3$. Where to purchase decision variable (Y), brand image (X1), brand trust (X2), and advertising (X3). The feasibility test of the model shows that a third of the free variables examined proved a positive effect simultaneously and significantly on variables bound. Through partial hypothesis testing can be known that brand image, brand trust, and ads proved positive effects respectively against the decision of purchase i.e. amounting to 53.50% meaning 53.50% variable of the buying decision can be explained by the variables free i.e. brand image, brand trust, and ads while the rest 46% is explained by other variables that do not enter into this research.

Keywords: Brand Image, Brand Trust, Advertising And Purchase Decision

INTRODUCTION

The rapid development of business makes competitive conditions tighter so the company does various ways to attract consumer interest in its products. Consumers are faced with various types of product choices offered by each company to meet consumer needs and desires. The desire to use beauty products raises competition in the world of the personal care industry. This can be seen from the many types of cosmetics circulating in the market, both domestic and foreign production.

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Brand image is very important for companies to pay attention to, a good brand image can cause emotional value in consumers and positive feelings will arise when buying or using a brand (Saebah & Asikin, 2022). Conversely, if a brand has a bad image in the eyes of consumers, it is unlikely for consumers to buy the product. The brand

image also has a very important role in helping customers see the uniqueness of the product so that brand image can influence purchasing decisions through attitudes to the brand

Brand Trust (brand trust) has a potential response to create trust from consumers and has a very big influence on the sustainability of a brand because if a brand can no longer be trusted by consumers, the product with the brand will be difficult to develop in the market. Advertising is a discourse that gives the effect of trust to customers. Advertising is expected to help the public get to know products, especially cosmetic products, and is expected to attract consumers to make cosmetic purchases.

According to Kotler (2008: 32) brand image (brand image) is a set of beliefs, ideas, and impressions that a person has of a brand, therefore consumer attitudes and actions towards a brand are largely determined by the brand image. According to Kotler and Armstrong (2007: 176), brand trust is a thought that someone has if there is satisfaction after consuming or using a product.

According to Rendra Widyatama (2007: 16), advertising is all forms of messages about a product or service delivered through media and shown to part or all of the community. According to Kotler and Keller (2008: 156), purchasing decisions are actions from consumers to want to buy or not to the product. The purchase decision is very important because it can provide great rewards for the company especially if this purchase decision is long-term.

Based on the background, the formulation of the problem from this study is as follows: 1) Does the positive and significant influence of brand image on the purchase decision of Wardah cosmetic products in five plazas in South Jakarta? 2) Does it have a positive and significant effect on the brand trust decision to purchase Wardah's cosmetic products in five plazas in South Jakarta? 3) Does the positive and significant influence of advertising on the purchase decision of Wardah cosmetic products in five plazas in South Jakarta?

The objectives of this study are as follows: 1) To analyze the influence of brand image on the purchase decision of Wardah cosmetic products in five plazas in South Jakarta. 2) To analyze the influence of brand trust on the purchase decision of Wardah's cosmetic products in five plazas in South Jakarta. 3) To analyze the influence of advertising on the purchase decision of Wardah's cosmetic products in five plazas in South Jakarta.

The hypothesis is defined as a temporary conjecture or opinion that still needs to be proven, which is as follows:

H1 = It is suspected that brand image has a positive and significant influence on the purchase decision of Wardah cosmetic products in South Jakarta.

H2 = It is suspected that brand trust has a positive and significant influence on the purchase decision of Wardah cosmetic products in South Jakarta.

H3 = It is suspected that advertising has a positive and significant effect on the purchase decision of Wardah cosmetic products in South Jakarta.

RESEARCH METHOD

In this study, the object of research is purchasing decisions influenced by brand image, brand trust, and advertising on Wardah brand cosmetic products in five plazas in South Jakarta. In this study, we distributed a list of questions (questionnaires) to respondents, namely consumers who purchased Wardah cosmetic products in five plazas in South Jakarta.

The type of data used in this study is primary data from the questionnaire in the form of respondents' answers to the questionnaire submitted, as well as direct interviews with users who have decided to purchase Wardah cosmetic products in five plazas in South Jakarta. The primary data obtained by distributing the questionnaire of this study was only carried out at a certain time or one observation point (cross-section data).

The population in this study is consumers of Wardah Cosmetic products who have purchased and paid for Wardah cosmetic products located at Matahari Department Store, Mall Pejaten Village, Mall Plaza Blok M, Mall Plaza Kalibata, Mall Cilandak Town Square, and Mall ITC Kuningan. Data collection in this study was conducted from November 15, 2016, to December 18, 2016. The nature of the population in the study was not limited.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

In calculating the regression coefficient in this study using SPSS 17.0, the regression calculation results are as follows:

Table 1 Multiple Linear Regression Test Results Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	3.979	1.395			2.851	.005
Brand Image	.359	.095	.365		3.793	.000
Brand Trust	.211	.087	.219		2.427	.017
Advertisement	.276	.074	.302		3.723	.000

a. Dependent Variable: Purchase Results

Based on table 1 of the results of the multiple linear regression coefficient test, it can be seen that the linear regression equation is as follows:

$$Y = 0,365 X_1 + 0,219 X_2 + 0,302 X_3$$

a) The brand image regression coefficient (X1) of 0.365 and positive for purchasing decisions means that the better the brand image, the more the purchase decision increases. b) The regression coefficient of brand trust (X2) is 0.219 and positive for purchasing decisions means that the better the brand trust, the more the purchase

decision increases. c) Ad regression coefficient (X3) of 0.302 and positive for purchase decision means that the better the ad, the more the purchase decision increases.

Of the three independent variables, namely brand image, brand trust, and advertising, it has a positive and real influence on the purchase decision of Wardah's cosmetic products in five plazas in South Jakarta. Thus, if the variables of brand image, brand trust, and advertising increase, the variable of purchase decisions will increase.

**Uji Instrumen
Validity Test**

Table 2 Validity Test Results

Variable	Statement	F calculate	F table	Information
Brand Image	Statement 1	0.575	0,163	Valid
	Statement 2	0.667	0,163	Valid
	Statement 3	0.519	0,163	Valid
	Statement 4	0.533	0,163	Valid
Brand Trust	Statement 1	0.627	0,163	Valid
	Statement 2	0.709	0,163	Valid
	Statement 3	0.573	0,163	Valid
	Statement 4	0.502	0,163	Valid
Advertisement	Statement 1	0.571	0,163	Valid
	Statement 2	0.527	0,163	Valid
	Statement 3	0.618	0,163	Valid
	Statement 4	0.621	0,163	Valid
Purchase Results	Statement 1	0.631	0,163	Valid
	Statement 2	0.692	0,163	Valid
	Statement 3	0.703	0,163	Valid
	Statement 4	0.579	0,163	Valid

Source: Data processed 2016 (SPSS 17.0)

From calculations using SPSS 17.0 data tested on 100 respondents stated that all statement items 1-16 for the variables brand image, brand trust, advertising, and purchase decision are valid. This can be seen from the calculation results in the table above, that r_{hitung} greater than r_{tabel} (0,163).

Reliability Test

Table 3 Reliability Test Results

Variable	Cronbach's Alpha	Batas Cronbach's Alpha	Information
Brand Image	0.770	> 0,60	Reliable
Brand Trust	0.790	> 0,60	Reliable
Advertisement	0.777	> 0,60	Reliable
Purchase Results	0.825	> 0,60	Reliable

Source: Data processed 2016 (SPSS 17.0)

The results of reliability testing in Table 3 show that all variables in the study of brand image, brand trust, advertising, and purchase decision variables have a Cronbach's alpha value above the minimum value of Cronbach's alpha >0.60 so that it can be said that all measuring concepts of each variable from the questionnaire are reliable. This means that the questionnaire used in this study is reliable and reliable.

Classical Assumption Test Normality Test

Table 4 Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.27427033
	Most Extreme Differences Absolute	.087
	Positive	.045
	Negative	-.087
Kolmogorov-Smirnov Z		.874
Asymp. Sig. (2-tailed)		.429

a. Test distribution is Normal.

b. Calculated from data

Source: Data processed 2016 (SPSS 17.0)

From table 4 it can be seen that in the column Asymp. The Sig. (2-tailed) for a 2-sided test is 0.429. Kolmogorov-Smirnov's One Sample test results can be known for the above data is $0.429 > 0.05$ so it can be stated that brand image data, brand trust, advertising, and purchasing decisions are normally distributed.

Multicollinearity Test

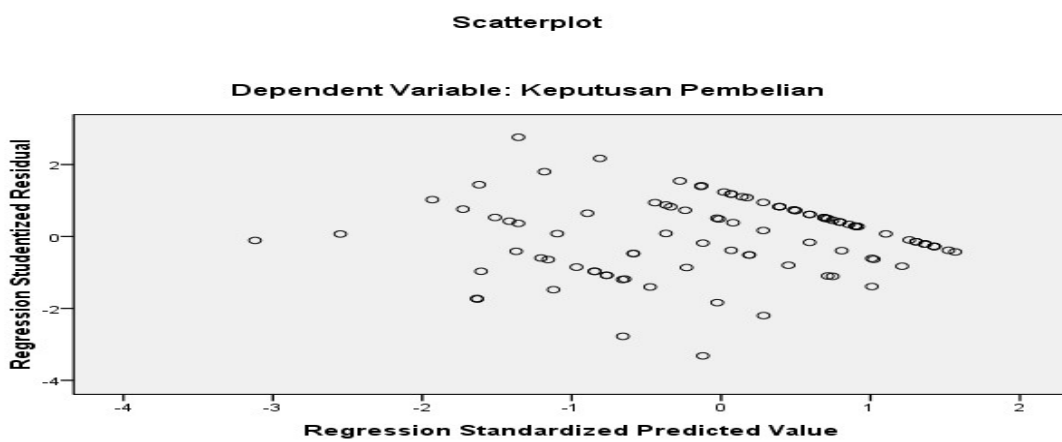
Table 5 Multicollinearity Test Coefficients

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	.521	1.918
Brand Trust	.597	1.676
Iklan	.737	1.357

a. Dependent Variable: Purchase Results
Source: Data processed 2016 (SPSS 17.0)

From Table 5 coefficients above, it is known that each variable of brand image, brand trust and advertising has a tolerance value of > 0.1 and it is known that the size of the VIF calculated brand image (X1) = 1.918 VIF calculated for brand trust (X2) = 1.676 and VIF calculate for advertising (X3) = 1.357 these values show smaller than the value of VIF < 10 so it can be concluded that the regression equation model does not have multicollinearity between independent variables in this regression model.

Heteroscedasticity Test



Gambar 1 Scatterplot

Based on the scatterplot above, it can be seen that the points spread out with an unclear pattern above and below the number 0 on the Y axis, so in the regression model, there is no heteroscedasticity problem.

The Automobile

Table 6 Autocorrelation Test Model Summary

Model	Durbin-Watson
1	1.796

a. Predictors: (Constant), Iklan, Brand Trust, Brand Image

b. Dependent Variable: Purchase Results

Source: Data Processed 2016 (SPSS 17.0)

Based on Table 6 Durbin-Watson, it is known that the DW value is 1.796 to detect the presence or absence of autocorrelation, Durbin-Watson testing is carried out from the number of independent variables 3 ($k = 3$) then a d_u value of 1.736 (DW table) is obtained with the following conditions: $1.736 < DW < 4 - 1.736$ $1.736 < 1.796 < 2.264$. From this explanation, it can be concluded that there is no autocorrelation in the linear regression model of this study.

Test Model Eligibility

Test F

Table 7 Test Results F ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	185.247	3	61.749	36.876	.000 ^a
Residual	160.753	96	1.675		
Total	346.000	99			

a. Predictors: (Constant), Iklan, Brand Trust, Brand Image

b. Dependent Variable: Purchase Results

Source: Data Processed 2016 (SPSS 17.0)

From table 7 of the ANOVA table of f test results it can be explained that the calculated F value is 36.876 with a significance of 0.000 so that H₀ is rejected. Thus, the variables of brand image, brand trust, and advertising together have a positive and real influence on purchasing decisions. This states that the regression model he obtained is valid.

Coefficient of Determination (R²)

Table 8 Test Results of Coefficient of Determination (R²) Model Summary

Model	R	R Square	Adjusted R Square
1	.732 ^a	.535	.521

a. Predictors: (Constant), Iklan, Brand Trust, Brand Image

b. Dependent Variable: Purchase Results

Source: Data Processed 2016 (SPSS 17.0)

Based on Table 8, the value of the correlation coefficient (R) is 0.732, and R square is 0.535 = 53.50%. The value of the coefficient of determination (R²) of 53.50% means that 53.50% of the dependent variables of the purchase decision can be explained by independent variables namely brand image, brand trust, and advertising while the remaining 46.50% is explained by other variables that are not included in this study.

Hypothesis Testing (Test t)

Table 9 Test Results t Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	3.979	1.395			2.851	.005
Brand Image	.359	.095	.365		3.793	.000
Brand Trust	.211	.087	.219		2.427	.017
Iklan	.276	.074	.302		3.723	.000

a. Dependent Variable: Keputusan Pembelian

Source: Data Processed 2016 (SPSS 17,0)

Based on Table 9 above, it can be explained that the t-value of calculating brand image of 3.793 is at a significant value of $0.000 < 0.05$, then H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a stated that brand image has a positive and significant influence on Wardah's cosmetic product purchase decision in five plazas in South Jakarta.

Based on Table 4.33 above, it can be explained that the t-value of calculating brand trust of 2.427 is at a significant value of $0.017 < 0.05$, then H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a stated that brand trust has a positive and significant influence on Wardah's cosmetic product purchase decision in five plazas in South Jakarta.

Based on Table 9 above, it can be explained that the ad t-count value of 3.723 is at a significant value of $0.000 < 0.05$, then H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a stated that advertising has a positive and significant effect on Wardah's cosmetic product purchase decision in five plazas in South Jakarta.

Discussion The Influence of Brand Image on Purchasing Decisions

Based on the results of the study, it can be seen that there is a significant influence between brand image on the purchase decision of Wardah cosmetic products in five plazas in South Jakarta, meaning that brand image can be used as a basis for predicting the purchase decision of Wardah cosmetic products in five plazas in South Jakarta. This shows that Wardah's cosmetic product purchase decisions in five plazas in South Jakarta are influenced by brand image.

Based on the brand image regression test (X_1) of 0.365, it means that if the brand image increases, the purchase decision will increase by 0.365 assuming another independent variable fixed value. If it is positive, it means that there is a positive influence between brand image and purchase decisions. The results of the t-test showed that the significant value of brand image is $0.000 < 0.05$ which means that brand image has a positive and significant effect on purchasing decisions and respondents on average strongly agree that Wardah's cosmetic products have good quality and are safe to use. The results of this study are the results of previous journal research conducted by Kadek Ayu, I Ketut, and Alit Suryani (2016: 11) which stated that brand image has a positive effect on purchasing decisions.

The Influence of Brand Trust on Purchasing Decisions

Based on the results of the study, it can be seen that there is a significant influence between brand trust on the purchase decision of Wardah cosmetic products in five plazas in South Jakarta, meaning that brand trust can be used as a basis for predicting the purchase decision of Wardah cosmetic products in five plazas in South Jakarta. This shows that Wardah's cosmetic product purchase decision in five plazas in South Jakarta is influenced by brand trust.

Based on the brand trust regression test (X_2) of 0.219, it means that if brand trust increases, purchasing decisions will increase by 0.219 assuming another independent variable of fixed value. If it is positive, it means that there is a positive influence between brand trust and purchasing decisions. The results of the t-test showed that the significant value of brand trust was $0.017 < 0.05$ which means that brand trust has a positive and significant effect on purchasing decisions and respondents on average

strongly agree that Wardah's cosmetic products provide safety in skin health. The results of this study are the results of previous journal research conducted by Ni Made Rahayu and I Ketut Nurcahaya (2015: 22) which stated that brand trust has a positive effect on purchasing decisions.

The Effect of Advertising on Purchase Decisions

Based on the results of the study, it can be seen that there is a significant influence between advertisements on the purchase decision of Wardah cosmetic products in five plazas in the South Jakarta area, meaning that advertisements can be used as a basis for predicting the purchase decision of Wardah cosmetic products in five plazas in the South Jakarta area. This shows that Wardah's cosmetic product purchase decisions in five plazas in South Jakarta are influenced by advertisements.

So, based on the ad regression test (X3) of 0.302, it means that if the ad increases, the purchase decision will increase by 0.302 assuming another independent variable fixed value. If it is positive, it means that there is a positive influence between the ad and the purchase decision. The results of the t-test show that the significant value of advertising is $0.000 < 0.05$ which means that the advertisement has a positive and significant effect on purchasing decisions and respondents on average agree that Muslim fashion advertising designs characterize Wardah cosmetic products. The results of this study are the results of previous journal research conducted by Mario Mandagie, Jantje L, and Bode Lumanaw (2014) which stated that advertising has a positive effect on purchasing decisions.

CONCLUSION

Based on the results of research on the influence of brand image, brand trust, and advertising on purchasing decisions, several conclusions can be generated, namely: Brand image has a positive and significant influence on the purchase decision of Wardah cosmetic products in South Jakarta. Brand image contributes greatly to purchasing decisions because the brand image is a picture of the company itself if the company's image is good, consumers will make purchasing decisions for Wardah's cosmetic products.

Brand trust has a positive and significant influence on the purchase decision of Wardah's cosmetic products in South Jakarta. If consumers are satisfied with the brand, there will be trust in the brand so consumers will make purchases for Wardah's cosmetic products. Advertising has a positive and significant influence on the purchase decision of Wardah cosmetic products in South Jakarta, with the advertisement can help the public to know about Wardah cosmetic products so that consumers decide to purchase Wardah cosmetic products. This article is a part of joint research and publication between the Faculty of Economics and Business, Universitas Nasional, Jakarta, and the Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu

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