Pengaruh Brand Trust, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Kosmetik Make Over (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh)

The Influence of Brand Trust, Product Quality, and Price on the Purchase Decision of Make Over Cosmetics (Case Study of Students at the Faculty of Economics and Business, Malikussaleh University)

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Abstract

This study aims to analyze the influence of brand trust, product quality, and price on the decision to purchase Make Over cosmetics among students of the Faculty of Economics and Business at Malikussaleh University. This study uses a quantitative method with purposive sampling and multiple linear regression analysis. The results of the study indicate that brand trust, product quality, and price have a positive and significant influence on purchasing decisions. The stronger the consumers' trust in the brand, the higher the perceived product quality, and the more aligned the price is with the value received by consumers, the greater the likelihood that consumers will make a purchase. This study contributes to the development of marketing strategies and the improvement of consumers' purchasing decisions regarding Make Over cosmetics.

Keywords : Brand Trust, Product Quality, Price, Purchase Decision

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kepercayaan merek, kualitas produk, dan harga terhadap keputusan pembelian kosmetik Make Over di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini menggunakan metode kuantitatif dengan sampling purposif dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa kepercayaan merek, kualitas produk, dan harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Semakin tinggi kepercayaan konsumen terhadap merek, semakin tinggi kualitas produk yang dirasakan, dan semakin sesuai harga dengan nilai yang diterima konsumen, semakin besar kemungkinan konsumen akan melakukan pembelian. Penelitian ini berkontribusi pada pengembangan strategi pemasaran dan peningkatan keputusan pembelian konsumen terkait kosmetik Make Over.

Kata Kunci : kepercayaan merek, Kualitas Produk, Harga dan Keputusan Pembelian.

INTRODUCTION

The cosmetics industry in Indonesia is experiencing rapid growth, driven by increasing public awareness of the importance of appearance and self-care, especially among women. Social, cultural, and lifestyle changes influenced by globalization have made cosmetics an important part

of daily needs. This has prompted many cosmetic companies to continuously innovate and compete in offering premium products that can attract consumers. One of the most successful local brands is Make Over, known for its high-quality products, elegant packaging, and position as a premium yet affordable product.

Amidst intensifying competition, Make Over must maintain consumer loyalty. One key strategy is to build brand trust. According to Kotler & Keller (2018) brand trust is a brand's ability to fulfill its promises and consistently deliver quality that meets consumer expectations. Brand trust can foster a sense of security and confidence in consumers, making them more likely to make repeat purchases. Research by Sagala et al., (2024) also shows that brand trust has a positive and significant influence on the decision to purchase cosmetic products.

In addition to brand trust, product quality also plays a crucial role in influencing consumer decisions. Product quality is the overall features and characteristics of a product that can meet consumer needs and desires (Kotler, 2018). When consumers are satisfied with product qualitysuch as durability, material safety, and ease of usethey are more likely to make repeat purchases. Research by Hartono & Wicaksana (2023) proves that product quality significantly influences cosmetic purchasing decisions. On the other hand, price is also an important consideration in the purchasing process. According to Kotler & Armstrong (2018) price is the amount of money consumers must pay as compensation for the benefits of the product. A price that aligns with the perceived value of the product will enhance positive perceptions of the product.

Based on the results of a pre-research survey of students at the Faculty of Economics and Business, Malikussaleh University, it was found that Make Over is one of the more popular products. Students choose Make Over because it is perceived as a trustworthy brand, has good quality, and is still affordable for students.

RESEARCH METHODS

This study uses a quantitative approach with an associative method, which aims to determine the influence of two or more variables, namely brand trust, product quality, and price on purchasing decisions. The population in this study is all students of the Faculty of Economics and Business, Malikussaleh University, who have purchased and used Make Over cosmetics. The sampling technique used is purposive sampling with a sample size of 108 respondents.

The type of data used in this study is primary data obtained directly from respondents through the distribution of questionnaires. The research instrument was first tested for validity and reliability before use. The measurement scale used is a Likert scale with five response options.

The data analysis technique used was multiple linear regression to test the simultaneous and partial effects of independent variables on the dependent variable. The F-test was used to test the simultaneous effects, while the t-test was used to test the partial effects of each independent variable. Additionally, the coefficient of determination (R^2) analysis was used to determine the extent to which independent variables contribute to explaining the dependent variable.

RESULTS AND DISCUSSION

Results of Validity Test and Reliability Test

According to Sugiyono (2018) the validity test is used to measure the validity or invalidity of the statements in the questionnaire that have been made. A questionnaire is considered valid if the statement on the questionnaire can describe something that will be measured. It is declared valid if the value of rcount> rtable then the item is declared valid, if rcount < rtable then the item is declared invalid.

Based on data from the value of all answers to variable indicators of Brand Trust, Product Quality, Price, and Purchasing Decisions. To measure the variables in this study, each has a high correlation from the r_table. The r_table value for (df) = n-2 = 108-2 = 106. The r_table value is 0.189. Based on the results in the table, it can be concluded that all answer indicators in this study are declared valid.

According to Sugiyono (2019) in ongoing research, it is explained that the reliability test is used to show the level of reliability, accuracy, accuracy and consistency of the indicators in the questionnaire, this test is useful for ensuring whether the questionnaire can be used. If a measuring instrument provides the same results consistently when used repeatedly, then the measuring instrument is considered reliable. Reliability research that applies the Cronbach Alpha (\alpha) statistical test to assess internal consistency. A construct or variable is declared reliable if the Cronbach Alpha value reaches at least 0.60.

The results show that the Cronbach Alpha value of each variable is> 0.60, so all variables can be declared reliable. This shows that all question items used can produce consistent data. Reliability indicates that if the same person answers the questionnaire, they will give the same or similar answers. This can help ensure that the resulting measurements are reliable and not influenced by unwanted factors.

Classical Assumption Test Results

Normality Test Results

According to Ghozali (2020) the normality test aims to ascertain whether the dependent and independent variable regression models both have a normal distribution. The normality test is carried out to determine whether the data obtained comes from a normally distributed population. A regression model that is normally distributed or close to normal is a good regression model. In this study to determine normality using normal probability plot (PP-plot) of regression standardized residual graph analysis. If the histogram graph describes a distribution pattern that is not skewed to the right and left, then these results indicate that the data is normally distributed. The methods used to test normality in this study are histogram graphs, normal probability plots, and Kolmogrov-Smirnov tests. From this explanation, it can be seen in Figure 4.1 as follows:
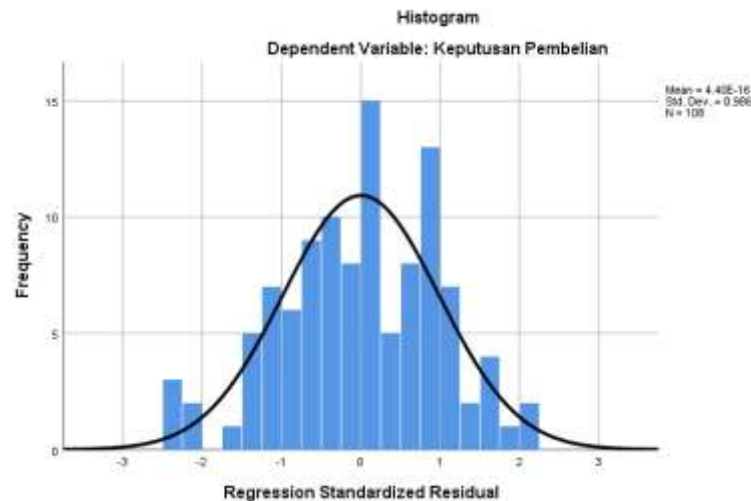
Figure 4.1 Normality Test Results with Histogram Graphs

Based on Figure 4.1 above, which fulfills the bell line, it means that the data can be said to be normally distributed.
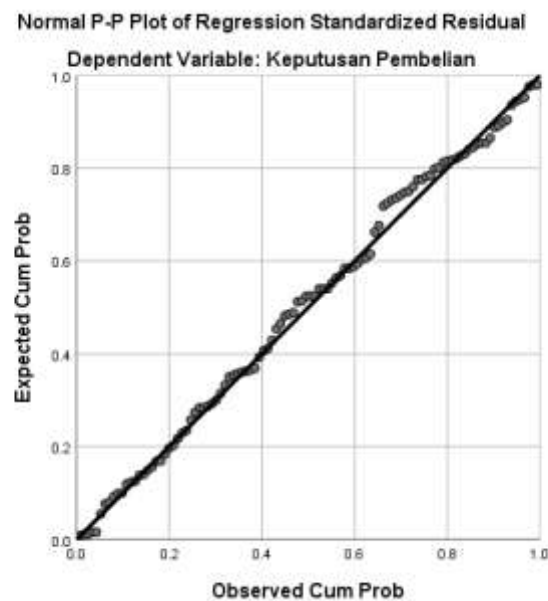

Figure 4.2 Normality Test P-P Plot Of Regression Standardized Residual

Based on Figure 4.2, it can be seen that the data is spread around the diagonal line and follows the diagonal line. Therefore, it can be concluded that all data in this study are normally distributed. The residual model is said to follow a normal distribution if the data distribution on the normal probability plot graph is located around the diagonal line, and the significant value of the Kolmogorov-Smirnov test is greater than the α (0.05) used.

Discussion

The Effect of Brand Trust on Purchasing Decisions

Brand trust is an important factor that can influence purchasing decisions, especially in the cosmetics industry which relies heavily on consumer perceptions and loyalty. A high level of trust in a brand can create a positive experience, increase customer satisfaction, and encourage the formation of loyalty to these cosmetic products. Based on the research results, it is known that the Brand Trust variable has a positive and significant effect on purchasing decisions on make over cosmetics, this shows a significant value (p-value) <0.005, as well as a positive regression coefficient value. This means that the more appropriate the consumer's perception of trust in the brand, the higher the likelihood that the consumer will make a purchase. so these results can be concluded that H1 is accepted. The results of this study are also in line with research conducted by Febryanty & Suryowati (2021) which states that consumer trust in brands significantly influences purchasing decisions. Positive reputation, conformity of product benefits to expectations, and testimonials from trusted sources are the main factors in the formation of trust that drives purchasing decisions. Therefore, the higher the consumer's trust in the brand, the greater the likelihood of making a purchase decision.

Thus, brand trust has an important role in driving purchasing decisions. Strong trust in the brand not only influences the first purchase decision, but also encourages repeat purchases and the formation of consumer loyalty in the long run.

The Effect of Product Quality on Purchasing Decisions.

Product quality is one of the main factors that determine the success of a product in the market. Quality not only reflects the reliability and durability of the product, but also affects consumers' perceptions of the value and satisfaction they get from the product. Based on the results of this study, it was found that the product quality variable (X2) had a positive and significant effect on purchasing decisions (Y) for students of the Faculty of Economics and Business, Malikussaleh University in Bukit Indah, Lhokseumawe City. This is indicated by the positive regression coefficient value and significant value, which means that the higher the consumer's perception of product quality, the more likely it is to make a purchase. So that these results can be concluded that H2 is accepted.

This finding is in line with the opinion of Hanum & Rahmani (2022), which states that consumers tend to make purchases if the products offered are of good and consistent quality. Consumers trust and choose products that are considered capable of providing real benefits and proven safe to use. Thus, product quality is one of the main considerations that influence purchasing decisions.

Based on the questionnaire results, it is known that consumers tend to pay attention to aspects of product quality such as durability, design, ease of use, and product conformity to their expectations. Consumers also tend to be loyal to products that they consider to be of high quality. Therefore, product quality has an important role in driving consumer purchasing decisions. Good

quality products will build trust, loyalty and satisfaction which in turn can increase sales volume and strengthen brand position in the market.

The effect of price on purchasing decisions

Price is one of the important factors that influence consumer purchasing decisions. In a marketing context, price not only functions as a transaction tool, but also as an indicator of product value and quality in the eyes of consumers. Therefore, the right pricing can encourage buying interest and speed up the purchasing decision making process. Based on the research results, it is known that the price variable has a positive and significant effect on purchasing decisions. The results of statistical analysis show that the significance value <0.05 and the positive regression coefficient indicate that the more appropriate consumers' perceptions of product prices are, the more likely they are to make purchases.

This finding is reinforced by the statement of Selvia et al., (2022) which states that appropriate pricing can be an important strategy in encouraging purchasing decisions among student consumers, who generally have limited purchasing power but still consider quality. Therefore, pricing that is competitive, affordable, and in accordance with perceived quality is an important strategy that can encourage purchasing decisions, especially in price-sensitive market segments such as students.

From the questionnaire results, respondents indicated that price is one of the main considerations for consumers in choosing a product. Consumers tend to compare prices between brands and evaluate the appropriateness of the price to the quality, quantity and benefits provided. In this case, consumers' perception of price fairness plays an important role in influencing purchasing decisions. In other words, it can be concluded that price also has a positive and significant impact on purchasing decisions. Therefore, businesses in the cosmetics sector need to design pricing strategies that are not only competitive, but also in line with the value perceived by consumers, so as to encourage more effective purchases.

CONCLUSION

Based on the results of research tests that have been carried out with the title The Effect of Brand Trust, Product Quality and Price on Purchasing Decisions on Make Over Cosmetics
(Case Study of Students of the Faculty of Economics and Business, Malikussaleh University).
Then the conclusions of this study are as follows:

1. Brand trust has a positive and significant effect on purchasing decisions, so H_1 is accepted. These results indicate that consumer trust in brands has an important role in driving purchasing decisions. Consumers tend to choose and remain loyal to cosmetic products if they feel confident that the brand is reliable and consistent in providing quality and benefits. Trust formed from positive experiences, brand reputation, and product consistency will increase consumer confidence, strengthen loyalty, and encourage sustainable purchasing decisions.

2. Product quality has a positive and significant effect on purchasing decisions, it can be concluded that H2 is accepted. This indicates that product quality plays an important role in

determining the level of consumer satisfaction with the product received. The results of this study strengthen the assumption that product quality influences purchasing decisions. Consumers tend to choose Make Over cosmetic products if they assess that the quality offered has met their expectations. Products with high quality standards are able to build trust, provide satisfaction, and encourage the intention to buy and make repeat purchases.

3. Price has a positive and significant effect on purchasing decisions, it can be concluded that H3 is accepted. This shows that the more the price matches the perceived value received by consumers, the more likely they are to make a purchase. Prices that are competitive and reflect product quality are one of the main considerations in the decision-making process. The results of this study strengthen previous conjectures regarding the role of price in influencing purchasing decisions.

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