THE INFLUENCE OF BRAND IMAGE AND CONSUMER TRUST ON THE DECISION TO PURCHASE THE ORIGINOTE SKINCARE PRODUCTS ON MANAGEMENT STUDENTS, FACULTY OF ECONOMICS AND BUSINESS, MUHAMMADIYAH MAKASSAR UNIVERSITY

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Abstract

The purpose of this study is to determine the influence of brand image and consumer trust on the purchase decision of the origionte skincare products in students majoring in Management, Faculty of Economics and Business, University of Muhammadiah Makassar. The type of data used in this study is quantitative data obtained from questionnaires that are shared and relate to the problem under study. Data collection was carried out by observation and distribution of questionnaires and processed through the Statistical Package for the Social Science (SPSS) version 29 application. The results of this study are brand image (X1) has a positive and significant effect on purchasing decisions (Y) with a value of (4.005 >1.966) and a significant value of <.001 which is smaller than the standard value of 0.05. While consumer confidence (X2) has a positive and significant effect on purchasing decisions (Y) with a value of (4.756 >1.966) and a significant value of <.001 which is smaller than the standard value of 0.05

Keywords : Brand Image, Consumer Trust, Purchasing Decisi

INTRODUCTION

The trend of people's need for skincare as skin care is increasing. Beautiful and healthy facial skin is an important factor supporting appearance. Facial skin care is an effort to maintain and maintain the condition of the skin so that the skin looks beautiful, healthy and good. Given the existence of beauty standards in society, individuals universally aspire to have a smooth, radiant and youthful face. (Sinaga & Hutapea, 2022). Skin care and maintenance is very important for the health of the human body, especially in Indonesia, a country characterized by a tropical climate, which causes dry, dull skin among Indonesians. This skin care is closely related to women who consistently strive to improve their self-confidence, thus making skin care a popular choice among the majority of women.

Based on information written by Putri et al (2023), The Originote is a local brand that has been established since 2018, however the name The Originote only started to become known to the general public in 2022 after various digital marketing strategies were developed. The Originote consistently delivers high quality skin care products at reasonable prices. As a result, sales events for Indonesian products through social media and marketplaces developed very positively. Until January 2023, The Originote consistently sells 2-3 million items per month to the public. Latest information from July 2023. The Originote succeeded in selling 9.8 million products in the TikTok Shop online store.

Another reason that makes The Originote the object of research is because The Originote has succeeded in managing its business very well and can be seen from its virality on

TikTok social media with positive testimonials from its consumers after using this product. It was even difficult for consumers to find it, aka it was sold out because of the large number of people. who wants to try it. Even though it only started going viral in 2022, this skincare product has apparently been in the production process since 2018.

As a result, product sales transactions recorded very positive performance through social media and marketplaces in Indonesia. Because of this brilliant record, this moisturizer product won the prestigious Brand Choice Award 2023 given by INFOBRAND.ID in collaboration with TRAS N CO Indonesia as a research institution. Brand Choice 2023 is a prestigious appreciation and recognition given by TRAS N CO Indonesia in collaboration with INFOBRAND.ID media to National and International brands that market their products through marketplaces in Indonesia, and are considered to have succeeded in becoming the choice of Indonesian consumers.

A good brand image in the eyes of consumers is really needed by the industry because it can trigger purchasing decisions. Not only that, brand image can help the industry reach its target market, so that company goals can be achieved. Apart from brand image, another variable that supports purchasing decisions is consumer trust.Trust serves as an indicator of the level of trust that consumers have in the authenticity, capability, and honesty of a company and its offerings. Understanding of key consumer beliefs as an important factor in predicting consumer purchasing decisions. Trust is one of the factors that can grow customer interest in a business when deciding which brand or product to buy.

Therefore, consumer trust functions as a depiction of one party's willingness to assume the risks of another party, based on the belief and anticipation that the other party will provide something that meets the expected requirements, even without the existence of a personal relationship between the two parties.From the problems found by researchers regarding the development of The Originote skincare products on the market. Do brand image and consumer trust factors influence purchasing decisions thereby increasing product sales?

RESEARCH METHODS

In this research, researchers use quantitative methods that use and develop mathematical models, theories or hypotheses related to natural phenomena. In the measurement process of this research, samples were taken from one population and a questionnaire was used as a data collection tool. The design of this survey method is quantitative and descriptive.

This research includes a quantitative descriptive research design which is concept development and data collection to test the influence of brand image and consumer trust on purchasing decisions for The Originote skincare products among Management Department Students, Faculty of Economics and Business, Muhammadiyah University of Makassar.

The data analysis method employed in this research utilized quantitative descriptive analysis, validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

RESULTS AND DISCUSSION
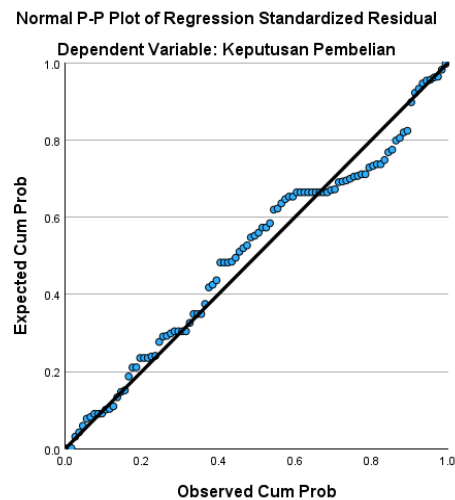
1. Result

Picture 1.Normality test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian

Table 1. Regresion Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.728	3.363		2.892	.005
	Image Brand	.480	.120	.344	4.005	<,001
	Consumer Confidence	.373	.078	.408	4.756	<,001

Table 2. Test T

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.728	3.363		2.892	.005
	Image Brand	.480	.120	.344	4.005	<,001
	Consumer Confidence	.373	.078	.408	4.756	<,001

Based on the table above, the following is a description of the results obtained as follows.

1. The significant test on the brand image variable (X1) on purchasing decisions obtained a value of <.001 which is smaller than the standard value of 0.05 and the calculated t value obtained was 4.005 where this value was greater than the t table value which was 1.966 (4,005 >1,966). From the results obtained, it can be concluded that the brand image variable (X1) has an influence on purchasing decisions for The Originote skincare products.

2. The significant test on the consumer trust variable (X2) on purchasing decisions obtained a value of <.001 which is smaller than the standard value of 0.05 and the calculated t value obtained was 4.756 where this value was greater than the t table value which was 1.966 (4,756 >1,966). From the results obtained, it can be concluded that the consumer trust variable (X2) has an influence on purchasing decisions for The Originote skincare products.

Table 3. Test R

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,628[a]	,395	,382	2,28403

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

b. Dependent Variable: Buying decision

Based on the table in the "Model Summary" table, the value obtained for R Square is 0.395 or 39.5%. It can be concluded that the contribution ability of the independent variables, namely brand image (X1) and consumer trust variables (X2) to purchasing decisions (Y) is 39.5%. Meanwhile, the remaining 60.5% (1-0.395) was influenced by factors not examined in this study.

2. **Data Quality Test**
   a. **Validity Test**

Tabel 4
validity testing result

Variable	Statement Items	Validity		information
		r count	r table	
Brand Image	X1.1	0,324	0,1966	Valid
	X1.2	0,549	0,1966	Valid
	X1.3	0,664	0,1966	Valid
	X1.4	0,708	0,1966	Valid
	X1.5	0,614	0,1966	Valid
	X1.6	0,655	0,1966	Valid
Consumer Confidence	X2.1	0,630	0,1966	Valid
	X2.2	0,545	0,1966	Valid
	X2.3	0,691	0,1966	Valid
	X2.4	0,656	0,1966	Valid
	X2.5	0,634	0,1966	Valid
	X2.6	0,656	0,1966	Valid
	X2.7	0,726	0,1966	Valid
	X2.8	0,546	0,1966	Valid
Buying Decision	Y.1	0,585	0,1966	Valid
	Y.2	0,541	0,1966	Valid
	Y.3	0,654	0,1966	Valid
	Y.4	0,640	0,1966	Valid
	Y.5	0,568	0,1966	Valid
	Y.6	0,668	0,1966	Valid
	Y.7	0,538	0,1966	Valid
	Y.8	0,650	0,1966	Valid

Table 4 Indicate that all instruments are valid for use as instruments or statements to measure variable being studied.

b. **Realibility test**

Tabel 5
Realibility testing result

No	Variable	Number of Items	Cronbach's Alpha	Standard Value	Information
1.	Brand image	6	0,626	0,60	Reliable
2.	Cnsumer Confidence	8	0,787	0,60	Reliable
3.	Buying Decision	8	0,742	0,60	Reliable

Source: primary data processed from (SPSS), April 2024

In the table above, the alpha value for each variable is known. The alpha value of the brand image variable is 0.626, the consumer trust variable is 0.787, and the purchasing decision variable is 0.742. o it can be concluded that the alpha value for each variable has a value greater than the probability value of 0.60, meaning that the items in each variable are said to be reliable or worthy of being used as a measuring tool for data collection in subsequent research.

CONCLUSION

From the results of the research and discussion that have been described by the researcher, the conclusions obtained are :

1. The results of the brand image variable (X1) have a positive and significant influence on purchasing decisions (Y), these results indicate that if the company provides a positive brand image it will increase purchasing decisions. This conclusion was obtained based on the results of the t test where the calculated t value was 4.005 > t table value 1.966 with a significance value of the brand image variable (X1) on purchasing decisions (Y) of <.001 less than 0.05.
2. The results of the consumer trust variable (X2) have a positive and significant influence on purchasing decisions (Y), this result indicates that if consumers have a high level of trust in a product, it will provide a great opportunity for a purchasing decision to occur. This conclusion was obtained based on the results of the t test where the calculated t value was 4.756 > t table value 1.966 with a significance value of the consumer trust variable (X2) on purchasing decisions (Y) of <.001 less than 0.05.

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