The Influence of Brand Awareness, Brand Image, and Brand Trust on Purchasing Decisions for Ms Glow Skin Care Products at Shopee E-Commerce

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Abstract

This research aims to determine the influence of brand awareness, brand image, and brand trust on purchasing decisions for Ms Glow skin care products at Shopee e-commerce. This research uses quantitative with an explanatory approach. Data were collected through a survey by disturbing questionnaires to 100 respondents using purposive sampling. Data analysis techniques in this research use multiple linear regression, classic assumption test, t-test and f-test, and the coefficient of determination by the SPSS software program (version 24.00). The result of the study indicates a positive influence between brand awareness, brand image, and brand trust on purchasing decisions for Ms Glow skin care products at Shopee e-commerce with a significant value of $0.000 < 0.05$. However, partially indicate that brand awareness did not have a positive effect on purchasing decisions with a significant value of $0.199 > 0.05$. Brand image and brand trust also significantly had a positive effect on purchasing decisions with a significant value of $0.000 < 0.05$.

Keywords: brand awareness, brand image, brand trust, and purchasing decision

Introduction

The growth of trade sector business in Indonesia is currently expanding quickly. According to research from the Central Statistics Agency (BPS), the Business Tendency Index (ITB)[1] reached 102.9 in February 2020, influencing consumer spending levels. Consumers are becoming more selective in determining their purchases. The beauty industry trend is also experiencing rapid growth in Indonesia. The Ministry of Industry of the Republic of Indonesia estimates that the Indonesian cosmetics market will grow by approximately 5.91% annually[2] due to the increasing trend of skincare product usage, especially among women, as the main users of skincare products. According to information cited on idntimes.com[3], 77% of Indonesians, especially women, regularly purchase skincare products at least once a month, with the majority spending an average of 250 thousand Indonesian Rupiah on skincare

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[1] https://www.bps.go.id/id/statistics-table/2/NDMjMg==/indeks-tendensi-bisnis-itb-dan-indeks-tendensi-konsumen-itk-.html

[2] http://ikft.kemenperin.go.id/perkembangan-industri-kosmetik-nasional/

[3] https://www.idntimes.com/life/women/muhammad-tarmizi-murdianto/produk-perawatan-dan-kecantikan-kian-diminati

products. Another source, sindonews.com[4], states that the demand for skincare products in Indonesia has reached 70%, the cosmetics and skin care's product market in Indonesia is estimated to have reached USD 6.03 million in 2019. This indicates that the cosmetics industry in Indonesia has promising market share growth.

Amidst the high demand and competition in the cosmetics industry, MS Glow, as one of the local cosmetic brands, strives to meet the demand for cosmetic products, especially skincare. MS Glow is a skincare and cosmetic brand founded in 2013 by Shandy Purnamasari and Maharani Kemala. MS Glow stands for "Magic for Skin," reflecting its aim to be the best glowing product in Indonesia, hence the brand name. MS Glow has faced various challenges to achieve its current reputation. Despite the tight competition in the skincare sector, MS Glow continues to innovate to survive in its business operations. One of the strategies used is to introduce the brand effectively to the public and enhance a positive image.

According to Kotler & Armstrong (2021), consumer perception related to the brand, known as brand image, is a reflection of associations in the consumer's mind. Brand associations shape the brand image by linking all memories to the brand itself. MS Glow has built their brand image by utilizing e-commerce platforms such as Shopee, Tokopedia, etc. E-commerce platforms are used by MS Glow to provide information about various products offered to consumers. Based on searches on the Shopee e-commerce platform, @msglowbeauty has 1.8 million followers on their account. Over the past 2 years, MS Glow has ranked 3rd in the top brand index for the beauty and skincare category, with a share of 3.20% in 2022 and 4.60% in 2023.

Nama Brand	2020	2021	2022	2023
Erha Clinic	27.20	29.30	33.40	31.70
London Beauty Center	4.10	3.50	3.00	2.50
MS Glow	-	-	3.20	4.60
Natasha Skin Care	27.70	26.80	24.00	20.40
ZAP Clinic	-	-	9.40	7.00
Showing 1 to 5 of 5 entries				

Sumber: Top Brand Award (www.topbrand-award.com)

Source: (https://www.topbrand-award.com/

komparasi_brand/bandingkan?id_award=1&id_kategori=6&id_subkategori=567), 2024

Picture 1.
Top Brand Index Beauty / Skincare Categories

Ms Glow has a positive image among its consumers. This is evidenced by the table above, which shows that Indonesian consumers highly trust MS Glow as a beauty and skincare brand, consistently ranking it among the top 5 trusted brands. Additionally, MS Glow's skincare products rank third in the top 10 skincare brands category on Compass.co.id. MS Glow's skincare product sales reached IDR 29.4 billion in the April-June 2022 period on the

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[4] https://daerah.sindonews.com/read/350478/701/permintaan-skincare-tembus-70-tren-kosmetik-2021-bakal-tumbuh-pesat-1614582187

marketplace. This sales figure corresponds to more than 313 thousand transactions during the same period through Indonesia's two largest e-commerce entities, Tokopedia and Shopee.

Source: (https://compas.co.id/article/brand-skincare-lokal-terlaris/), 2024

Picture 2.
10 Brand Skincare Best sellers at E-Commerce

In a competitive business environment, brands play a crucial role in a company's sustainability. Competition in marketing is increasing, especially in the form of brand competition. A brand is not just a name, logo, or symbol but also the value offered by a product (Ferrinadewi, 2008). Kotler & Keller (2021) state that a brand is a means to differentiate goods from one manufacturer from those of another. At a higher level, a brand can play several important roles in enhancing consumer lives and a company's financial value. Therefore, a brand is a strategic decision that companies must pay attention to. A brand can reach a certain level where satisfied buyers are more likely to choose the product. To enhance Ms Glow's presence, which consistently ranks third in the top brand index, Ms Glow must offer quality products supported by a good brand image. Consistent with Ms Glow's vision to become a leading skincare pioneer in Indonesia and facilitate skin health care, as well as promote local products for cosmetics and skincare to compete in the era of globalization, this is undoubtedly one of the challenges that Ms Glow must face to improve its brand to ultimately achieve the number one position in the top brand index in Indonesia.

Research Method

This study used an exploratory research approach, which aims to explain the causal relationship among research variables and test hypotheses. This research uses an associative research approach. Associative research is a study that aims to determine the relationship between two or more variables. The population in this study are all MS Glow consumers who made purchases through Shopee e-commerce, and it is unclear how many there are. In this study using purposive sampling technique with the criteria that consumers who have purchased MS Glow products more than twice through e-commerce Shopee. Data were collected through a survey by disturbing questionnaires to 100 respondents. The data analysis technique in this study is quantitative data analysis, which is to test and analyze data with numerical calculations and then draw conclusions from these tests by testing a) Validity and Reliability Test b) Classical Assumptions, including Normality Test, Multicollinearity Test and Heteroscedasticity

Test. c) Multiple Linear Regression Test. d) Hypothesis Test, including T test and F test. e) Coefficient of Determination.
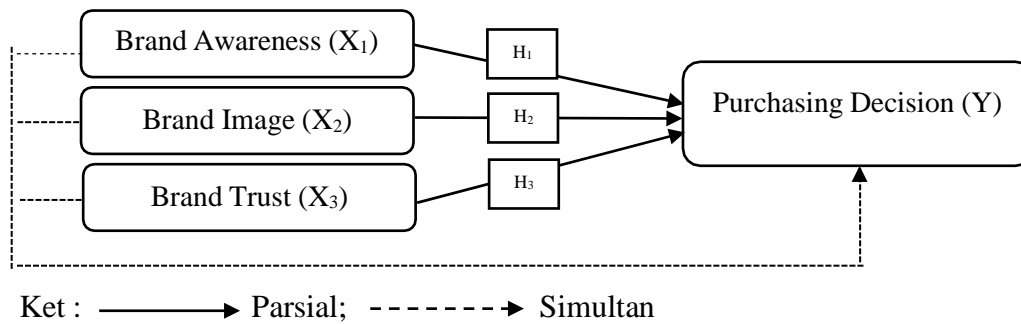
Picture 3. Framework

Result and Discussion

Profile Respondent

According to the distribution of questionnaires carried out on 100 respondents, it displayed based on the table below. The following information was collected from 100 respondents whom completed a direct questionnaire and a Google Form.

Table 1. Profile Respondent

Characteristics		Frequency	Percentage
Gender	Male	13	13
	Female	87	87
	Total	**100**	**100%**
Age (years)	15 – 20	15	15
	21 – 25	30	30
	26 – 30	41	41
	31 – 35	9	9
	>36	5	5
	Total	**100**	**100%**
Education	SMP	0	0
	SMA	34	34
	D3	2	2
	D4 / S1	57	57
	S2	7	7
	Total	**100**	**100%**
Job	Student	5	5
	College Student	27	27
	Employee	57	57
	BUMN / PNS	11	11
	Entrepreneur	0	0
	etc.	0	0
	Total	**100**	**100%**

According to the table above, the respondents are viewed from numerous perspectives, beginning with gender, age, greatest degree of education, and the job they are presently working, displaying diverse outcomes from research respondents. Gender is overwhelmingly female, ages are diversified, education is dominated by graduates, and jobs are controlled by private employees.

Reliability and Validity Test

The validity test was carried out to correct and find out whether each statement in the questionnaire with the number of each variable was feasible to be used as a data collection. For the number of respondents from this study as many as 100 respondents, it is known that df = (n-2) where df = (100-2) = 98, the significance level used is 0.05 = 5%, thus the value of r table is 0,1946.

Reliability occurs when an instrument is good enough to be employed as a data collector. A measuring instrument is said to be reliable or trustworthy, if the measuring instrument used is stable, reliable and used in forecasting. In this study the testers used the SPSS program, and the technique used was Cronbach alpha and it was said to be reliable if the Cronbach alpha value exceeded (0,60).

Table 2. Validity and Reliability Testing Results

Variable	Statement	R-count	R-table	Sig	Status	Cronbach Alpha	Status
Brand Awareness (X1)	X11	0,410	0,1946	0,001	Valid	0,565	Reliable
	X12	0,380	0,1946	0,000	Valid		Reliable
	X13	0,650	0,1946	0,000	Valid		Reliable
	X14	0,671	0,1946	0,000	Valid		Reliable
	X15	0,576	0,1946	0,000	Valid		Reliable
	X16	0,657	0,1946	0,000	Valid		Reliable
	X17	0,677	0,1946	0,000	Valid		Reliable
	X18	0,870	0,1946	0,000	Valid		Reliable
	X19	0,706	0,1946	0,000	Valid		Reliable
Brand Image (X2)	X21	0,620	0,1946	0,000	Valid	0,834	Reliable
	X22	0,775	0,1946	0,000	Valid		Reliable
	X23	0,732	0,1946	0,000	Valid		Reliable
	X24	0,592	0,1946	0,000	Valid		Reliable
	X25	0,615	0,1946	0,000	Valid		Reliable
	X26	0,731	0,1946	0,000	Valid		Reliable
	X27	0,748	0,1946	0,000	Valid		Reliable
	X28	0,757	0,1946	0,000	Valid		Reliable
Brand Trust (X3)	X31	0,866	0,1946	0,000	Valid	0,815	Reliable
	X32	0,826	0,1946	0,000	Valid		Reliable
	X33	0,797	0,1946	0,000	Valid		Reliable
	X34	0,752	0,1946	0,000	Valid		Reliable
Purchasing Decision (Y)	Y11	0,444	0,1946	0,000	Valid	0,613	Reliable
	Y12	0,316	0,1946	0,000	Valid		Reliable
	Y13	0,422	0,1946	0,000	Valid		Reliable
	Y14	0,787	0,1946	0,000	Valid		Reliable
	Y15	0,808	0,1946	0,000	Valid		Reliable
	Y16	0,763	0,1946	0,000	Valid		Reliable

Based on the SPPS results in the table above, it can be seen that the Sig value. <0.05, it can be concluded that each statement on the brand awareness (X_1) variable, brand image (X_2), brand trust (X_3) and purchasing decisions (Y) are declared valid. Then the Cronbach Alpha value for each variable statement > 0.60, it can be concluded that each statement is reliable. Based on calculations using R-count and R-table where R-table: DB = n-variable-1, DB = 90-4-1 (n = number of samples, and variables = number of research variables) found that the R-count value of each question on the brand awareness (X_1), brand image (X_2), brand trust (X_3) and purchase decisions (Y) variables > R-table, it can be concluded that each of the above statements are said to be valid and reliable for use as a measurement tool in this study.
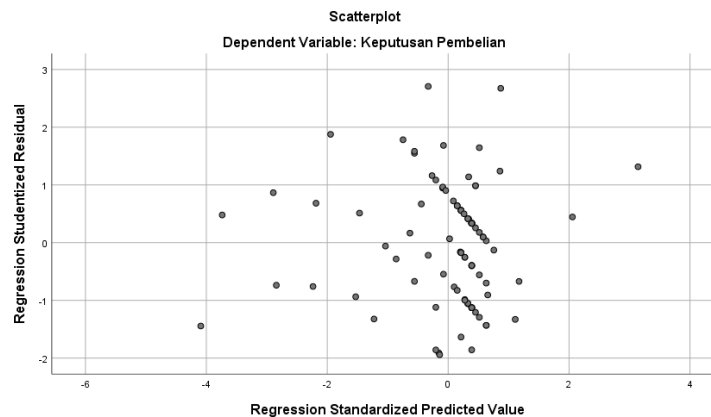
Classical Assumption Test

Normality Test
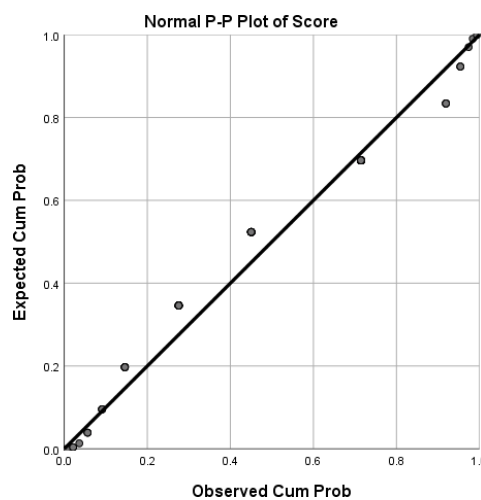
Graphics 1. Normality Test
Source: SPSS Data Processing Results, 2024

Based on the SPPS results above, it shows that the data distribution around the diagonal line and follows the linear line both above and below the line. Thus, it can be concluded that the data has a normal distribution and fulfils the assumption of normality.

Heteroscedasticity Test

Graphics 2. Heteroscedasticity Test
Source: SPSS Data Processing Results, 2024

Based on the SPPS results above, the data for the variables Brand Awareness (X_1), Brand Image (X_2), Brand Trust (X_3) and Purchasing Decisions (Y) have an irregular distribution and do not follow a linear line, therefore it can be concluded that the data did not occur Heteroscedasticity and the data meets the classical assumption test.

Multicollinearity Test

<p align="center">Table 3. Multicollinearity Test</p>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Awareness	.409	2.444
	Brand Image	.295	3.394
	Brand Trust	.333	3.003

<p align="center">Source: SPSS Data Processing Results, 2024</p>

Based on the SPPS results in the table above, it is stated that there is no Multicollinearity if in conditions the VIF value < 10. The calculation results in the table show that the VIF value for the brand awareness (X_1), brand image (X_2), brand trust (X_3) and purchase decisions (Y) variables < 10 values therefore it can be concluded that there is no Multicollinearity.

Multiple Linear Regression Analysis

<p align="center">Table 4. Multiple Linear Regression</p>

<p align="center">Coefficients^a</p>

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.658	1.747		2.093	.039		
	Brand Awareness	.109	.084	.127	1.292	.199	.409	2.444
	Brand Image	.305	.080	.443	3.818	.000	.295	3.394
	Brand Trust	.414	.164	.276	2.529	.013	.333	3.003

a. Dependent Variable: Purchasing Decisions

<p align="center">Source: SPSS Data Processing Results, 2024</p>

Based on the SPPS results in the table above, the linear regression equation is obtained as follows:

$$Y = 3{,}658 + 0{,}109X_1 + 0{,}305X_2 + 0{,}414X_3 + e$$

The equation above illustrates that the independent variables (independent) brand awareness (X_1), brand image (X_2) and brand trust (X_3) in the regression model can be stated if one independent variable change by 1 (one) and the other is constant, then the change in the

dependent variable (dependent) Purchasing Decision (Y) is equal to the coefficient value (b) of the independent variable value. The constant (α) of 3.658 means that if Brand Awareness (X_1), Brand Image (X_2) and Brand Trust (X_3) simultaneously or together do not change or are equal to zero (0), the amount of Purchasing Decision (Y) is 3.658 units.

1. If the value of *b1* which is the regression coefficient of brand awareness (X1) is 0.109, which means that it has a positive influence on the dependent variable (Y), it means that if the Brand Awareness variable (X_1) increases by 1 unit, the purchasing decision (Y) will also increase by 0.109 units, assuming other variables remain constant.
2. If the value of *b2* which is the regression coefficient of brand image (X_2) is 0.305, which means that it has a positive influence on the dependent variable (Y), it means that if the Brand Trust variable (X_2) increases by 1 unit, the purchasing decision (Y) will increase by 0.305 units, assuming other variables remain constant.
3. If the value of *b3* which is the regression coefficient of Brand Trust (X_3) is 0.414, which means that it has a positive effect on the dependent variable (Y), it means that if the brand trust variable (X_3) increases by 1 unit, the purchasing decision (Y) will increase by 0.414 units, assuming other variables remain constant.

Coefficient of Determination (R^2)

Table 5. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787[a]	.619	.607	1.37679

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

b. Dependent Variable: Purchasing Decision

Source: SPSS Data Processing Results, 2024

Based on the SPPS results in the table above, it shows that the resulting (R) value is 0.787, meaning that it has a strong correlation. The adjusted R square value is 0.607 or 60.7%, which means that the contribution of all independent variables: brand awareness (X_1), brand image (X_2), brand trust (X_3) to the independent variable purchasing decision is 60.7% and the remaining 39.3% is influenced by other variables not examined in this study.

Hypothesis Testing

The formulation of the hypothesis tested with the significance level used in this study is 5% or $\alpha = 0.05$, the results of hypothesis testing are as follows:

F test

In the table below, it can be seen the F-test to test all the independent variables of brand awareness (X_1), brand image (X_2) and brand trust (X_3) which will affect the purchasing decision variable (Y).

Table 6. F test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.337	3	98.446	51.935	.000^b
	Residual	181.973	96	1.896		
	Total	477.310	99			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Brand Trust, Brand Awareness, Brand Image
Source: SPSS Data Processing Results, 2024

Based on the SPPS results in the table above, the Sig. value of $0.000 < 0.05$ is achieved, therefore it can be concluded that H_0 is accepted, or Ha is accepted, indicating that brand awareness (X1), brand image (X2), and brand trust (X3) have a significant influence on purchasing decisions (Y).

T test

The t test is used to test the significance of the influence of the independent variable on the dependent variable in the regression model that has been generated. Therefore, the t test is used to test each independent variable on the dependent variable.

Table 7. T test

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.658	1.747		2.093	.039		
	Brand Awareness	.109	.084	.127	1.292	.199	.409	2.444
	Brand Image	.305	.080	.443	3.818	.000	.295	3.394
	Brand Trust	.414	.164	.276	2.529	.013	.333	3.003

a. Dependent Variable: Purchasing Decisions
Source: SPSS Data Processing Results, 2024

Based on the SPPS results in the table above, the t test results in the table above, it can be seen that brand awareness (X₁) Sig. value $0.199 > 0.05$, it can be concluded that Ha is rejected and H_0 is accepted, or brand awareness (X1) has no significant influence on purchasing decisions (Y). From the t test results in the table above, brand image (X₂) Sig. value $0.000 < 0.05$, it can be concluded that Ha is accepted and H_0 is rejected, or brand image (X₂) has a significant influence on purchasing decisions (Y). From the t test results in the table above, brand trust (X₃) has a Sig. value $0.013 < 0.05$, it can be concluded that Ha is accepted and H_0 is rejected, or brand trust (X₃) has a significant influence on purchasing decisions (Y).

The Influence of Brand Awareness on Purchase Decisions

Brand Awareness is a form of awareness of a brand related to the brand's strength in the public's memory and is depicted in the public's mind, enabling people to identify various brand elements (such as brand name, logo, symbol, character, packaging, and slogan) in various situations (Febriani & Dewi, 2018). Brand awareness is the ability of a buyer to recognize or recall that a brand is part of a specific product category. Brand awareness has levels: unawareness of the brand, brand recognition, brand recall, and top of mind (Kertamukti, 2015). Brand awareness can influence purchase decisions and become one of the factors in consumer decision-making when purchasing a particular product.

Based on the research results on the brand awareness variable, it has a significance value > 0.05 to conclude that brand awareness has no influence on purchasing decisions and thus the hypothesis is **rejected**. The results of this study are not in line with research conducted by (Arianty, 2016), (Putri & Deniza, 2016), and (Timpal et al., 2016) which concluded that brand awareness influences purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image is a concept of the object. The object may be a person, organization, group of people, or others unknown. Image is the view or perception and the process of accumulating the message of trust given by individuals, and over time it will quickly or slowly form a public opinion that is broader and more abstract (Kotler & Keller, 2021). Brand image plays a significant role in influencing consumer purchase decisions. The brand's image and a company's ability to serve and meet consumer needs greatly determine how the public perceives the brand's image. Brands with a positive image of their products tend to be preferred and easily accepted compared to those with a less favorable image. Brand image is often used by consumers as a reference to make purchasing decisions when they have no experience or knowledge of a product.

Based on the research results on the Brand Image variable, it has a significance value < 0.05, so it can be concluded that brand awareness has an influence on purchasing decisions, thus the hypothesis is **accepted**. The results of this study are in line with research conducted by (Prasetya et al., 2018), (Purnomo, 2018) and (Nasution, 2018) which concluded that brand image has a positive influence on purchasing decisions.

The Influence of Brand Trust on Purchasing Decisions

Brand trust is a perception of reliability from a consumer's perspective based on experience, or more on sequences of transactions or interactions characterized by the fulfillment of expectations regarding product performance and satisfaction (Ferrinadewi, 2008). According to (Delgado, 2012), brand trust is described as a sense of security that customers experience as an outcome of their interaction with a brand, which is based on the perception that the brand is trustworthy and accountable for consumers interests and safety. Brand trust also plays a significant effect in customer purchase decisions. Consumer trust refers to consumers faith in the company's business, product, and services. These concepts encompass the function, benefits, and quality of the product itself. Consumer trust can affect and become a factor in purchasing decisions.

Based on the research results on the brand trust variable, it has a significance value of less than 0.05, so it can be concluded that Brand Trust has an influence on purchasing decisions, thus the hypothesis is **accepted**. The results of this study are in line with research conducted by (Andriana & Ngatno, 2020), (Umar et al, 2022) and (Adiwidjaja, 2017) which concluded that brand trust has a positive influence on purchasing decisions.

The Influence of Brand Awareness, Brand Image, and Brand Trust on Purchasing Decisions

With a brand, customers can easily differentiate the product they want to buy from other products in terms of quality, satisfaction, pride, or other attributes attached to the brand. Brand trust shapes the brand image, related to the existence of a brand image, brand awareness of a product category is also very important in marketing a product, so it can be said that promotion and brand awareness are elements that can be combined to produce an achievable response in the target market. Besides brand awareness and brand image, one of the other factors that can influence a person in purchasing activities is trust in a particular product. Therefore, with the right strategy, a product will be able to attract the attention of potential customers and be able to make purchasing decisions on the product.

Based on the research results that the three variables are known to have a significance value of 0.000 < 0.05 which means that it can be concluded that brand awareness, brand image and brand trust have an influence on purchasing decisions and the hypothesis is **accepted**. The results of this study are in line with research conducted by (Intan Junia, 2021) and (Pratama et al, 2023) which concluded that brand awareness, brand image and band trust have an influence on purchasing decisions.

Conclusion

Based on the data obtained in research on brand awareness, brand image and brand trust on purchasing decisions for MS Glow skin care products at E-Commerce Shopee. Respondents in this study were 100 respondents, then it has been analyzed, it can be concluded as partially known that brand awareness did not have a positive and significant influence on purchasing decisions for Ms Glow skin care products at e-commerce Shopee. partially it is known that brand image and brand trust have a positive and significant influence on purchasing decisions for MS Glow skin care products at e-commerce Shopee. Simultaneously, it is known that brand awareness, brand image and brand trust has a positive and significant influence on purchasing decisions for MS Glow skin care products at E-Commerce Shopee.

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