

The Effect of Electronic Word of Mouth, Brand Image, and Brand Trust on Consumer Purchase Decision on Camille Organic Beauty Face Mask

Alifda Dizzania Oktaviani*¹, Dicky Wisnu Esdek Riyanto², Iqbal Ramadhani Fuadiputra³

^{1,2,3} Management Department, University of Muhammadiyah Malang, Indonesia

Corresponding E-mail: alifda.diza@gmail.com

Abstract

This study aims to determine the effect of electronic word of mouth, brand image, and brand trust on purchasing decisions of consumers of organic face mask Camille beauty in the city of Malang. This type of research is quantitative research. The sampling technique uses purposive sampling. The sample in this study was 166 respondents. The data collection technique used a questionnaire in the form of a google form which was distributed online through social media and analyzed using SPSS version 25. The results showed that electronic word of Mouth had a positive and significant effect on buying decisions. Brand Image has a significant effect on purchasing decisions. Brand Trust has a positive and significant effect on purchasing decisions. electronic word of mouth, brand image, and brand trust simultaneously on purchasing decisions, the three independent variables have the same positive and significant effect on purchasing decisions.

Keywords: *electronic word of mouth, brand image, brand trust, purchase decision*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth, brand image, dan brand trust terhadap keputusan pembelian konsumen masker wajah organik Camille beauty di kota Malang. Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel menggunakan purposive sampling. Sampel dalam penelitian ini adalah 166 responden. Teknik pengumpulan data menggunakan kuesioner berupa google form yang disebarakan secara online melalui media sosial dan dianalisis menggunakan SPSS versi 25. Hasil penelitian menunjukkan bahwa electronic word of Mouth berpengaruh positif dan signifikan terhadap keputusan pembelian. Brand Image berpengaruh signifikan terhadap keputusan pembelian. Brand Trust berpengaruh positif dan signifikan terhadap keputusan pembelian. electronic word of mouth, brand image, dan brand trust secara simultan terhadap keputusan pembelian, ketiga variabel independen tersebut memiliki pengaruh positif dan signifikan yang sama terhadap keputusan pembelian.

Kata kunci: *electronic word of mouth, citra merek, kepercayaan merek, keputusan pembelian*

INTRODUCTION

Competition in the world of beauty product business today is getting tougher, business people must be ready to adapt to technology quickly so that these products are in demand by consumers, one of which is by utilizing social media as a marketing medium. Laksamana (2021) said that social media continues to grow and become part of daily activities for customers, business entities have integrated marketing activities into social media, new forms of communication represent new challenges and opportunities for various brands. This competition is caused by the development of human ideas that are increasingly creative and

Article info

Received (15/08/2022)

Revised (15/09/2022)

Accepted (30/09/2022)

Corresponding e-mail: alifda.diza@gmail.com

innovative in creating new products and different benefits. Recently, the trend of using social media as a disseminator of information is said to be increasing, this is because the Indonesian people are very active in the tendency to use social media as a disseminator of information to various social media. According to Mahliza *et al.* (2021) to win the competition that occurs in the business world, it is necessary to have an appropriate marketing strategy that must be carried out by service/product providers, this is related to the phenomenon of promotion of facial care products that is rife on social media with various kinds. different promotions and brands. Product promotion must also have an effective marketing strategy, in every business, both small and large companies. Because marketing is said to be successful if the company can persuade other consumers and attract the attention of consumers to buy a product. With the uproar of facial mask products with various brands growing in Indonesia, causing competition between products, this causes companies from other brands to compete to issue products with the best quality. These mask products are usually sold through e-commerce such as shopee. Shopee is a mobile e-commerce application that provides various products for consumer needs. In the following, data will be presented from compas.co.id's Instagram which issued data on the top-selling face mask brands through e-commerce shopee for the period of August 2021.

Table 1. Top Selling Face Mask Brand Ecommerce version

Organic Mask Brand	Market Share Percentage
Camille Beauty	11.9 %
Tiens	9.5 %
Lea Gloria	4.3 %
Innisfree	3.1 %
Breylee	3.0 %
MS Glow	2.7 %
Lacoco 'n Nature	2.6 %
Garnier	2.0 %

The table above shows that the first rank of the teralris face mask brand is occupied by local organic mask providers, namely Camille Beauty's brand with 11.9% market share, then still with local brand Tiensofficial which ranks second with a market share of 9.5%, the third rank is occupied by leagloria.id, which competes with its organic masks and has a market share of 4.3%, for its best-selling products, Camille Beauty is still in first place with its organic masks, then Aknelab is the second best-selling mask with sulfur organic masks. Finally, whitelab.id occupies the third best-selling position with the mugwort pore clarifying mask. The data above was obtained from the internal compass team from approximately 255 thousand product listings for the face mask category at Shopee for the period August 2021. One of the things that makes these masks products sell well is marketing their products through social media with various effective strategies.

Witnessing the phenomenon of successful promotion by Camille Beauty and it is associated with the presence of electronic word of mouth, word of mouth marketing communication itself is communication made by consumers who have purchased products and tell their experiences about the product or service. services from other people, Alrwashdeh, M. & Emeagwali (2019) said that Electronic word of mouth activities can create positive or negative statements made by actual consumers, so that statements made

indirectly by actual consumers can affect the brand image. himself., as well as the formation of Brand Image, Shimp (2008) said that brand image is very important because brand image is closely related to consumer memory. Lamb et al. (2013) described brand image will shape consumer attitudes towards a product and will ultimately shape the process of making good purchasing decisions. Ferrinadewi (2008) says that brand trust is a perception of reliability from the consumer's point of view based on experience or more on a sequence of transactions or interactions characterized by satisfaction with performance expectations and product satisfaction.

When consumers make a purchase of a product or service it is called a purchase decision. Brand image is one of the important things for a business to maintain its existence. In the end, consumers will buy these products because they believe in the brand (brand trust) they buy according to what they perceive without considering too many things, especially this is related to the face, because one of the things that every woman cares about is that every female consumer who buys definitely pay attention to this when making a buying decision. Kamil & Albert (2020) who said that Brand Image is important for companies engaged in products or services to create their company's brand image. Because brand image is one of the supporting factors so that the company can always be remembered and continue to be visited by its consumers. by Putri & Ruswanti (2016) the better the brand image of the product in accordance with the benefits received by consumers, the higher the consumer's decision in making purchasing decisions.

Effendi (2016) reveals that when consumers have a good experience of using various brands of products produced by a company, consumers will have a positive image of the company. If the Brand Image is fixed in the minds of consumers, it will grow Brand Trust. Hansopaheluwakan et al. (2020) say that brand trust will be created if there is good interaction between the parties who bind themselves in a transactional relationship. Amron (2018) Brand trust will allow consumers to simplify the brand selection process and reduce the time needed to make purchasing decisions. It can be said that if Electronic Word of Mouth, Brand Image, and Brand Trust are created positively, then consumers will buy the product and the company's sales will increase. Siswanti (2020) in their research said that there was a significant influence of electronic word of mouth, brand image, and brand trust on purchasing decisions. E-WOM and brand image are useful because communication between humans relates to excellence or experience when buying or using products or services to make purchasing decisions, as well as brand trust when someone has trusted others, they believe that expectations will be met and will not be disappointed. This must be considered so that consumers can better determine the right to purchase decisions.

LITERATURE REVIEW

According to Kotler (2009) Electronic word of mouth is an informal marketing activity through person-to-person intermediaries both verbally and in writing using electronic communication tools and the internet intermediaries related to the experience of purchasing services or experiences of using products or services. According to Solomon (2004) Companies with an established brand image try to encourage stimulus discrimination when they promote their brand's unique attributes. Meanwhile, according to Kotler & Keller (2007) brand evaluation by consumers in the Creation market can be made on the basis of personal experience or by listening to its reputation with other people or the media. Kotler & Keller (2007) Trust in a brand can be created when customers do not want to switch to another brand due to the risk factor of trying something new, therefore they tend to have a strong commitment to remain loyal to the brand.

According to Tjiptono (2014) trust in a brand is born from the belief in a person's good judgment on a brand, product, company, or others. According to Peter & Olson (2010) Purchase decision is an integrative process that combines knowledge to assess two or more alternative behaviors and choose one.

If consumers have no experience with a product, they tend to trust a favorite or well-known brand. According to Kotler & Keller (2016) in the purchase decision a series of phases are followed by the customer. There are five purchasing decision-making processes, namely: problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior.

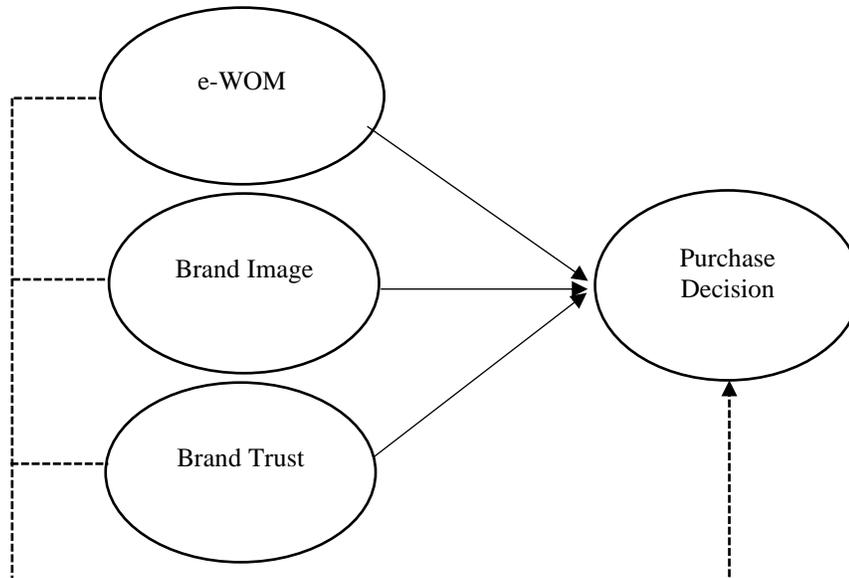


Figure 1. Research Framework

H1: Electronic Word of Mouth has a significant effect on purchasing decisions

H2: Brand Image has a significant effect on purchasing decisions

H3: Brand Trust has a significant effect on purchasing decisions

H4: Electronic Word of Mouth is the dominant variable that influences purchasing decisions

RESEARCH METHODS

This research was conducted in the city of Malang, the population in this study were consumers of organic facemask Camille beauty in the city of Malang, this study used a quantitative approach. The population in this study amounted to 166 people, initially 126 plus 40 more people for the benefit of managing research data, so the sample used in the study was 166 respondents. The sampling technique used is purposive sampling, the data collection process is carried out using a google form questionnaire with a Likert interval scale variable measurement with a score of 1-5. Instrument testing in this study includes validity and reliability tests. The data analysis technique used is the scale range, classical assumption test, multiple linear regression analysis, hypothesis testing consisting of t-test and f-test. The criteria are consumers who are more than 17 years old because they are considered more rational in making decisions and used the Shopee application and bought Camille beauty face mask.

RESULTS AND DISCUSSION

Based on table 1, it can be concluded that there are 50 male consumers and 116 female consumers, it can be concluded that the most consumers are female consumers. Then the age of consumers from 17 to 19 years is 35 people, ages 20-22 are 110 people and ages 23-25 years are 21 people, the most consumers are in the age of 20 to 22 years. Consumers by job category, students amounted to 136 people, students amounted to 17 people, employees amounted to 10 people, private sector amounted to 3 people.

Table 1. Characteristics of Respondents

Information	Items	Respondents	Percentage
Gender	Male	50	75.4%
	Female	116	24.6%
Age	17-19 years	35	23%
	20-22 years	110	64.3%
	23-25 years	21	12.7%

Table 2. Validity Test Results

Variabel	Item	r hitung	Sig.	r Tabel	Keterangan
e-WOM (X1)	X1.1	0.726	0.000	0.1524	Valid
	X1.2	0.633	0.000		Valid
	X1.3	0.718	0.000		Valid
	X1.4	0.703	0.000		Valid
	X1.5	0.736	0.000		Valid
	X1.6	0.660	0.000		Valid
	X1.7	0.728	0.000		Valid
Brand Image (X2)	X2.1	0.744	0.000	0.1524	Valid
	X2.2	0.798	0.000		Valid
	X2.3	0.822	0.000		Valid
Brand Trust (X3)	X3.1	0.785	0.000	0.1524	Valid
	X3.2	0.715	0.000		Valid
	X3.3	0.725	0.000		Valid
	X3.4	0.802	0.000		Valid
Purchase Decision (Y)	Y1	0.723	0.000	0.1524	Valid
	Y2	0.788	0.000		Valid
	Y3	0.754	0.000		Valid
	Y4	0.822	0.000		Valid

Based on the results of the validity test of table 2 above, the variables X1, X2, X3, Y are declared valid because the coefficient value of each variable exceeds the r table value of 0.1524, meaning that r count is greater than r table.

Table 3. Reliability Test

Variable	Cronbach Alpha	Standart Cronbach Alpha	Description
<i>Electronic Word of Mouth</i>	0,823	0,60	Reliabel
Brand Image	0,694	0,60	Reliabel
Brand Trust	0,751	0,60	Reliabel
Purchase Decision	0,774		

Based on the table, it is known that the value of Cronbach's alpha for electronic word of mouth is $r = 0.823$, Cronbach's alpha for brand image is $r = 0.694$, then Cronbach's alpha for brand trust is 0.751 and for consumer purchasing decisions is $r = 0.774$. Of all the variables Cronbach's alpha value is greater than 0.6. From the provisions previously mentioned, all variables used for research are reliable or meet the requirements.

Table 4.Results of the t test hypothesis

Hypotheses	T count	T table	Significant	Description
H1	4.464	1.974	0.000	Significant
H2	2.427	1.974	0.016	Significant
H3	3.074	1.974	0.002	Significant

Based on table 4 shows the results of the t test showed that electronic word of mouth variable has a significant effect on purchasing decisions. Thus, the first hypothesis (H1) is accepted. It can be concluded that electronic word of mouth has a positive and significant effect on consumer purchasing decisions. The results of this study are strengthened by previous research conducted by Mehyar *et al.* (2020) showing the results that electronic word of mouth has a positive and significant effect on consumer purchasing decisions. The results of research from Perkasa *et al.* (2020) with the results of e-WOM having a positive and significant effect on purchasing decisions because currently many people use social media as a tool to find out various kinds of information, including about the sale of a product. Handoko & Melinda (2021) In addition, online ratings, and online reviews which are a form of electronic word of mouth can affect consumer perceptions of related indicators, content, positive and negative opinions can influence purchasing decisions, namely when the information received by consumers is good for a particular product. product or service, the probability of a consumer's purchase decision will increase. The results of this study contradict the research conducted by Bahi (2020) the results of this study indicate that electronic word of mouth does not have a positive and significant effect on purchasing decisions. Because e-wom is considered ineffective in this research. This shows that the more electronic word-of-mouth (e-WOM) on Instagram social media that is received, the greater the influence on purchasing decisions.

The results of the regression analysis that have been carried out show that the brand image variable has a positive and significant effect on purchasing decisions, thus the hypothesis proposed by the researcher is accepted and can be proven. The results of this study indicate that brand image will have a good impact and influence on consumer purchasing decisions in the city of Malang on the purchase of masks. organic Camille beauty. Thus the second hypothesis (H2) is accepted. It can be concluded that brand image has a positive and significant effect on consumer purchasing decisions. The results of this study are reinforced by previous research conducted by Prijaya & Santoso (2017) and Ningrum (2017) which showed that Brand Image had a positive and significant effect on consumer purchasing decisions. positive but not significant effect on consumer purchasing decisions This means that when consumers buy a product by looking at the brand image it has. Is the product already well-known among the public or not. The results of this study contradict previous research conducted by Sumiati & Gea (2021) and Deisy *et al.* (2018) which showed that Brand Image had a positive but not significant effect on consumer purchasing decisions. goods by looking at the brand image it has. Is the product already well-known among the public or not. It can be concluded that the better the brand image, the greater the level of purchasing decisions. Conversely, the lower the brand image, the lower the level of purchase intention. A good image about the product will benefit the company, because consumers will unconsciously recommend the product to others. Conversely, a bad image about the product will make consumers spread the bad information to others.

Based on table 4 shows the results of the t test showed that brand trust has a significant effect on purchasing decisions. Thus, the third hypothesis (H3) is accepted. It can be concluded that trust has a positive and significant effect on consumer purchasing decisions. The results of this study are reinforced Ningrum (2017) who stated in their research that brand trust has a positive and significant effect on consumer purchasing decisions. Wijaya & Annisa (2020) state that trust in brands can be a determinant of

consumers in buying a product. Consumers who already believe that the product is the right choice, will decide to buy. Amron (2018) This research suggests to company management to always maintain the image and trust of consumers to create a strong brand and firmly embedded in the minds of consumers. Many factors cause consumers to choose a product as their choice, including brand trust and brand image. A brand is important in determining purchasing decisions. Purchasing decisions are consumers intend to buy the most preferred brand. This is different from the results of research conducted by Hansopaheluwakan *et al.*, (2020) which says that brand trust has a positive but not significant effect on purchasing decisions.

Table 5. Sobel Test Result

Model	Sum Of Squares	Df	Mean Square	F	Sig
Regression	465.068	3	155.023	63.737	0.000
Residual	394.022	162	2.432		
Total	859.090	165			

Based on the table, the calculated f value is 63.737 while F table ($\alpha = 0.05$). This means that H₀ is rejected and H_a is accepted so that it can be concluded that electronic word of mouth, brand image, brand trust has a significant positive effect on consumer purchasing decisions. The results of this study are reinforced by previous research conducted by Saifullah (2017) with the results that the electronic word of mouth, brand image and brand trust variables both have a significant effect on consumer purchasing decisions. The dominant test results, the most dominant variable in influencing purchasing decisions is the electronic word of mouth variable because, electronic word mouth is an important thing to do in making consumer purchasing decisions. e-WOM has an important role in promoting a product. e-WOM provides consumers with many opportunities to exchange information through any internet site and social media for free. Through e-WOM, consumers are free to express their opinions without their real identity being known, so that they do not cause harm to consumers when they have negative opinions.

CONCLUSION

Based on the results of the study it can be concluded that electronic word of mouth variable has a positive and significant effect on consumer purchasing decisions. Brand Image analysis have a positive and significant impact on consumer purchasing decisions. Brand trust variable have a positive and significant impact on consumer purchasing decisions. Among the variables electronic word of mouth, brand image and brand trust that most influence purchasing decisions are the electronic word of mouth variables, and the three variables also affect purchasing decisions, it can be concluded that the three independent variables can influence simultaneously positive and significant impact on the decision to purchase Camille Beauty organic masks

REFERENCES

- Alrwashdeh, M. & Emeagwali, O. (2019). The Effect of Electronic Word of Mouth Communication on Purchase Intention and Brand Image: an Applicant Smartphone Brands in North Cyprus. *Management Science*.
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, 14(13), 228.
- Bahi. (2020). The Impact of E-Wom And Advertising on Purchase Decision Si.Se.Sa Syar'i Clothes With

- Brand Awareness as an Intervening Variables (A Study On Si.Se.Sa Fashion Consumers). *International Journal of Business, Economics and Law*, 23(1), 255–261.
- Deisy et al. (2018). Analisis Citra Merek, Harga Produk dan Kualitas Terhadap Keputusan Pembelian Handphone Samsung Pada Seluruh Gerai – Gerai Seluler Di It Center Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4), 2288–2297.
- Effendi, U. (2016). *Psikologi Konsumen*. Jakarta: PT. Raja Grafindo Persada.
- Ferrinadewi, E. (2008). *Merek dan Psikologi Konsumen*. Jakarta: Graha Ilmu.
- Handoko & Melinda. (2021). Effect of Electronic Word of Mouth on Purchase Intention Through Brand Image as Media in Tokopedia. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(4), 83–93.
- Hansopaheluwakan et al. (2020). The Impact of Brand Equity and Brand Trust Towards Purchase Intention Through Brand Preference. *Palarch's Journal Of Archaeology Of Egypt/Egyptology*, 18(1), 505–517.
- Kamil, N. & Albert, A. (2020). The Effect of E-Wom and Brand Image Towards Sushi Masa Consumer Purchasing Decision. *Journal of Social Studies (JSS)*, 16(1), 19–34.
- Kotler & Keller. (2007). *Manajemen Pemasaran Jilid I, Edisi Kedua belas*. Jakarta: PT. Indeks.
- Kotler & Keller. (2016). *Marketing Management* (15th ed.). Pearson Education Inc.
- Kotler, K. (2009). *Manajemen Pemasaran I*. Jakarta: Erlangga.
- Laksamana, P. (2021). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *Textile Network*, 8(5–6), 34–35.
- Lamb et al. (2013). *Marketing*.
- Mahliza et al. (2021). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping. *IOP Conference Series*.
- Mehyar et al. (2020). The Impact of Electronic Word of Mouth on Consumers Purchasing Intention. *Journal of Theoretical and Applied Information Technology*, 98(2), 183–193.
- Ningrum. (2017). Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention dengan Green Price sebagai Moderating Variabel pada Produk the Body Shop di Surabaya. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, 1(2), 1–11.
- Perkasa et al. (2020). The Effect of Electronic Word of Mouth (Ewom), Product Quality and Price On Purchase Decisions. *Dinasti International Journal of Education Management and Social Science*, 1(5), 695–706.
- Peter, J. P. & Olson, J. C. (2010). *Consumer Behaviour Marketing*. In Mc Graw.
- Prijaya & Santoso. (2017). Pengaruh Brand Image, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian Di Outlet Mini Melts Surabaya. *AGORA*, 7(1)
- Putri, A. R., & Ruswanti, E. (2016). Pengaruh Kualitas Produk, Citra Merek, dan Word of Mouth Terhadap Keputusan Pembelian (Studi Kasus Konsumen Nesco Multicheck Di Pt Hafidz Medika, Jakarta Pusat). *Jurnal Inovasi*, 12(2), 104.
- Saifullah. (2017). *Pengaruh Electronic Word of Mouth (E-Wom), Brand Image, Brand Trust Terhadap Keputusan Pembelian Konsumen Pada Brand House Muslimah (Studi Kasus di Outlet Zoya, Elzatta dan Rabbani di Kabupaten Kudus)*. STAIN Kudus.
- Shimp, T. A. (2008). *Advertising Communications*.
- Siswenty, Y. E., & P. (2020). Pengaruh Electronic Word of Mouth, Brand Image dan Brand Trust Terhadap Keputusan Pembelian (Studi pada Konsumen Wanita Sariayu Martha Tilaar yang berada di Kota Semarang). *Jurnal Administrasi Bisnis*, 9(3), 380–388.
- Solomon, M. R. (2004). *Consumer Behavior: Buying, Having and Being in Tourism Culture & Communication*. Pearson Education.
- Sumiati & Gea. (2021). Pengaruh Harga, Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Produk Obat Bermerek Pada PT. Bernofarm. *Jurnal Manajemen Universitas Bung Hatta*, 16(1), 57–61.
- Tjiptono, F. (2014). *Customer Satisfaction*. Yogyakarta: Andi.
- Wijaya & Annisa. (2020). The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions. *Jurnal Analisis Bisnis Ekonomi*, 18(1), 24–35.

