

The Influence of Brand Image and Product Quality on Purchase Decisions in Matte Lipstick Purbasari Products through Brand Trust as a Mediation Variables (Case Study of Female Students in Denpasar City)

Ni Wayan Mila Astuti^{1*}

¹Faculty of Economics and Business, Mahasaraswati University Denpasar

Abstract. The cosmetic industry is growing rapidly so that competition from the cosmetic industries in Indonesia. Purbasari is a brand or cosmetic brand that already has a big name and is familiar to women, so it's no wonder that Purbasari has many loyal fans and only wants to use cosmetic products from Purbasari. However, with increasingly fierce competition, Purbasari is still unable to compete with other cosmetic manufacturers which has lowered consumer purchasing decisions for Purbasari products. This study aims to test and obtain empirical evidence of the effect of brand image and product quality on purchasing decisions on Purbasari Lipstick Mate products through brand trust as a mediating variable. The population in this study were all female students in the city of Denpasar who were not known, the number of samples was determined using the Roscoe method so that 100 people were used as samples, and samples were taken using random sampling techniques. The analytical tools used are path analysis, t test and sobel test. The results of this study indicate that the correlation coefficient value of the effect of brand image on brand trust is 0.427 and a significance level of $0.000 < 0.05$, so that H0 is rejected and H1 is accepted. The correlation coefficient value of the product's influence on brand trust is 0.112 and the research significance level is $0.006 < 0.05$, so that H0 is rejected and H2 is accepted. The correlation coefficient value of the effect of brand image on purchasing decisions is 0.140 and the significance level is $0.013 < 0.05$, so that H0 is rejected and H3 is accepted. The correlation coefficient value of the effect of product quality on purchasing decisions is 0.070 and the significance level is $0.038 < 0.05$, so that H0 is rejected and H4 is accepted. The correlation coefficient value of the influence of brand trust on purchasing decisions is 0.770 and the research significance level is $0.000 < 0.05$, so that H0 is rejected and H5 is accepted. It is suggested that Purbasari further emphasize the advantages of its products, either through advertisements or by distributing a special Purbasari product catalog that explains the advantages of the products being marketed.

* Corresponding author: author@email.org

1 Introduction

Recent economic developments and growth have resulted in increasingly fierce business competition. Not a few new companies have sprung up offering a wide variety of very varied products.

The development of the make-up and beauty business is now growing rapidly, this can be seen from the competition of cosmetic manufacturers who are competing to produce cosmetic products that compete both in terms of benefits offered, competitive prices and other uniqueness as characteristics of each cosmetic product circulating in the market. Each company tries to show the superiority of each product. This aims to attract every consumer to try the products offered and improve consumer purchasing decisions for products and not switch to competitor products.

The higher the purchase decision that is created, not only will it generate profits for the company but also the wider the product is known to the public. Purchasing decisions is a process where consumers recognize the problem seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision.

So it can be concluded that the purchase decision is a process experienced by consumers in determining a purchase decision for a product that has previously gone through several stages such as recognition of needs, information search, evaluation of alternatives and then leading to purchasing decisions. In this case, consumers have thought carefully about which products to buy and which ones not to buy.

The brand image or brand image is a factor considered by consumers before making a purchase decision, whether the brand image of a product also has an influence on purchasing decisions.

Apart from brand image, product quality is also one of the factors that determine consumer purchasing decisions. Quality is the most important concept in creating a product. Quality products are products that are accepted by customers according to customer needs and desires. According to [1], a product is anything that can be offered to the market to be noticed, owned, used or consumed so that it can satisfy their wants or needs.

Research conducted by [2], states that the influence of brand image and product quality on purchasing decisions can be mediated by brand trust. Where consumers are more interested in buying products that are trusted than new brands. According to [3], brand trust is the brand's ability to be trusted (brand reliability), which comes from consumer confidence that the product is able to fulfil the promised value and brand intention which is based on belief consumers that the brand is able to prioritize. The brand trust has a positive effect on purchasing decisions.

As has been explained, the cosmetic industry is growing rapidly so that competition from the cosmetic industries in Indonesia. The role of cosmetics cannot be separated from the life of women where every day women will always be side by side with cosmetics for morning, afternoon or evening activities. Cosmetics are a necessity that is used by women, where the cosmetics used can be in the form of skin care or make-up, especially lipstick. For women, cosmetics are considered as a way to cover up deficiencies and improve appearance and as a form of supporting self-confidence so that women look more excellent in their social life. The following are original cosmetic brands made in Indonesia that are favorite choices and are widely used by the public.

Table 1. List of Best-Selling Indonesian Cosmetics Manufacturers and Brands in 2018.

No	Producer	Brand
1	PT. Martha Tilaar Group	PAC (Professional Artist Cosmetic),

		Caring Colours, Sariayu, Belia Marta Tilaar
2	PT. Mustika Ratu	Mustika Ratu, Mustika Puteri, Moor's Professional
3	PT. Paragon Technology	Wardah Cosmetics, Emina, Make Over
4	PT. Gloria Origita Cosmetics	Purbasari
5	PT. Kosmetikatama	Inez Cosmetic

Source: www.marketbisnis.com, 2020

Judging from Table 1.1, Purbasari products are included in the top five best-selling Indonesian cosmetic products in 2018. Purbasari is a brand or cosmetic brand that already has a big name and is familiar to women, so it's no wonder that Purbasari has many loyal fans and only wants to use the product cosmetics from Purbasari. A good emotional relationship with consumers is certainly one of the causes so that Purbasari cosmetics have a good name that is widely known by the public, so that Purbasari's brand image as a cosmetic product is not in doubt, but from the data above it is still unable to compete with products from Marta Tilaar, Mustika. Queen and Wardah Cosmetics.

Purbasari is under the auspices of the cosmetics company PT. Gloria Origita Cosmetics which has a factory in the Bogor area. Purbasari in 2010 received the Best Top Award for Purbasari Body Scrub products. Purbasari was indeed very famous in the 90s, even though its products had dimmed because of the many foreign beauty products that flooded the Indonesian beauty market. However, at the end of 2015, Purbasari products were again in demand by the market, one of which was the Purbasari Matte Lipstick product, which when it was released was very much in demand in the market, even consumers, it was very difficult to get it considering that it was always sold out in the market. Purbasari Matte Lipstick is marketed with 10 color variations to suit the skin of Indonesian women. This causes Purbasari Matte Lipstick to sell well because it can fulfill market desires, especially women who always want to look attractive.

However, on the other hand, with the high sales of Purbasari Matte Lipsticks in the market, other cosmetic companies have also started to develop lipstick products aimed at competing with Purbasari Lipstick Matte such as Wardah, Mustika Ratu, and Marta Tilaar, which issue products with more color variations and variations more attractive packaging. This, of course, indirectly reduces the sales of Purbasari Lipstick Matte because many consumers choose to try new products from competitors.

Currently, consumer purchasing decisions are not only determined by market behavior following a growing trend, but consumers also see the image of a brand and the quality of the product being marketed. Even though Purbasari has a name that is well known to consumers, it has not been able to outperform Wardah, Mustika Ratu, and Marta Tilaar even though the quality of the products Purbasari offers is not inferior to competitors' products.

This study used female students in the city of Denpasar as research subjects. This is because Denpasar is one of the big cities in Bali, there are various types of campuses in Denpasar, both public and private campuses that have students with various activities and needs, one of which is cosmetics. Along with the growth of activities carried out, of course every woman, especially female students, wants to always look beautiful and attractive, one

of the supporting factors is cosmetic products, especially lipstick, so it is not wrong to use female students in Denpasar City as this population. Based on the above background and phenomena, the researcher was interested in conducting a study entitled "The Influence of Brand Image and Product Quality on Purchasing Decisions of Purbasari Matte Lipstick Products through Brand Trust as a Mediation Variable (Case Study of Students in Denpasar City)".

Based on the background of the problems mentioned above, the problem formulations in this study are as follows:

1. Does brand image affect the brand trust of Purbasari Matte Lipstick products for female students in Denpasar City?
2. Does product quality affect the brand trust of Purbasari Matte Lipstick products for female students in Denpasar?
3. Does brand image affect the purchasing decision for Purbasari Matte Lipstick products for female students in Denpasar?
4. Does product quality affect the purchasing decision of Purbasari Matte Lipstick products for female students in Denpasar?
5. Does brand trust affect the purchasing decision of Purbasari Matte Lipstick products for female students in Denpasar?
6. Is brand trust able to mediate the relationship between brand image and product quality on purchasing decisions for Purbasari Matte Lipstick products for female students in Denpasar? Use 170 x 250 mm paper size (W x H mm) and adjust the margins to those shown in the Table 1. The final printed area will be 130 x 210 mm. Do not add any page numbers.

2 Literature Review

2.1 Brand Image

Brand image is what consumers think and feel when they hear or see a brand and what consumers learn about the brand. Meanwhile, Brand image is a series of associations that are usually organized around several meaningful themes. "Brand image is a guide that will be used by consumers to evaluate products when consumers do not have sufficient knowledge about a product".

Indicators of brand image according to [4], includes:

- 1) Reputation (good name), level or status that is high enough from a particular product brand.
- 2) Recognition (recognition), namely the level of recognition of a brand by consumers. If a brand is not known, the products under that brand must be sold at low prices.
- 3) Affinity (emotional relationship), the emotional relationship that occurs between brands and customers. That is an emotional relationship that arises between a brand and its consumers. A product with a brand that is liked by consumers will be easier to sell and a product that is perceived to be of high quality will have a good reputation. Affinity is parallel with positive association which makes consumers like a product.
- 4) Brand Loyalty, to what extent the loyalty of consumers using products with certain brands.

2.2 Product Quality

The definition of quality is a direct description of a product such as performance, reliability, easy use of aesthetics and so on. In a strategic definition, quality is anything that

is able to meet the desires or needs of consumers (meeting the needs of the customer). Although there is no universally accepted definition of quality, from this definition there are quality elements, namely quality that includes effort or exceeds customer expectations, quality includes products (goods and services).

There are several benchmarks for product quality according to [4], consisting of:

- 1) Performance, namely the operating characteristics of a major product, such as the convenience of the product.
- 2) Durability, which relates to how long the product can be used. This dimension includes both the technical and economic life of the product.
- 3) Conformance to specification, which is the extent to which the basic operating characteristics of a product meet certain specifications of consumers or there is no defect in the product.
- 4) Features, namely product characteristics designed to enhance product functions or increase consumer interest in the product.
- 5) Reliability, which is the probability that the product will work satisfactorily or not within a certain period of time. The less likely it is to break, the reliable the product is.
- 6) Esthetic (aesthetics), namely the attractiveness of a product to the five senses, for example an artistic model or design, color, and so on.
- 7) Perceived quality, namely the image and reputation of the product and the company's responsibility for the product

2.3 Brand Trust

According to Lau and Lee in [5], brand trust is defined as the desire of consumers to rely on a brand with the risks faced because expectations of the brand will lead to positive results.

Three indicators to measure brand trust variables, includes [6]:

- 1) Trust (Trust), is defined as a form of consumer trust in a product or service through a brand.
- 2) Honest (Honest), defined as a level of trust in a brand that a product or service is an honest product or service (brand).
- 3) Security (Safe), is defined as the level of security that is trusted by consumers of a brand, product or service.

2.4 Purchase Decisions

A purchasing decision is a choice of two or more alternative choices. In other words, for a person to make a choice, an alternative choice must exist. When a person has a choice between buying and not buying, a choice between brand X and brand Y, or a choice to do A or B, that person is in a position to make a decision.

The consumer decisions to purchase a product can be measured by five indicators, including:

- 1) Product choice, consumers can make a decision to buy a product or use the money for other purposes. In this case the company should focus on the people who are interested in buying a product and the alternatives they are considering. For example: the need for a product, the variety of product variants and product quality.
- 2) Brand choice, consumers must make a decision about which brand to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand. For example: brand trust and popularity.

- 3) Distributor choice, consumers must make a decision which distributor to visit. Every buyer has different considerations in terms of determining a supplier, which can be due to factors of close location, low prices, complete inventory and others. For example: ease of getting products and product availability.
- 4) Purchase time, consumer decisions in choosing the time of purchase can vary, for example: someone buys once a month, every three months, once every six months or once a year.

Purchase Amount, consumers can make decisions about how many products to buy at a time. There may be more than one purchase made. In this case the company must prepare the number of products according to the different desires of the buyers. For example: the need for a product. The title is set in bold 16-point Arial, justified. The first letter of the title should be capitalised with the rest in lower case. You should leave 22 mm of space above the title and 6 mm after the title.

3 Framework and Hypothesis

3.1 Framework

The framework of thinking in this study is displayed in the form of variables, which indicates the influence between the independent and dependent variables, as follows:

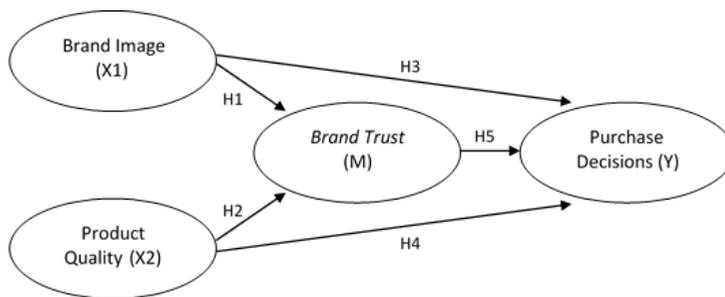


Fig 1. Research model

3.2 Hypothesis

1. H1 : Brand image has a positive effect on the brand trust of Purbasari Matte Lipstick products for female students in Denpasar.
2. H2 : Product quality has a positive effect on the brand trust of Purbasari Matte Lipstick products for female students in Denpasar.
3. H3 : Brand image has a positive effect on the purchase decision of Purbasari Matte Lipstick Products for female students in Denpasar.
4. H4 : Product quality has a positive effect on the purchasing decision of Purbasari Matte Lipstick Products for female students in Denpasar.
5. H5 : Brand trust has a positive effect on the purchase decision of Purbasari Matte Lipstick Products for female students in Denpasar.

4 Method

4.1 Research Location

This research was conducted in Denpasar, which focused on female students. The choice of female students in Denpasar is because currently lipstick is an inseparable part of women, especially teenagers, and currently Purbasari Matte Lipstick products are currently a trend among teenagers, which are relatively new products but are able to compete in the world of beauty with other beauty products.

4.2 Variable Identification

Based on the problems that have been formulated, the variables in this study consist of:

1. According to [7], the independent variable (free) is the variable that causes the emergence or change of the dependent variable (dependent variable). The independent variables in this study are brand image (X1) and product quality (X2).
2. The mediation variable is an interlude variable / between the independent variable and the dependent variable, so that the independent variable does not directly affect the change or emergence of the dependent variable. The mediation variable in this study is brand trust (M).
3. The dependent variable is the variable that is affected or that is the result, because of the independent variables [7]. The dependent variable in this study is the purchase decision variable (Y).

4.3 Population and Sample

1. *Population*

Population is a generalization area consisting of objects / subjects that have qualities and characteristics that are determined by researchers to study and then draw conclusions [7]. The population of this research is all female students in Denpasar City whose number is unknown and can be said to be in the infinite category.

2. *Sample*

The sample is part of the number and characteristics of the population [7]. A good sample size for filling out a questionnaire is based on 5-10 times the number of variables or indicators. The number of indicators in this study was 18, so the appropriate number of samples used in this study ranged from 90 to 180 respondents. The number of samples analyzed in this study at least met the guidelines for determining the sample, so that the sample in this study was used by 100 respondents. Taken by random sampling technique.

4.4 Data Collection Methods

This study used a set of data collection methods, namely: documentation study, interviews, and questionnaires.

4.5 Testing Instruments

Furthermore, to ensure that the questionnaire used can represent all the expected answers, instrument testing is carried out, including:

1. Validity Test
2. Reliability Test

4.6 Descriptive Analysis

Descriptive analysis is used to describe the characteristics of the study by describing the object of research which consists of a description of the research location, the characteristics of the respondent, and the items distributed from each variable. Descriptive analysis is a statistic that focuses its attention on collecting, processing, presenting and analyzing data.

4.7 Data Analysis

The data analysis used in this research is Path Analysis as follows:

1. Designing the Path Analysis Model
2. Checking In-Line Assumptions
3. Estimating Parameters or Calculating the Path Coefficient
4. Model Validation Check
5. Sobell Test

5 Results and Discussion

5.1 Result Path Analysis

After all the data obtained from the questionnaire passes the instrument test, the next step is to carry out the test with path analysis.

The data test in this study uses path analysis to examine the pattern of relationships that reveal the effect of a variable or set of variables on other variables, both direct and indirect.

Based on the calculation of substructure 1 and 2, it can be seen the amount of direct effect, indirect effect and total effect between variables. The calculation of the effect between variables is as follows.

Table 2. Coefficients Substruktur 1 (Model 1)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.137	.790		2.706	.008
X1	.427	.055	.640	7.794	.000
X2	.112	.040	.229	2.792	.006

Table 3. Coefficients Substruktur 2 (Model 2)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.581	.656		3.935	.000
X1	.140	.055	.182	2.537	.013
X2	.070	.033	.125	2.098	.038
M	.770	.080	.672	9.579	.000

a. Dependent Variable: Y

Table 4. Direct Effect and Indirect Effect

Variable		Direct Effect	Indirect Effect	Total Effect
Brand Image	Brand Trust	0,427		0,427
Product Quality	Brand Trust	0,112		0,112
<i>Brand Trust</i>	Purchase decision	0,770		0,770
Brand Image	Purchase decision	0,140	0,329	0,469
Product Quality	Purchase decision	0,070	0,086	0,156

Based on Table 2, the structural equation for this research model is obtained:

Substructure 1:

$$M = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$M = 0,427 X_1 + 0,112 X_2 + 0,58$$

$$\text{Effect of errors (Pei)} = \sqrt{1 - R^2}$$

$$\text{Pei} = \sqrt{1 - 0,668} = 0,58$$

Substructure 2:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 M + e_2$$

$$Y = 0,140 X_1 + 0,070 X_2 + 0,770 M + 0,40$$

$$\text{Effect of errors (Pei)} = \sqrt{1 - R^2}$$

$$\text{Pei} = \sqrt{1 - 0,839} = 0,40$$

5.1.1 Model Validation Checks

There are two indicators for checking the validity of the model, namely the coefficient of total determination and the trimming theory where the results can be presented as follows.

Result of total determination coefficient:

$$R^2_m = 1 - (1 - R_1^2)(1 - R_2^2)$$

$$R^2_m = 1 - (1 - 0,668)(1 - 0,839)$$

$$R^2_m = 1 - 0,053$$

$$R^2_m = 0,947$$

That is, the diversity of data that can be explained by the model is 94.7 percent or in other words the information contained in the data of 94.7 percent can be explained by the model, while the remaining 5.3 percent is explained by other variables (not included in the model) and error.

5.2 Regression Analysis of Mediated Variables Using the Sobel Test Method

5.2.1 The Influence of Brand Image on Purchasing Decisions through Brand Trust

The indirect effect of brand image on purchasing decisions through brand trust:

$$a = 0,427$$

$$sa = 0,055$$

$$b = 0,140$$

$$sb = 0,055$$

1) Calculating value S_{ab}

$$S_{ab} = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

$$S_{ab} = 0,025$$

- 2) Calculating value ab

$$ab = 0,427 \times 0,140$$

$$ab = 0,06$$

- 3) Calculating value Z

$$Z = \frac{ab}{S_{ab}}$$

$$Z = 2,401$$

- 4) Determine the Z table with a significance level of 0.05, namely 1.985
 5) Comparing Z count (2.401) with Z table (1.985)
 6) Seeing the calculated Z value (2.401) is greater than Z table (1.985), so it can be concluded that brand trust can mediate the relationship between brand image and purchase decisions

5.2.2 The Effect of Product Quality on Purchasing Decisions Through Brand Trust

The indirect effect of product quality on purchasing decisions through brand trust:

$$a = 0,112$$

$$sa = 0,040$$

$$b = 0,070$$

$$sb = 0,033$$

Calculating value S_{ab}

$$S_{ab} = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

$$S_{ab} = 0,005$$

Calculating value ab

$$ab = 0,112 \times 0,070$$

$$ab = 0,008$$

Calculating value Z

$$Z = \frac{ab}{S_{ab}}$$

$$Z = 1,626$$

Determine the Z table with a significance level of 0.05, namely 1.985

Comparing Z count (1,626) with Z table (1,985)

Seeing that the calculated Z value (1.626) is smaller than the Ztable (1.985), so it can be concluded that brand trust cannot mediate the relationship between product quality and purchase decisions.

5.3 Discussion of Research Results

5.3.1 The Influence of Brand Image on Brand Trust

Based on the empirical test results, the correlation coefficient value of the effect of brand image on brand trust is 0.427 and a significance level of $0.000 < 0.05$, so that H_0 is rejected and H_1 is accepted, in other words, the first hypothesis, brand image has a positive

effect on brand trust products Purbasari Matte Lipstick. students in the city of Denpasar can be accepted. This means that the better the brand image of a product, the higher consumer confidence in the product.

Brand image (brand image) is a guide that will be used by consumers to evaluate products when consumers do not have sufficient knowledge about a product. When consumers judge that a product with a certain brand has a good image, consumer confidence in that brand will increase. So the better the brand image of a product, the higher the trust in the consumer's brand (brand trust) towards the product.

The results of this study are in line with research conducted by [2], which states that brand image has a positive and significant effect on brand trust. This is also reinforced by the results of research by Susilawati (2017) which states that brand image has a positive and significant effect on brand trust. As well as the results of Trifena's research which states that brand image has a positive and significant effect on brand trust.

5.3.2 The Effect of Product Quality on Brand Trust

Based on the empirical test results, the correlation coefficient value of the effect of the product on brand trust is 0.112 and the research significance level is $0.006 < 0.05$, so that H_0 is rejected and H_2 is accepted, in other words the first hypothesis, product quality has a positive effect on the brand trust of Purbasari Matte Lipstick products. students in the city of Denpasar can be accepted. This means that the better the quality of the product being marketed, the higher consumer confidence in the product.

Quality is a matter that is considered or decided by the customer, meaning that quality is based on the customer's actual experience of the product or service which is measured based on the requirements desired by the consumer, the better the quality of a product, it can affect consumers on brand trust So when a product has good quality, it will further increase consumer brand trust in the product.

The results of this study are in line with the results of research conducted by [10] which states that product quality has a positive and significant effect on brand trust. This is also supported by the results of research by [2], which states that product quality has a positive and significant effect on brand trust, besides Puspita's research also states that product quality has a significant effect on brand trust.

5.3.3 The Influence of Brand Image on Purchasing Decisions

Based on the empirical test results, the correlation coefficient of the effect of brand image on purchasing decisions is 0.140 and a significance level of $0.013 < 0.05$, so that H_0 is rejected and H_3 is accepted, in other words, the second hypothesis, brand image has a positive effect on purchasing decisions for Purbasari Matte Lipstick products. students in the city of Denpasar can be accepted. This means that the better the brand image of a product, the higher the consumer's decision to buy the product, or in other words, the product will create high purchasing decisions from consumers.

Brand image (brand image) is a guide that will be used by consumers to evaluate products when consumers do not have sufficient knowledge about a product. So that the brand image is a consumer's assessment of the image (brand) of a product and what is felt after using the product, good or bad a product can build an image of the product itself in the minds of consumers. The better the brand image of a product will increase consumer interest in owning the product so that consumer purchasing decisions will increase.

The brand image has a positive and significant effect on job satisfaction. This is reinforced by the results of other studies by [8, 9], which state that brand image has a positive and significant effect partially both on purchasing decisions.

5.3.4 The Effect of Product Quality on Purchasing Decisions

Based on the results of the empirical test, the correlation coefficient value of the effect of product quality on purchasing decisions is 0.070 and a significance level of $0.038 < 0.05$, so that H_0 is rejected and H_4 is accepted, in other words the second hypothesis, product quality has a positive effect on purchasing decisions for Purbasari Matte Lipstick products. students in the city of Denpasar can be accepted. This means that the better the quality of a product, the higher the consumer's decision to buy the product offered.

Quality is a direct description of a product such as performance, reliability, easy to use aesthetics and so on. Product quality is the main focus in the company, quality is one of the important policies in increasing product competitiveness which must provide satisfaction to consumers that exceed or at least equal the product quality of competitors. Quality is something that is considered or decided by the customer, meaning that quality is based on the customer's actual experience of the product or service which is measured based on the requirements that the consumer wants, the better the quality of a product, it can affect consumers on brand trust. So if you want to make a purchase decision, the products the company offers must also be of high quality.

The product quality has a positive and significant effect partially both on purchasing decisions, and is strengthened by the results of research by [8, 10] which also states that product quality has a significant effect on decisions. purchase.

5.3.5 The Effect of Brand Trust on Purchasing Decisions

Based on the results of the empirical test, the correlation coefficient of the influence of brand trust on purchasing decisions is 0.770 and the research significance level is $0.000 < 0.05$, so that H_0 is rejected and H_5 is accepted, in other words, the fifth hypothesis, brand trust has a positive effect on purchasing decisions for Purbasari Lipstick products. Matte on female students in Denpasar is acceptable. This means that the higher consumer confidence in a product, the higher the consumer's decision to buy the product.

Brand trust is a feeling of comfort with all the consequences after interacting with a particular brand, based on the perception that the brand is reliable and responsible for the safety and needs of consumers. When a consumer has high trust in a brand. These consumers will continue to buy the product even at a higher price. So that the higher the brand trust that consumers have towards a brand, the higher the consumer purchasing decisions for the product.

The brand trust has a positive effect on purchasing decisions, besides that the results of this study are also in line with the research results of [11,12], which also state that brand trust has a positive effect on buying decision.

6 Conclusion

Based on the research results, the conclusions that can be drawn in this study are as follows:

1. Brand image has a positive and significant effect on the brand trust of Purbasari Matte Lipstick products for female students in Denpasar.

2. Product quality has a positive and significant effect on the brand trust of Purbasari Matte Lipstick products for female students in Denpasar.
3. Brand image has a positive and significant effect on purchasing decisions for Purbasari Matte Lipstick products for female students in Denpasar.
4. Product quality has a positive and significant effect on purchasing decisions for Purbasari Matte Lipstick products for female students in Denpasar.
5. Brand trust has a positive and significant effect on purchasing decisions for Purbasari Matte Lipstick products for female students in Denpasar.
6. Brand trust is able to mediate the relationship between brand image and purchasing decisions for Purbasari Matte Lipstick products for female students in Denpasar. But it is unable to mediate the relationship between product quality and purchasing decisions for Purbasari Matte Lipstick products for female students in Denpasar.

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