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The Role of Trust in Mediating the Influence of Brand Image and Product Quality on Purchase Decisions (Study on Consumers of Blush On Wardah Cosmetic Products on Shopee)

Ersa Aliyyah Salsabilla[1*], Anik Lestari Andjarwati[2]

Department of Management, Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya, Indonesia
*Email: ersa.22199@mhs.unesa.ac.id

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ABSTRACT

This study is motivated by a gap between the strong brand image and product quality of Wardah and the relatively low sales performance of Wardah Blush On on the Shopee platform. This study aims to analyze the influence of brand image and product quality on purchase decisions, with brand trust as a mediating variable. This study utilizes a quantitative approach with a causal design. The research sample consists of 287 female consumers who use and purchase Wardah Blush On on Shopee, selected using a purposive sampling technique. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) assisted by SmartPLS 4. The results indicate that brand image and product quality have a positive and significant effect on both purchase decisions and brand trust. Brand trust also has a positive and significant effect on purchase decisions. Furthermore, brand trust is proven to partially mediate the influence of brand image and product quality on purchase decisions. These findings demonstrate that strengthening consumer trust in a brand can enhance the effectiveness of brand image and product quality in driving purchase decisions for Wardah Blush On products on Shopee.

Keywords: Brand Image, Product Quality, Brand Trust, Purchase Decisions.

1. INTRODUCTION

The Ministry of Industry (2025) states that the national cosmetics industry is one of the strategic sectors that continues to grow. Based on Statista's projections quoted by the Ministry of Industry (2025), the value of Indonesia's cosmetics market is estimated to reach USD9.7 billion by 2025 with a growth rate of around 4.33% per year until 2030. This potential is strengthened by the number of female population which reaches more than 141.8 million people and increasing public awareness of the importance of self-care (Ministry of Industry, 2025).

The growth of the national cosmetics industry is also influenced by the increasing demand for halal cosmetic products. Based on the State of Global Islamic Economy cited in the Ministry of Industry (2025), Indonesia occupies the second position as the country with the largest consumption of halal cosmetics in the world with a value of USD5.4 billion in 2022. One of the local brands that plays a pioneer in halal cosmetics is Wardah, which has been produced by PT Paragon Technology and Innovation since 1995 (Shift Indonesia, 2025). Wardah became the first cosmetics brand in Indonesia to obtain halal certification from LPPOM MUI and received international recognition from the World Halal Council (Paragon, 2026). In 2025, Wardah will again receive the Top Halal Award 2025 for the Mascara and Sunscreen category, as well as achieving the highest scores in various other categories in the Top Halal Index 2025 survey, such as Blush On, foundation, lip tint, lipstick, and facial wash (Pasha, 2025).

Wardah's excellence is also reflected in the Blush On category. Based on the Top Brand Award (2025), Wardah is ranked second with a Top Brand Index of 17.80%, only 0.10% adrift of Maybelline which obtained 17.90%. The next position is occupied by Inez (11.20%), La Tulipe (10.60%), Caring Colours (7.50%), L'Oreal (5.60%), Revlon (4.40%), Etude House (3.70%), and Max Factor (3.40%). These results show that the brand image of Blush On Wardah products remains competitive and has a very good perception in the midst of competition in the cosmetics industry.

Wardah's strong brand image is not in line with the sales performance of Blush On Wardah products on Shopee. Market share data shows that Blush On Wardah is only ranked sixth with a market share of 4.58%, lagging behind Hanasui (9.5%), Esqa (8.04%), Sea Makeup (7.71%), O.Two.O (5.79%), and Pinkflash (5.09%) (Databoks.katadata.co.id, 2025). These findings show that the strength of brand image has not been able to directly generate sales advantages on e-commerce platforms, so a deeper understanding of the factors that influence consumers' decisions to buy cosmetic products is needed.

This phenomenon is becoming increasingly important because Shopee is an e-commerce platform that dominates the beauty market in Indonesia. Compas data shows that Shopee controls 63.5% of the beauty category market share in February 2024, far exceeding TikTok Shop (18.2%), Lazada (13.8%), Tokopedia (4.26%), and Blibli (0.13%) (Compas in Databoks.katadata.co.id, 2024). This advantage is supported by various promotional strategies, such as discounts, vouchers, and special offers that are able to increase consumer buying interest while encouraging seller activity. Shopee's dominance is also seen in the overall Indonesian e-commerce market in 2025 with a platform traffic share of 43%, while Tokopedia gained 22%, Blibli 9%, Lazada 6%, and Orami 2% (Databoks.katadata.co.id, 2025). This condition confirms that Shopee is the main channel for online shopping transactions, including for cosmetic products.

The cosmetics market on Shopee is dominated by Millennials and Generation Z. Insight Factory by SOCO survey shows that the Millennial Generation (1981–1996) has a higher level of cosmetic spending, with 38% of respondents spending IDR 150,000–IDR 300,000 per purchase. In contrast, Generation Z (1997–2012) was more cautious in shopping because 48% of respondents spent less than IDR 150,000 per transaction. This difference is related to the economic condition of Generation Z, most of whom are still studying or have just entered the world of work, so they are more sensitive to prices (Insight Factory by SOCO in Databoks.katadata.co.id, 2024). The characteristics of these two groups are important considerations for Wardah in developing a marketing strategy at Shopee.

In an effort to strengthen its position, Wardah presents the Wardah Official Store at Shopee Mall which guarantees the authenticity of products before being sent to consumers (Shopee Mall, 2026). The Blush On products marketed consist of Wardah Exclusive Blush On and Wardah Colorfit Cream Blush. Wardah Exclusive Blush On offers a powder texture with high pigmentation, easy to even, and has good durability. Meanwhile, Wardah Colorfit Cream Blush uses a formula that changes from cream to powder, has a light texture, is easy to blend, contains vitamin E, and is able to provide a final result that lasts up to eight hours (Wardah, 2026). Both products received a rating of 4.9 out of 5 with sales exceeding 10 thousand units each at the Wardah Official Store, which shows a very high level of consumer satisfaction with product quality (Wardah Official Store on Shopee, 2026).

However, the high consumer assessment of product quality has not been able to increase Blush On Wardah's position in Shopee's market competition. The difference between the quality of products that are considered very good and the market share that is still ranked sixth shows that purchasing decisions are not only influenced by brand image and product quality. According to Armstrong and Kotler (2023), the purchase decision is a process when consumers choose the brand that they consider to best suit their needs. Kotler et al. (2024) explain that the process starts from the introduction of needs to evaluation after purchase. In the e-commerce environment, purchase decisions are influenced by factors that can and cannot be controlled, and are supported by various tools such as shopping portals, shopbots, comparison agencies, rating sites, recommendation systems, and social media that make it easier for consumers to evaluate product alternatives (Turban et al., 2018). Therefore, the purchase decision of Blush On Wardah is estimated to be the result of the interaction of various factors, especially brand image, product quality, and brand trust.

Brand image is a scheme that describes the representation of a brand as well as the level of positive consumer assessment of the brand (Hoyer et al., 2024). In the buying process, consumers always consider brands as one of the bases to meet their needs (Keller & Swaminathan, 2020). Therefore, brand image plays an important role in shaping consumer perception of the value of a product so that it can influence purchasing decisions (Wulandari & Mulyanto, 2024; Wardhana, 2024). The more positive the brand image that the company has, the greater the opportunity for consumers to choose the product.

Various studies support this relationship. Rohmah and Sukaris (2024), Imani et al. (2023), Pertiwi and Supriyono (2025), and Cinta and Supryadi (2026) found that brand image has a positive effect on purchasing decisions for Wardah products. Nevertheless, a different result was put forward by Alifa et al. (2026), who showed that brand image does not have a significant influence because consumers consider real benefits such as product quality, price, and design more. These differences in results show that the influence of brand image on purchase decisions is still inconsistent.

In addition to brand image, product quality is also an important factor in purchasing decisions. Armstrong and Kotler (2023) explained that product quality is a characteristic that determines the product's ability to meet consumer needs. Purchasing behavior is also influenced by product quality as one of the main factors (Asih, 2008 in Irwansyah et al., 2021). In addition, purchasing decisions are influenced by various aspects such as needs, preferences, experience, price perception, distribution, promotion, customer experience, and product quality (Wulandari & Mulyanto, 2024).

Empirical findings show that product quality generally has a positive effect on purchasing decisions. Research by Jangkung and Sudrajat (2022), Rohmah and Sukaris (2024), Willdanny and Sukma (2024), and Pertiwi and Supriyono (2025) prove that consistent product quality can increase consumer satisfaction, trust, and purchasing decisions. On the other hand, Cinta and Supryadi (2026) found that the influence of product quality was not significant because consumers assessed Wardah's quality as relatively equivalent to competitors' products. Similar results were also reported by Anggriani and Efnita (2024) and Rahayu et al. (2023), which showed that in certain cosmetic categories, consumers consider branding, design, and trends more than technical product quality.

The inconsistency of the results of the study regarding the

influence of brand image and product quality on purchase decisions encourages the need to add the brand trust variable as a mediating variable. Brand trust has an important role in maintaining the sustainability of a brand because consumers tend to choose brands that are trusted to be able to provide positive results (Adhari, 2021; Delgadorodriguez in Fate, 2024). In addition to price and promotion, trust in brands is also a factor that influences consumer purchasing decisions (Wulandari & Mulyanto, 2024).

A number of studies show that brand trust has a positive effect on purchasing decisions while being able to mediate the influence of brand image and product quality on purchase decisions. These results were found by Imani et al. (2023), Cinta and Supryadi (2026), Arshinta et al. (2025), Rizky and Roosdhani (2025), Hanaysha (2022), Tamez et al. (2024), Kurniawan (2025), and Puspitarini et al. (2024). Thus, brand image and product quality not only influence purchasing decisions directly, but also through the formation of consumer trust in the brand. Nonetheless, Fadhi et al. (2026) found brand trust does not have significant effect on purchasing decisions because consumer decisions are influenced by a lot of information and other factors in the digital age.

This research is based on the phenomenon of Blush On Wardah products which shows the difference between brand image and high product quality with consumer purchase decisions on Shopee. Although Wardah ranks second in the Top Brand Index in the Blush On category and received a rating of 4.9/5 on the Shopee Official Store, its sales market share is still in sixth position compared to competitors. This condition indicates that brand image and product quality are not necessarily able to improve purchasing decisions without being supported by brand trust.

In the context of purchasing through e-commerce such as Shopee, brand trust is thought to be a mechanism that connects consumers' positive perception of brand image and product quality with purchasing decisions. Based on this phenomenon and the existence of research gaps from the results of previous research, this study was conducted to analyze the role of brand trust in mediating the influence of brand image and product quality on purchase decisions for Blush On Wardah consumers on Shopee, so that it is expected to make an academic contribution and practical implications for the development of Wardah's marketing strategy.

This study aims to analyze the influence of brand image on purchase decisions, the influence of product quality on purchase decisions, the influence of brand image on brand trust, the influence of product quality on brand trust, and the influence of brand trust on purchase decisions. In addition, this study also aims to examine the role of brand trust as a mediating variable in the relationship between brand image and product quality on purchase decisions in consumers of Blush On Wardah products on Shopee.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Behavior

Consumer behavior is the entire activity carried out by individuals in obtaining, using, evaluating, and disposing of products or services, including the decision-making process that occurs before and after purchase (Engel et al., 1995). This behavior not only includes the act of purchase, but also involves psychological processes that affect consumers starting from before buying, when using, to evaluating after consumption (Sumarwan, 2017). In line with that, consumer behavior is understood as the study of how consumers seek information, buy, use, evaluate, and dispose of products or services to meet their needs (Schiffman & Wisenblit, 2019). In addition, consumer behavior also explains how individuals, groups, and organizations choose, buy, use, and manage goods, services, ideas, and experiences to meet their needs and desires (Kotler et al., 2022). Hoyer et al. (2024) added that consumer behavior reflects all decisions related to the process of obtaining, using, and disposing of goods, services, activities, experiences, and ideas in a certain period. Thus, consumer behavior can be concluded as a process that includes information searching, selection, purchase, use, evaluation, and disposal of products or services to achieve satisfaction and meet consumer needs.

Technological developments have changed consumer behavior from transactions in conventional retail to digital or online markets (Putri et al., 2025). This transformation has led to the emergence of various consumer characteristics, such as impulsive, patient, and analytical buyers, which are influenced by technological advances and global conditions (Astuti et al., 2023). In the context of e-commerce, online consumer behavior describes the decision-making process when buying products through digital platforms (Usvita et al., 2023). According to Turban et al. (2018), the mechanism is basically similar to consumer behavior in general, but is influenced by specific characteristics, such as product or service attributes, e-commerce systems, personal characteristics of consumers, the environment, and traders and intermediaries. The interaction of all these factors determines the stages of decision-making to produce the final purchase decision. Therefore, online consumer behavior can be understood as a purchase process through e-commerce that is influenced by internal and external factors in each stage of decision-making.

The online consumer behavior model according to Turban et al. (2018) explains that purchase decisions are influenced by five main factors which are grouped into uncontrollable variables and controllable variables. The two groups of variables interact in shaping the attitude-behavior decision process, thus helping to explain how consumers make decisions when transacting online. In uncontrollable variables, the first factor is Consumer Characteristics, which are personal characteristics that are inherent in consumers and cannot be controlled by the company. These characteristics include demographic aspects, such as age, gender, ethnicity, and education, as well as psychological aspects that include lifestyle, knowledge, personality, motivation, satisfaction, experience, preference, habit, trust, and frequency of purchase (Turban et al., 2018). In this study, the trust aspect is operationalized as brand trust because it affects the consumer decision-making process. This concept is in line with the stages of purchasing decisions put forward by Kotler et al. (2022), namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior.

2.2 Purchase Decision

Purchasing decisions are the consumer's decision in choosing a product or brand that is considered to best suit their needs and preferences (Armstrong & Kotler, 2023). This process includes not only the act of buying, but also all stages from recognizing needs, seeking and evaluating information, choosing alternatives, using products, to evaluating the experience after purchase (Kotler et al., 2022; Kotler et al., 2024). In the context of e-commerce, purchasing decisions are seen as a process that connects consumer attitudes and behaviors, as well as being influenced by factors that can be controlled and those that are beyond the consumer's control (Turban et al., 2018). Thus, a purchase decision can be understood as a series of consumer processes in determining the choice of products or brands to conducting a post-purchase evaluation by considering various factors that affect the decision.

According to Kotler et al. (2022), purchasing decisions consist of six interrelated dimensions. These dimensions include Product Choice, which is the consumer's decision to choose a product according to their needs; Brand Choice, which is the selection of brands based on their advantages and characteristics; Store Choice, which is the determination of the place of purchase by considering aspects such as ease of access, price, convenience, and product availability; Purchase Quantity, which is the determination of the number of products to be purchased; Purchase Timing, which is a decision regarding the time considered appropriate to make a purchase; and Payment Method, which is the selection of the payment method that best suits consumer preferences. These six dimensions describe the various considerations that consumers make during the purchase decision-making process (Kotler et al., 2022).

The purchasing decision indicators in previous studies had similarities even though they used different terms. Maulana et al. (2023) measured purchasing decisions through Product Choice, Choice of Brands, Choice of Dealers, Purchase Time, Number of Purchases, and Payment Methods.

2.3 Brand Image

Brand image is a consumer's perception of a brand that is formed through associations stored in their memories (Keller & Swaminathan, 2020). These perceptions reflect the external characteristics of the product or service as well as the brand's ability to meet the psychological and social needs of consumers (Kotler et al., 2022). In addition, brand image also describes a representation of what a brand represents and how consumers give positive judgments of the brand (Hoyer et al., 2024). Based on this view, brand image can be understood as the overall perception, belief, and experience of consumers towards a brand that influences their judgment and preferences.

According to Keller and Swaminathan (2020), brand image is shaped by three main dimensions. Strength shows how strongly brand associations are embedded in consumers' memories so that they can influence purchasing decisions. Favorability describes the level of positive assessment of consumers of the benefits and attributes of a brand that they perceive to be able to meet their needs. Meanwhile, Uniqueness shows distinctive advantages or characteristics that distinguish a brand from competitors, such as design, quality, concept, and service. These three dimensions are the basis for forming a strong brand image in the minds of consumers (Keller & Swaminathan, 2020).

The measurement of brand image in this study uses the free association method because it is considered simple and effective in identifying brand associations that appear spontaneously in the minds of consumers (Keller & Swaminathan, 2020). This method is carried out by asking respondents to mention words, sentences, or impressions that immediately come to mind when thinking of a brand without specific direction. Next, all the answers were categorized based on similarity in meaning and calculated the frequency of their occurrence to find the most dominant association.

According to Keller and Swaminathan (2020), the free association method has four main functions, namely identifying various brand associations, measuring strength through the order of association appearances, recognizing favorability based on the tendency of positive or negative consumer judgments, and assessing uniqueness by comparing brand associations with competitor brands. Based on this approach, this study asked respondents to mention three associations related to strength, favorability, and uniqueness to Wardah brand Blush On on Shopee. Answers were then grouped based on similar themes, calculated in frequency, and the associations that appeared most frequently in each dimension were established as the main indicators of brand image because they were considered to represent consumer perception in a dominant way (Keller & Swaminathan, 2020).

2.4 Product Quality

Product quality is the ability of a product or service to meet the needs and expectations of consumers through its characteristics and attributes. According to Armstrong and Kotler (2023), product quality is related to characteristics that are able to meet customer needs, both stated and implied. In line with that, Kotler et al. (2022) explain that product quality includes all features and characteristics that determine the product's ability to meet consumer needs. Meanwhile, Garvin (1988) in Baali et al. (2023) stated that product quality can be assessed through eight main dimensions, namely Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics, and Perceived Quality. Thus, product quality can be understood as a whole attribute that reflects the ability of a product to provide benefits according to customer needs and expectations.

According to Garvin (1987) in Baali et al. (2023), product quality is shaped by eight dimensions. Performance describes the main ability of the product to carry out its main function. Features are additional characteristics that increase the value or function of the product. Reliability indicates the level of consistency of the product in functioning without experiencing damage over a certain period. Conformance refers to the conformity of a product to a predetermined standard or specification. Furthermore, Durability describes the life of the product technically and economically before it needs to be replaced. Serviceability is related to the ease of obtaining repair services, speed of service, and handling of complaints. Aesthetics reflect the attractiveness of a product that can be judged through appearance, color, texture, aroma, sound, and taste according to consumer perception. Finally, Perceived Quality is a consumer's assessment of product quality based on brand image, company reputation, or other information when product quality cannot be assessed directly.

Some studies use different indicators in measuring product quality. Jangkung and Sudrajat (2022) used the indicators of Performance, Aesthetics, Durability, Product Selection, Brand Selection, Loyalty, and Interest. Research by Imani et al. (2023) measures product quality through Performance, Additional Privileges, Reliability, Compliance with Specifications, Durability, and Aesthetic. Meanwhile, Laura and Thaib (2025) used the indicators Performance, Features, Reliability, Conformance to Specification, and Aesthetics.

In this study, product quality indicators were adapted from Jangkung and Sudrajat (2022), Imani et al. (2023), and Laura and Thaib (2025) by adjusting the research object. The indicators used include Product Performance, Product Durability, Conformity with Specifications, and Aesthetics. Product performance is measured through the product's ability to provide optimal results and according to the user's skin condition. Product durability is assessed from the expiration period as well as the durability of the product during normal use. Conformity with the Specification reflects the ownership of trusted standards such as BPOM permits and usability until the expiration date. Aesthetics are measured through the attractiveness of color, practicality, and product packaging design.

2.5 Brand Trust

Brand Trust is consumer confidence in a brand's ability to provide benefits according to expectations. Chaudhuri and Holbrook (2001) in Putri et al. (2021) define brand trust as the willingness of consumers to rely on the ability of brands to carry out their functions. According to Delgado (2005) in Adhari (2021), Brand Trust is an expectation that a brand is able to provide positive results for its consumers. In addition, Nasrullah et al. (2023) explained that brand trust arises when consumers have positive expectations for a product or service so that they are encouraged to make a repeat purchase if these expectations are met. Therefore, brand trust can be understood as a consumer's belief that a brand is able to provide consistent quality, benefits, and experience so as to build a long-term relationship with consumers.

According to Chaudhuri and Holbrook (2001), Brand Trust consists of four main indicators, namely Trust, Reliability, Honesty, and Safety. Trust demonstrates the consumer's belief that the brand can be trusted and delivers on its commitments. Reliability describes a brand's ability to deliver consistent product quality. Honesty is related to the openness and honesty of the brand in conveying information to consumers. Meanwhile, Safety shows the perception that the product is safe to use and meets safety standards.

In this study, indicators were compiled by adapting the research of Imani et al. (2023) and Puspitarini et al. (2024) according to the research object. The indicators used include Trust, Reliability, Honesty, and Security. Trust is measured through confidence in halal products and assurances. Reliability reflects the quality of the product that is reliable compared to other brands. Honesty is judged from the transparency of information and the suitability of product quality with the claims given. Meanwhile, Safety is measured through the perception that the product is safe to use and has met cosmetic safety standards.

3. RESEARCH MEHODOLOGY

This study uses a quantitative approach with a conclusive type of research. Conclusive research aims to help researchers evaluate various alternative decisions through hypothesis testing and analysis of the relationships between variables that have been determined, so that the information needed can be clearly determined (Malhotra & Dash, 2016).

Research design is a framework that serves as a guideline in the implementation of research so that research goals can be achieved systematically (Malhotra & Dash, 2016). This study applied a causal research design because it aimed to test the cause-and-effect relationship between variables. Through the design, the study analyzed the influence of brand image and product quality on purchase decisions with brand trust as a mediating variable (Malhotra & Dash, 2016).

The main source of data in this study is primary data, which is data obtained directly to answer research problems (Malhotra & Dash, 2016). Data was collected through the distribution of questionnaires that were compiled based on the indicators of each research variable. Furthermore, all data were analyzed using PLS-SEM to test the hypothesis that had been formulated.

In addition to primary data, the study also utilizes secondary data as support. Secondary data is data that has previously been collected for other purposes (Malhotra & Dash, 2016). In this study, data was obtained from books, scientific journals, official websites, and various publications that discuss brand image, product quality, brand trust, and purchase decisions.

The research was carried out online through the distribution of Google Form questionnaires using various social media, such as WhatsApp, Telegram, Instagram, TikTok, and X. The target of the research was consumers who used and bought Blush On Wardah products through the Shopee platform, which was chosen because it has a high number of active users and is one of the main marketplaces for local cosmetic products. The data collection process took place from February 19 to March 30, 2026.

During this period, 287 questionnaires were obtained that met the research requirements. The number of respondents was collected in stages according to the questionnaire distribution schedule as shown in Table 3.1, so that all the data obtained could be used in the analysis process.

Population is a whole object or subject that has certain characteristics and is the target of research (Sugiyono, 2023). The population of this study includes all women who buy and use Blush On Wardah products through the Shopee platform. Since the number of the population cannot be known with certainty, the population is categorized as an infinite population.

The sample is part of the population that is selected to represent the characteristics of the population as a whole (Sugiyono, 2023). This study uses a non-probability sampling technique with a purposive sampling approach, so that respondents are selected based on certain criteria. These criteria include women who have purchased and used Blush On Wardah products through Shopee, aged 17–45 years representing Generation Z and Millennials, and made purchases in the last three months. The minimum age requirement follows the provisions of Shopee users to be able to transact independently (Shopee, 2025), while the purchase period limit is applied to maintain the relevance of information and

reduce recall bias (Bradburn et al., 2004).

The determination of the number of samples refers to the recommendation of Malhotra and Dash (2016) who stated that problem-solving research requires at least 200 respondents. In this study, 287 respondents were successfully obtained, so that the number of samples has exceeded the minimum recommended limit and is considered adequate for the analysis process.

This study uses an online survey method to obtain data from respondents. The survey method is a data collection technique that is based on respondents' answers to the questions given (Malhotra & Dash, 2016). Data was collected through a Google Form-based questionnaire aimed at consumers who have purchased and used Blush On Wardah products on Shopee. The data collection process was carried out in stages, starting with the dissemination of questionnaire links through various social media, such as WhatsApp, Telegram, Instagram, TikTok, and X. At the beginning of the questionnaire, screening questions were provided to ensure that only respondents who met the research criteria could continue filling in. All respondents' answers that pass the screening and complete the questionnaire will be automatically stored in the researcher's database as analysis material (Malhotra & Dash, 2016). The research instrument used a questionnaire with a five-point Likert scale, ranging from strongly disagree to strongly agree.

This study applied Structural Equation Modeling - Partial Least Square (SEM-PLS) with the help of SmartPLS 4 to analyze the data. This technique is used because it is able to test the relationship between variables while evaluating the research model through two stages, namely the measurement model (outer model) and the structural model (inner model).

4. RESULTS AND DISCUSSION

4.1 Research Results

Judging from the product variants, the majority of respondents bought Wardah Colorfit Cream Blush as many as 178 people (62.0%), while Wardah Exclusive Blush was chosen by 109 people (38.0%). These findings show that the cream blush variant is more in demand than the powder blush variant. This preference indicates the tendency of consumers towards products with a light texture, easy to blend, and able to produce a natural makeup look according to current beauty trends.

Based on age, the largest group of respondents was in the range of 17-22 years as many as 120 people (41.8%), followed by 23-29 years old as many as 83 people (28.9%), 30-37 years old as many as 52 people (18.1%), and 38-45 years old as many as 32 people (11.1%). These results show that Blush On Wardah consumers at Shopee are dominated by young age groups, especially Generation Z and the early millennial generation, who are known to actively follow beauty trends and intensively utilize digital media and e-commerce.

Judging from the level of education, most of the respondents were 118 Bachelor (S1) graduates (41.1%), then 79 high school graduates (27.5%), 44 Diploma (15.3%), Masters (S2) 23 people (8.0%), Junior High School 21 people (7.3%), and Doctoral (S3) 2 people (0.7%). The composition shows that the majority of respondents have secondary to higher education so they are considered to have good enough ability to find information, compare product alternatives, and make purchasing decisions through digital platforms.

Based on occupation, the most respondents came from the category of Private Employees as many as 84 people (29.3%), followed by Entrepreneurs as many as 75 people (26.1%), students as many as 72 people (25.1%), ASN/P3K as many as 28 people (9.8%), housewives as many as 18 people (6.3%), and Freelance as many as 7 people (2.4%). The distribution illustrates that most of the respondents already have economic activities and sources of income so that they are able to purchase cosmetic products independently through e-commerce.

Judging from income or allowance per month, the majority of respondents were in the range of IDR 2,500,100 – IDR 4,000,000 as many as 77 people (26.8%), followed by the range of IDR 1,000,100 – IDR 2,500,000 as many as 71 people (24.7%), IDR 4,000,100 – IDR 5,500,000 as many as 53 people (18.1%), while respondents with income below IDR 1,000,000 and above IDR 5,500,000 each amounted to 43 people (15.0%). These results show that most of the respondents are from the middle-income group, reflecting that Blush On Wardah is able to reach consumers with diverse levels of purchasing power, especially in the middle segment.

Overall, the characteristics of the respondents were dominated by consumers who bought Wardah Colorfit Cream Blush, aged 17–22 years, with a Bachelor's degree (S1), worked as a Private Employee, and had a monthly income of IDR 2,500,100–IDR 4,000,000. The profile shows that Blush On Wardah consumers at Shopee generally come from a young age group who have a relatively high level of education, actively utilize digital technology, and have adequate economic capabilities to meet the needs of beauty products through e-commerce platforms.

The respondent's answer description was used to describe the respondent's perception of each statement item on the variables of Brand Image (X1), Product Quality (X2), Brand Trust (Z), and Purchase Decision (Y). The analysis was carried out based on the distribution of frequency, percentage, and mean values of all respondents' answers so that it could provide an overview of the assessment tendencies for each research indicator. To make interpretation easier, the determination of categories used the class interval method with the formula ((5-1)/5 = 0.8), so that five categories of assessment were obtained, namely Strongly Disagree (1.00–1.80), Disagree (1.81–2.60), Neutral (2.61–3.40), Agree (3.41–4.20), and Strongly Agree (4.21–5.00).

The mean value of the Brand Image variable is in the range of 3.97–4.04, so all indicators are included in the Agree category. These results show that respondents have a good perception of the image of Blush On Wardah. The highest mean value is found in item X1.3.3 of 4.04, which shows that halal assurance is the most powerful aspect in shaping the positive image of the Wardah brand. On the other hand, the lowest value was found in item X1.3.1 with a mean of 3.97, regarding the texture of the product which is light and easy to blend. Despite the lowest score, the result remained in the Agree category, indicating that respondents still gave a positive assessment of the characteristics of the product.

The mean value of the Product Quality variable is in the range of 3.94–4.05, all of which fall into the Agree category. This shows that the quality of Blush On Wardah is rated well by the majority of respondents. The highest score was obtained for item X2.4.2 with a mean of 4.05, which indicates that product packaging is considered practical and is the most appreciated aspect of quality. Meanwhile, the lowest score was found in item X2.2.2 with a mean of 3.94, related to the durability of the product when used.

However, this value still shows that respondents tend to rate the durability of Blush On Wardah quite satisfactory.

The Brand Trust variable has a mean value between 4.11–4.25, with the category Agree to Strongly Agree. These findings show that the level of trust of respondents in Blush On Wardah is relatively high. The highest value was found in item Z1.1.2 with a mean of 4.25, which indicates that halal assurance is the main factor that strengthens consumer confidence in the Wardah brand. The lowest score was obtained item Z1.2.1 with a mean of 4.11, regarding the level of respondents' dependence on Wardah compared to other brands. Despite being the lowest score, the result remains in the Agree category, so Wardah is still seen as a reliable brand.

The mean value of the Purchase Decision variable is in the range of 4.07–4.21, so all indicators include the Agree and Strongly Agree categories. These results show that respondents have a positive tendency to purchase Blush On Wardah through Shopee. The highest score was found in item Y1.5.1 with a mean of 4.21, indicating that the availability of various payment methods was the most favorable factor in purchasing decisions. On the other hand, the lowest value is found in item Y1.2.2 with a mean of 4.07, which is related to the consideration of several brands before choosing Wardah. However, the score is still in the Agree category, so it can be interpreted that respondents still carry out the evaluation process before finally deciding to buy Blush On Wardah.

Overall, the results of the descriptive analysis showed that all research variables obtained a mean value in the category of Agree to Strongly Agree. This condition indicates that respondents give a positive assessment of the Brand Image, Product Quality, Brand Trust, and Blush On Wardah Purchase Decisions. Thus, consumer perception of Wardah products can be said to be good, especially in terms of halal, product quality, level of trust in the brand, and convenience that supports the purchase process.

Before the analysis process was carried out, the questionnaire instrument was first tested on the initial 30 respondents to ensure that each item met the criteria of validity and reliability. After all statements were declared feasible, data collection continued until it reached 287 respondents. The data analysis was then carried out using SmartPLS 4 with a PLS-SEM approach which consisted of two stages, namely the evaluation of the outer model and the inner model. The evaluation of the outer model aims to ensure that each indicator is able to measure the construct precisely and consistently, while the inner model is used to test the relationship between variables according to the research hypothesis.

Convergent validity testing is performed to determine the extent to which each indicator is capable of representing the measured construct. The assessment was carried out through Outer loading and Average Variance Extracted (AVE) values. Referring to Ghozali and Kusumadewi (2023:94), the indicator is declared to meet convergent validity if it has an outer loading above 0.70 and an AVE value greater than 0.50.

Table 4.1 Validitas Convergence

Variabel	Statement Items	*Outer loading*	AVE	Remarks
Brand Image (X1)	X1.1.1	0,866	0,740	Valid
	X1.1.2	0,829		Valid
	X1.1.3	0,882		Valid
	X1.2.1	0,854		Valid
	X1.2.2	0,851		Valid
	X1.2.3	0,880		Valid
	X1.3.1	0,830		Valid
	X1.3.2	0,852		Valid
	X1.3.3	0,896		Valid
Product Quality (X2)	X2.1.1	0,843	0,709	Valid
	X2.1.2	0,891		Valid
	X2.2.1	0,830		Valid
	X2.2.2	0,849		Valid
	X2.3.1	0,858		Valid
	X2.3.2	0,788		Valid
	X2.4.1	0,874		Valid
	X2.4.2	0,850		Valid
	X2.4.3	0,791		Valid
Brand Trust (Z)	Z1.1.1	0,860	0,696	Valid
	Z1.1.2	0,828		Valid
	Z1.2.1	0,792		Valid
	Z1.2.2	0,787		Valid
	Z1.3.1	0,881		Valid
	Z1.3.2	0,805		Valid
	Z1.4.1	0,848		Valid
	Z1.4.2	0,867		Valid
Purchase Decision (Y)	Y1.1.1	0,781	0,615	Valid
	Y1.1.2	0,720		Valid
	Y1.2.1	0,779		Valid
	Y1.2.2	0,808		Valid

Variabel	Statement Items	*Outer loading*	AVE	Remarks
	Y1.3.1	0,798		Valid
	Y1.3.2	0,827		Valid
	Y1.3.3	0,773		Valid
	Y1.4.1	0,761		Valid
	Y1.4.2	0,764		Valid
	Y1.5.1	0,805		Valid
	Y1.5.2	0,807		Valid

Source: Researcher-processed data (2026)

All indicators in the variables of Brand Image (X1), Product Quality (X2), Brand Trust (Z), and Purchase Decision (Y) have an outer loading value between 0.720–0.896, so that all items meet the required minimum limit. This shows that each indicator is able to adequately represent the measured construct.

In the Brand Image variable (X1), the outer loading value ranges from 0.829–0.896, with the highest indicator at X1.3.3 at 0.896, while the lowest value is at X1.1.2 at 0.829. All indicators are declared valid because the value is above 0.70. The Product Quality variable (X2) also showed good results with a range of 0.788–0.891, where the X2.1.2 indicator had the highest value (0.891) and X2.3.2 was the lowest (0.788), but still met the validity criteria.

In the Brand Trust variable (Z), the outer loading value is in the range of 0.787–0.881. The highest value was obtained by the Z1.3.1 indicator of 0.881, while the lowest value was found in Z1.2.2 of 0.787. Meanwhile, the Purchase Decision (Y) variable has a range of 0.720–0.827, with the highest value in indicator Y1.3.2 of 0.827 and the lowest value in Y1.1.2 of 0.720. All indicators in these two variables still meet the requirements for convergent validity.

In addition to outer loading, the validity of the convergence was also evaluated through AVE values. The test results showed that the Brand Image obtained a score of 0.740, Product Quality of 0.709, Brand Trust of 0.696, and Purchase Decision of 0.615. All of these values are above the minimum limit of 0.50, so that each construct is able to explain more than 50% of the variance of its constituent indicators. Based on the results of outer loading and AVE, it can be concluded that the entire construct has met the requirements for convergent validity so that it is suitable for use at the next stage of analysis.

Discriminant validity aims to ensure that each construct has different characteristics and is able to measure its variables specifically. In this study, the test was carried out using two approaches, namely the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker criteria.

Table 4.2 HTM

HTM	Value	Remarks
Brand Trust (Z) ↔ Brand Image (X1)	0,633	Valid
Purchase Decision (Y) ↔ Brand Image (X1)	0,626	Valid
Purchase Decision (Y) ↔ Brand Trust (Z)	0,840	Valid
Product Quality (X2) ↔ Brand Image (X1)	0,485	Valid
Product Quality (X2) ↔ Brand Trust (Z)	0,736	Valid
Product Quality (X2) ↔ Purchase Decision (Y)	0,749	Valid

Source: Researcher-processed data (2026)

All values of the relationship between variables are below the limit of 0.85 as recommended by Ghozali and Kusumadewi (2023). The highest HTMT value was found in the relationship between Purchase Decision (Y) and Brand Trust (Z) of 0.840, while the lowest value was found in the relationship between Product Quality (X2) and Brand Image (X1) of 0.485. Thus, all constructs meet the criteria of discriminant validity and do not show any problems of collinearity between latent variables.

Table 4.3 Fornell-Larcker

	Brand Image (X1)	Brand Trust (Z)	Purchase Decision (Y)	Product Quality (X2)
Brand Image (X1)	**0.860**			
Brand Trust (Z)	0.601	**0.834**		

Purchase Decision (Y)	0.595	0.790	**0.784**	
Product Quality (X2)	0.464	0.695	0.709	**0.842**

Source: Researcher-processed data (2026)

The next test uses the Fornell-Larcker criterion which compares the square root value of AVE with the correlation between constructs. The entire value of the diagonal or square root of AVE is greater than the correlation coefficient with other constructs. The square root values of AVE for each construct, namely Brand Image (0.860), Brand Trust (0.834), Purchase Decision (0.784), and Product Quality (0.842), were all higher than the correlation values between variables. These results show that each construct has good discriminating capabilities so that all variables in the model have met the criteria of discriminant validity.

Reliability is used to assess the consistency of the instrument in measuring each research construct. In this study, reliability testing was carried out using Composite Reliability (CR), with a minimum limit of 0.70 to show that a construct has good internal consistency. The use of Composite Reliability in PLS-SEM is more recommended than Cronbach's Alpha because it is able to take into account the difference in the outer loading weight of each indicator so as to produce a more accurate reliability estimate.

Table 4.4 Reliability

Variabel	Composite Reliability (CR)	Remarks
Brand Image (X1)	0,962	Reliabel
Product Quality (X2)	0,956	Reliabel
Brand Trust (Z)	0,948	Reliabel
Purchase Decision (Y)	0,946	Reliabel

Source: Researcher-processed data (2026)

All variables have a Composite Reliability value that is far above the minimum limit, namely Brand Image of 0.962, Product Quality of 0.956, Brand Trust of 0.948, and Purchase Decision of 0.946. These results show that all constructs have high internal consistency so that all instruments are declared reliable and suitable for use in research.

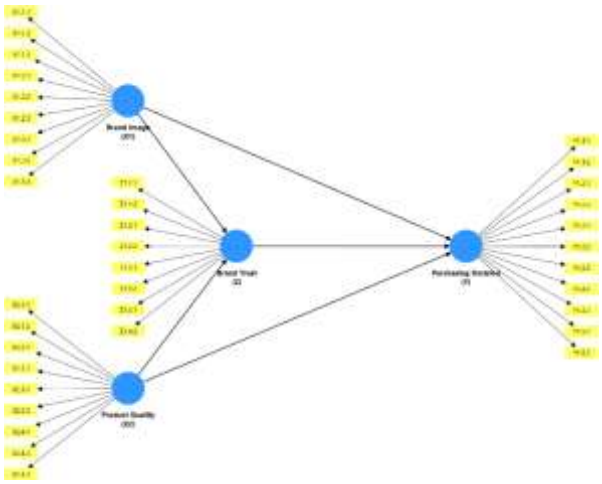


Figure 4. 1 PLS-SEM Analysis Results

The fulfillment of the outer model test, which includes convergent validity, discriminant validity, and construct reliability, shows that all indicators have met the valid and reliable requirements. Thus, the analysis can proceed to the internal evaluation stage of the model to test the relationships between latent constructs and test the research hypothesis.

After the measurement model meets all the criteria of validity and reliability, the next stage is to evaluate the inner model to analyze the relationships between latent constructs and test the hypotheses that have been formulated.

Table 4.5 Multicollinearity Test

Variabel	VIF Value	Remarks
Brand Image (X1) → Brand Trust (Z)	1,274	Bebas Multikolinearitas
Product Quality (X2) → Brand Trust (Z)	1,274	Bebas Multikolinearitas
Brand Image (X1) → Purchase Decision (Y)	1,575	Bebas Multikolinearitas
Product Quality (X2) → Purchase Decision (Y)	1,949	Bebas Multikolinearitas
Brand Trust (Z) → Purchase Decision (Y)	2,393	Bebas Multikolinearitas

Source: Researcher-processed data (2026)

The multicollinearity test aims to ensure that each construct in the model does not experience excessive correlation so that each variable still provides different information. The test was carried out using the Variance Inflation Factor (VIF), with the provision of a VIF value of ≤5, while a value close to or below 3 indicates more ideal conditions.

All relationship lines have low VIF values. The Brand Image (X1) and Product Quality (X2) to Brand Trust (Z) tracks each obtained a score of 1.274. Meanwhile, the relationship between Brand Image (X1) to Purchase Decision (Y) has a value of 1.575, Product Quality (X2) to Purchase Decision (Y) is 1.949, and Brand Trust (Z) to Purchase Decision (Y) is 2.393. Despite the variation in values, all of them are still below the 3 limit and far from the critical threshold of 5. Therefore, the structural model in this study is declared free from multicollinearity problems and is suitable for further analysis.

Structural model evaluation is carried out through path coefficients to determine the direction and strength of the relationship between constructs. The significance of the relationship was tested using a bootstrapping procedure, with the criteria of t-statistics >1.96 and p-values <0.05 as indicators of significant influence.

Table 4.6 Path Coefficients

Relationships Between Variables	Original Sample	t-statistics	p-values	Remarks
Brand Image (X1) → Brand Trust (Z)	0,355	6,427	0,000	Signifikan
Brand Image (X1) → Purchase Decision (Y)	0,168	3,902	0,000	Signifikan
Product Quality (X2) → Brand Trust (Z)	0,531	11,525	0,000	Signifikan
Product Quality (X2) → Purchase Decision (Y)	0,294	6,436	0,000	Signifikan
Brand Trust (Z) → Purchase Decision (Y)	0,484	7,922	0,000	Signifikan

Source: Researcher-processed data (2026)

All relationships between variables show significant results because they meet these criteria. Brand Image (X1) has a positive effect on Brand Trust (Z) with a coefficient of 0.355, t-statistics of 6.427, and p-values of 0.000. The influence of Brand Image (X1) on Purchase Decision (Y) was also significant with a coefficient of 0.168, although it was the least direct influence among all paths. Furthermore, Product Quality (X2) has the greatest influence on Brand Trust (Z) with a coefficient of 0.531, t-statistics of 11.525, and p-values of 0.000. Product Quality (X2) also has a significant effect on Purchase Decisions (Y) with a coefficient of 0.294. In addition, Brand Trust (Z) was proven to have a positive and significant influence on Purchase Decisions (Y) with a coefficient of 0.484, t-statistics of 7.922, and p-values of 0.000. Overall, these results show that all of the direct relationships proposed in the research model are empirically supported.

The determination coefficient (R^2) is used to measure the ability of exogenous variables to explain variations in endogenous variables in the research model.

Table 4.7 Coefficient of Determination (R^2)

	R-square	R-square adjusted	Remarks
Brand Trust (Z)	0,582	0,579	Medium
Purchase Decision (Y)	0,691	0,688	Medium

Source: Researcher-processed data (2026)

According to Gunistiyo et al. (2024:192–193), R-Square shows the model's degree of compatibility with observational data, while Adjusted R-Square provides more accurate results because it has taken into account the number of latent variables and sample size in SmartPLS calculations. The value of 0.75 is categorized as strong, 0.50 medium (moderate), and 0.25 weak.

The results of the analysis showed that the Brand Trust variable (Z) had an R-Square value of 0.582 and Adjusted R-Square of 0.579. This means that Brand Image (X1) and Product Quality (X2) were able to explain the variation in Brand Trust by 57.9%, while 42.1% was influenced by other factors outside the research model. Based on the Adjusted R-Square value, the model's predictive ability is in the medium (moderate) category.

Meanwhile, the Purchase Decision variable (Y) obtained an R-Square value of 0.691 and Adjusted R-Square of 0.688. This means that Brand Image (X1), Product Quality (X2), and Brand Trust (Z) were simultaneously able to explain 68.8% of the variation in Purchase Decisions, while 31.2% were influenced by other variables that were not included in the model. Based on the classification of the Value shows that the model has the ability to The effect size (f^2) test aims to determine the magnitude of the contribution of each exogenous variable to the endogenous variable in the structural model. An f^2 value of 0.02 indicates a small effect, 0.15 a moderate effect, and 0.35 or more indicates a large effect.

Table 4.8 Effect Size ()f^2

Variable Relationships	F-Square	Category
Brand Image (X1) → Brand Trust (Z)	0,236	Medium
Brand Image (X1) → Purchase Decision (Y)	0,058	Small
Product Quality (X2) → BrandTrust (Z)	0,530	Large
Product Quality (X2) → Purchase Decision (Y)	0,144	Small
Brand Trust (Z) → Purchase Decision (Y)	0,317	Medium

Source: Researcher-processed data (2026)

The results of the analysis showed that Brand Image (X1) had a moderate influence on Brand Trust (Z) with an f^2 value of 0.236. These findings show that Brand Image contributes significantly to building consumer trust in Blush On Wardah products. In contrast, the direct influence of Brand Image on the Purchase Decision (Y) only obtained an f^2 value of 0.058 so it was a small category, indicating that its direct contribution to the purchase decision was relatively limited compared to other relationship lines.

In the relationship between Product Quality (X2) and Brand Trust (Z), an f^2 value of 0.530 was obtained, so it was included in the large category. These results show that Product Quality is the most dominant factor in forming consumer Brand Trust. Meanwhile, the effect of Product Quality on Purchase Decision (Y) resulted in an f^2 value of 0.144 which was in the small category, even though the value was close to the limit of the medium category. This indicates that Product Quality continues to make an important contribution in driving purchase decisions. Furthermore, the relationship between Brand Trust (Z) and Purchase Decision (Y) obtained an f^2 value of 0.317 which is in the medium category. These findings show that Brand Trust has a fairly strong role in influencing consumers' decision to buy Blush On Wardah.

Overall, the effect size (f^2) results showed that the relationship between Product Quality (X2) and Brand Trust (Z) had the largest structural contribution in the research model (f^2 = 0.530). Thus, consumer perception of product quality is the main factor that supports the formation of trust in the Wardah brand.

A fit model evaluation was carried out to assess the suitability of the structural model with empirical data. In the PLS-SEM approach, the commonly used measure is the Standardized Root Mean Square Residual (SRMR), which is an index that shows the difference between the correlation matrix of the observed results and the correlation matrix predicted by the model. According to Gunistiyo et al. (2024:158), the model is declared fit when the SRMR value is below 0.08.

Table 4.9 SRMR

	Saturated model	Estimated model
SRMR	0.040	0.040

Source: Researcher-processed data (2026)

The test results showed that the SRMR value in the saturated model and the estimated model were both 0.040. This value is below the limit of 0.08 so that it meets the criteria of the fit model. These findings suggest that the research model has a good degree of match with empirical data, as the differences between the observed and predicted correlation matrices are relatively small. Therefore, the structural model is considered suitable for hypothesis testing at a later stage.

Hypothesis tests were carried out to prove the conjecture regarding the relationship between variables based on sample data representing the population. This process compares the null hypothesis (H0) and the alternative hypothesis (H1) to obtain empirical evidence for the proposed hypothesis. In this study using Partial Least Squares (PLS-SEM), the test was carried out through a bootstrapping procedure to produce path coefficient, t-statistics, and p-values as the basis for determining the acceptance or rejection of the hypothesis.

Table 4.10 Uji Direct Effect

Relationships Between Variables	Original Sample	t-statistics	p-values	Remarks
Brand Image (X1) → Brand Trust (Z)	0,355	6,427	0,000	Signifikan
Brand Image (X1) → Purchase Decision (Y)	0,168	3,902	0,000	Signifikan
Product Quality (X2) → Brand Trust (Z)	0,531	11,525	0,000	Signifikan
Product Quality (X2) → Purchase Decision (Y)	0,294	6,436	0,000	Signifikan
Brand Trust (Z) → Purchase Decision (Y)	0,484	7,922	0,000	Signifikan

Source: Researcher-processed data (2026)

The direct effect test aims to determine the magnitude of the direct influence between variables without involving mediating variables. In the SEM-PLS analysis, the relationship was declared significant if it had a t-statistical value of more than 1.96 and a p-value of less than 0.05. All relationship lines meet these criteria so that all direct influences are declared significant.

In detail, Brand Image (X1) has a positive effect on Purchase Decision (Y) with an Original Sample of 0.168, t-statistics of 3.902, and p-values of 0.000. These results show that the more positive the Wardah brand image, the higher the tendency for consumers to buy Wardah Blush On products through Shopee.

Furthermore, Product Quality (X2) also has a positive influence on Purchase Decisions (Y) with a coefficient of 0.294, t-statistics of 6.436, and p-values of 0.000. This means that good product quality is able to increase consumer confidence in making purchase decisions.

The relationship between Brand Image (X1) and Brand Trust (Z) obtained a coefficient of 0.355, with t-statistics of 6.427 and p-values of 0.000. The findings indicate that a better brand image will strengthen consumer trust in the Wardah brand.

In addition, Product Quality (X2) had the greatest positive influence on Brand Trust (Z) with a coefficient value of 0.531, t-statistics of 11.525, and p-values of 0.000. This shows that product quality, formula safety, and performance are the main factors in building consumer trust.

The influence of Brand Trust (Z) on Purchase Decisions (Y) was also proven to be significant with a coefficient of 0.484, t-statistics of 7.922, and p-values of 0.000. Thus, the higher the level of consumer trust in Wardah, the greater the likelihood that consumers will purchase Blush On Wardah products at Shopee.

Table 4.11 Uji Indirect Effect

Relationships Between Variables	Original Sample	t- statistics	p-values	Results
Brand Image (X1) → Brand Trust (Z) → Purchase Decision (Y)	0,172	5,483	0,000	Signifikan
Product Quality (X2) → Brand Trust (Z) → Purchase Decision (Y)	0,257	5,884	0,000	Signifikan

Source: Researcher-processed data (2026)

The indirect effect test was used to determine the role of Brand Trust (Z) as a mediating variable in the relationship between Brand Image (X1) and Product Quality (X2) on Purchase Decision (Y). The test follows the concept of Baron and Kenny (1986) in Ghozali and Kusumadewi (2023:176), namely that the mediating relationship is declared significant if the t-statistic is greater than 1.96 and the p-values are below 0.05.

The results in Table 4.17 show that the Brand Image (X1) → Brand Trust (Z) → Purchase Decision (Y) pathways have a coefficient of 0.172, t-statistics 5.483, and p-values of 0.000. This means that brand image influences purchasing decisions directly as well as through increased consumer trust.

Meanwhile, the Product Quality (X2) → Brand Trust (Z) → Purchase Decision (Y) pathway resulted in a coefficient of 0.257, t-statistics 5.884, and p-values of 0.000. Thus, Brand Trust serves as a supporting factor that strengthens the influence of product quality on consumer purchase decisions on Shopee.

Table 4.12 Summary of Hypothesis Test Results

Hipotesis	Influence	Results
H1	Brand Image (X1) influences Purchase Decision (Y)	Accepted
H2	Product Quality (X2) influences Purchase Decision (Y)	Accepted
H3	Brand Image (X1) influences Brand Trust (Z)	Accepted
H4	Product Quality (X2) influences Brand Trust (Z)	Accepted
H5	Brand Trust (Z) influences Purchase Decision (Y)	Accepted
H6	Brand Trust (Z) mediates the influence of Brand Image (X1) on Purchase Decisions (Y).	Accepted

H7	Brand Trust (Z) mediates the influence of Product Quality (X2) on Purchase Decisions (Y).	Accepted

Source: SmartPLS Output 4 (2026)

All research hypotheses (H1 to H7) were declared accepted. This shows that Brand Image, Product Quality, and Brand Trust have a significant influence on Purchase Decisions, and Brand Trust is proven to be able to mediate the relationship between Brand Image and Product Quality to Purchase Decisions through a partial mediation mechanism.

4.2 Discussion

1. The Influence of Brand Image on Purchase Decisions

The results of the study show that brand image has a positive and significant effect on the purchase decision of Blush On Wardah on Shopee. These findings indicate that the better the image of Wardah in the minds of consumers, the higher the tendency of consumers to make purchases. These results support the theory of online consumer behavior from Turban et al. (2018) which explains that brand image is part of the uncontrollable variables in merchants and intermediary factors that influence the decision-making process. In e-commerce transactions, brand image is an important source of information to reduce uncertainty because consumers cannot try products directly. This is also in line with the concept of Keller and Swaminathan (2020) who state that brand image is a collection of associations in consumers' memory that will appear when they compare various product alternatives. The findings of this study are consistent with the research results of Imani et al. (2023), Pertiwi and Supriyono (2025), Cinta and Supryadi (2026), Sudaryanto et al. (2021), Wibowo and Santoso (2024), and Arshinta et al. (2025) which concluded that a positive brand image is able to improve purchasing decisions through consumers' perception, reputation, and emotional attachment to brands. In contrast, these results are different from Alifa et al. (2026) who found that brand image does not have a significant effect because consumers prioritize functional benefits such as quality, price, and product design.

The characteristics of respondents, who are dominated by consumers aged 17–22 years, also strengthen the results of the study because this group is used to looking for digital information and comparing brand reputation before shopping. Descriptive analysis showed that the highest value brand image indicator was belief in the halalness of Blush On Wardah, while the lowest indicator was related to the perception of product texture. In the purchase decision variable, the highest indicator is the ease of choosing a payment method, while the lowest indicator shows that consumers still compare several brands before making a choice. This shows that Wardah's halal image is the main factor that builds purchase decisions, supported by the ease of transactions on Shopee, even though consumers still go through an alternative evaluation process before buying.

2. The Influence of Product Quality on Purchase Decisions

The results of the study prove that product quality has a positive and significant effect on the purchase decision of Blush On Wardah at Shopee. The better the quality of the product that consumers feel, the more likely they are to decide to buy. These findings support the theory of online consumer behavior from Turban et al. (2018) which places product quality as a controllable variable in product/service factors, so that companies have the control to improve quality to directly influence consumer decisions.

The results of this study are in line with the findings of Jangkung and Sudrajat (2022), Imani et al. (2023), Rohmah and Sukaris (2024), Willdanny and Sukma (2024), Alifa et al. (2026), Rizky and Roosdhani (2025), and Simatupang and Prasetiyo (2025) which show that good product quality can improve purchasing decisions because it provides satisfaction, security, and a positive user experience. However, these results are different from the research of Cinta and Supryadi (2026), Rahayu et al. (2023), and Anggriani and Efnita (2024) which stated that product quality does not have a significant influence because the quality between cosmetic brands is considered relatively equal so it is no longer the main differentiating factor.

The majority of the study respondents were 17–22 years old, which is a group of consumers who tend to be critical in evaluating product specifications and performance before making an online purchase. In the product quality variable, the indicator with the highest value is practical packaging, while the lowest value is found in the durability of the product in normal use. Meanwhile, in the purchase decision variable, the highest indicator again shows the ease of choosing a payment method, while the lowest indicator is related to the process of comparing brands before buying. These findings show that the practicality of packaging is the main advantage of Blush On Wardah in encouraging purchase decisions, while the durability aspect of the product still needs to be improved to be able to strengthen consumer decisions.

3. The Influence of Brand Image on Brand Trust

The results of the study show that brand image has a positive and significant effect on Blush On Wardah's brand trust on Shopee. This means that the more positive the consumer's perception of Wardah's image, the higher their level of trust in the brand. These findings support the concept of Chaudhuri and Holbrook (2001) in Putri et al. (2021) who explain that brand trust is the willingness of consumers to rely on the ability of brands to carry out their functions. In addition, Wulandari and Mulyanto (2024) stated that trust is influenced by brand reputation and popularity, while Putri et al. (2021) emphasized that a positive attitude towards brands will develop into trust.

The results of this study are consistent with the research of Arshinta et al. (2025) and Uzir et al. (2025) which found that a strong, unique, and positive brand image is able to build consumer trust, especially when the company is able to maintain its reputation and provide transparent information. On the other hand, these results are different from the research of Cinta and Supryadi (2026) which showed that brand image does not have a significant effect on trust because trust is formed more through the user experience after purchase than the perception before buying.

The characteristics of the respondents, the majority of whom are aged 17–22 years old, also support the results of this study because the group actively seeks information and social validation through digital media before trusting a brand. In the brand image variable, the indicator with the highest score was confidence in the halalness of Blush On Wardah, while the lowest score was related to the perception of product texture. Meanwhile, in the brand trust variable, the highest indicator is trust in halal assurance, while the lowest indicator shows the level of consumer dependence on Wardah compared to other brands. These findings show that Wardah's halal image is the main foundation in building brand trust, although loyalty reflected in

brand dependence can still be increased.

4. The Influence of Product Quality on Brand Trust

The results of the study show that product quality has a positive and significant effect on the trust of the Blush On Wardah brand on Shopee. The better the quality of the product that consumers feel, the higher the trust in the brand. These findings support the theory of Wulandari and Mulyanto (2024) who explain that brand trust is formed from consumer belief in the quality, reliability, and integrity of the brand. In the perspective of Turban et al. (2018), product quality is a controllable variable in product/service factors that can be controlled by the company, while brand trust is an uncontrollable variable in consumer characteristics. Therefore, companies can increase consumer confidence through consistent product quality management.

The results of this study are in line with the research of Willdanny and Sukma (2024) who showed that the consistency of Wardah product quality is able to strengthen consumer trust, and Rizky and Roosdhani (2025) who found that maintained product quality provides emotional value so as to increase trust in the brand. On the contrary, this result is different from the research of Cinta and Supryadi (2026) which states that product quality does not have a significant effect on consumer confidence because the quality of Wardah is considered relatively equal to its competitors.

The characteristics of respondents, who are dominated by 17–22 years old, also support this finding because the group tends to pay attention to aspects of legality and product safety, such as BPOM certification and halal assurance, before trusting a brand. In the product quality variable, the highest score is found in the indicator of packaging practicality, while the lowest score is found in the durability of the product. Meanwhile, in the brand trust variable, the highest indicator is confidence in halal assurance, while the lowest indicator is the level of dependence on Blush On Wardah compared to other brands. These findings show that although the functional quality of products plays a role in building trust, halal assurance is the most powerful aspect in strengthening consumer trust in brands.

5. The Influence of Brand Trust on Purchase Decisions

This research proves that brand trust has a positive and significant effect on purchasing decisions for Blush On Wardah on Shopee. The higher the consumer's trust in a brand, the more likely they are to make a purchase. These results support the theory of Wulandari and Mulyanto (2024) which states that brand trust is one of the factors that influence purchasing decisions. According to Turban et al. (2018), brand trust is an uncontrollable variable in consumer characteristics. In an e-commerce environment, when consumers cannot check products in person, trust serves as a substitute for physical experience so as to help consumers in making decisions.

These findings are consistent with the research of Imani et al. (2023), Willdanny and Sukma (2024), Cinta and Supryadi (2026), Hanaysha (2022), Puspitarini et al. (2024), Anggriani and Efnita (2024), Tamez et al. (2024), Arshinta et al. (2025), Rizky and Roosdhani (2025), and Kurniawan (2025) which concluded that brand trust increases purchasing decisions. In fact, Arshinta et al. (2025) found that brand trust is the most powerful variable in influencing purchase decisions because it is able to reduce risk perception and increase consumer sense of security. However, these results are different from the research of Fadhi et al. (2026) which states that brand trust is no longer the dominant factor in the highly dynamic skincare market.

The majority of respondents are 17–22 years old, so they are used to shopping through e-commerce without seeing products in person. This condition makes trust in the Wardah brand an important basis in determining purchasing decisions. The highest scoring indicator of brand trust is confidence in halal assurance, while the highest indicator of purchasing decision is the ease of choosing a payment method. This shows that high confidence in the halalness of products is able to reduce consumer doubts during the transaction process.

6. The Influence of Brand Image on Purchase Decisions through Brand Trust as Mediation

The results of the study show that brand image has an indirect effect on purchasing decisions through brand trust, with the role of mediation in the form of partial mediation. This shows that brand image not only influences purchasing decisions directly, but also through the formation of consumer trust. These findings support the theory of Kotler et al. (2022) who explain that at the alternative evaluation stage, consumers form confidence in a brand before making a purchase decision. In addition, Nasrullah et al. (2023) explained that a positive brand image increases product value, while the integrity and reputation of the company are the basis for the formation of brand trust.

The results of this study are in line with Hanaysha (2022) who proves that brand trust is a mediating variable in the relationship between marketing stimulus and purchase decisions. Kurniawan's (2025) research on the Shopee marketplace and Arshinta et al. (2025) on Facetology sunscreen products also shows that brand trust plays a role as a partial mediation between brand image and purchase decisions.

Respondent characteristics show that consumers aged 17–22 years not only rely on brand image, but also need validation through trust before deciding on a purchase. The highest indicators of brand image and brand trust are both related to halal assurance, while the highest indicator of purchasing decisions is the ease of choosing a payment method. In contrast, product texture attributes, brand dependence, and consideration for other brands earned the lowest scores. These findings suggest that brand imagery supported by halal perceptions is more effective at building trust, which further drives purchasing decisions.

7. The Influence of Product Quality on Purchase Decisions through Brand Trust as Mediation

This study shows that product quality has an indirect effect on purchase decisions through brand trust, with a form of mediation in the form of partial mediation. This means that product quality still has a direct impact on the purchase decision, but it becomes stronger when it is supported by brand trust. These results support the theory of Kotler et al. (2022) who explain that product quality is an attribute that consumers evaluate before forming trust and making purchasing decisions. In addition, Wardhana (2024) stated that consistency of product quality is the main basis for forming consumer trust in a brand.

The findings of this study are in line with Willdanny and Sukma (2024) who found that product quality increases brand trust and drives purchase decisions. Similar results were also obtained by Anggriani and Efnita (2024) and Rizky and Roosdhani (2025) which prove that brand trust plays a role as a partial mediation in the relationship between product quality and purchase decisions.

The majority of respondents aged 17–22 tend to evaluate product quality first before building trust in the brand. In the product quality variable, the highest indicator is the practicality of the packaging, while the lowest indicator is the durability of the product. In the brand trust variable, the highest indicator is confidence in halal assurance, while in the highest indicator of purchasing decisions is the ease of choosing a payment method.

These results indicate that good product quality will have a greater impact on purchase decisions if accompanied by strengthening consumer trust, especially through halal assurance which is the most trusted aspect.

Conclusion

Based on the results of the analysis and discussion of the research, it can be concluded that brand image and product quality are proven to have a positive and significant influence on the purchase decision of Blush On Wardah products on the Shopee platform. In addition, these two variables also have a positive and significant effect on brand trust. Brand trust has been proven to have a positive influence on purchasing decisions as well as acting as a partial mediating variable in the relationship between brand image and purchase decisions and between product quality and purchase decisions. These findings show that the better the brand image and product quality felt by consumers, the higher the brand trust formed, which encourages an increase in purchasing decisions for Blush On Wardah products on the Shopee platform. This research still has some limitations that can be used as development material in the next research. Data collection carried out online has the potential to cause biased responses and limit control over respondents' sincerity. Therefore, further research is recommended to apply mixed methods by adding in-depth interviews or open-ended questions so that consumer motivation and experience can be understood more comprehensively. In addition, the next research can expand the research model by adding other relevant variables in the e-commerce ecosystem, such as Electronic Word of Mouth (e-WOM), price, sales promotion, or E-Service Quality, so as to be able to provide a more comprehensive explanation of consumer purchase decisions. The characteristics of respondents also need to be expanded, not only limited to female consumers aged 17-45 years, so that the results of the research become more representative of the entire target market of Wardah products. In addition, the scope of the research can be expanded to various e-commerce platforms, such as TikTok Shop and Tokopedia, so that it allows for a comparison of consumer behavior in assessing brand image, product quality, brand trust, and purchase decisions on each platform.

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