The Influence of Product Quality, Word of Mouth, and Brand Trust on Purchasing Decisions for Marina Hand & Body Lotion

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Research aim : *This research sought to evaluate the influence of product quality, word of mouth, and brand trust on purchasing decisions, both partially and simultaneously.*

Design/Method/Approach : *This research adopts a quantitative approach grounded in a causal method. The study focuses on students from the Faculty of Economics and Business at UNP Kediri, with a sample of 40 respondents who are users of Hand & Body Lotion Marina. Data collection was done using an online survey through a questionnaire filled out by respondents on a Likert scale. The data analysis technique uses multiple linear regression analysis.*

Research findings : *The outcome of this research show that product quality and brand trust have a significant effect, while word of mouth has no significant effect..*

Theoretical contribution/Originality : *This study can be a reference for future study to the affect of product quality, word of mouth, and brand trust on the purchase decision of Marina Hand & Body Lotion*

Practitioner Implications/ Policy : *This is expected to help Marina in formulating an effective marketing strategy by utilizing product quality, word of mouth and brand trust to improve consumer purchasing decisions.*

Research limitations : *This study focuses on the analysis of how product quality, word of mouth, and brand trust affect the purchasing decisions of Marina Hand & Body Lotion among students at the Faculty of Economics and Business, UNP Kediri.*

Keywords : *Product Quality, Word Of Mouth, Brand Trust, Purchasing Decisions*

1. Introduction

In recent years, in Indonesia the beauty and skincare industry has grown rapidly due to economic, socio-cultural, and technological advancements. These changes affect lifestyles, where increasing purchasing power and the influence of social media make people pay more attention to self-care. Skincare products are now a basic necessity for everyone [1]. Awareness about the importance of taking care of the skin is getting higher, and body skin care is already a part of the beauty routine. Healthy, well-moisturized skin not only enhances physical

appearance but also boosts self-esteem. Among the most sought-after items are hand and body lotions, which serve to maintain skin hydration, offer protection from UV rays, and often feature appealing fragrances. In response to the high demand for superior products, the beauty industry is innovating by developing hand and body lotions that incorporate additional benefits, such as sun protection, antioxidants, and natural ingredients aimed at nourishing the skin.

Marina Hand & Body Lotion is a frequently chosen brand among Indonesian consumers, attributed to its alignment with consumer needs and its competitive edge in the market. Its popularity stems not only from its beneficial properties but also from its sustained presence in a challenging marketplace. The following section presents a visual representation of the rankings of various body lotion brands.

Figure 1. Body Lotion Brand Ranking
Source: (Kompas, 2024)

Picture1 illustrates that in the double date period of 2024, Marina achieved sales of 8.8, securing its status as the leading brand in the body lotion category with a market share of 15%, followed by Vaselline with a market share of 11,4%. According to a report from Compass.co.id, Marina successfully sold 12.000 units via TNT Beauty Shop, generating total revenue of IDR 207 million.

The purchasing decision represents a critical final phase in consumer behavior, wherein individuals confront the option of acquiring a product. Purchasing decisions are the result of a consumer's decision-making process that is influenced by various marketing stimuli [2]. This decision-making process encompasses a sequence of stages aimed at satisfying needs and desires, which can be categorized into three primary phases: pre-purchase, consumption, and post-purchase evaluation [3]. Additionally, the purchasing decision entails multiple steps within the consumer purchasing journey, beginning with problem recognition and culminating in the actual purchase [4]. The heightened consumer awareness regarding the significance of skin care has led to an increased demand for Hand & Body Lotion products, intensifying competition in the market, particularly among local brands. Consequently, it is essential for

marketers and manufacturers to comprehend the factors that influence purchasing decisions.

One significant factor affecting purchasing decisions is the quality of the product. Product quality encompasses the extent to which a product fulfills consumer expectations and requirements [5]. The product quality plays a crucial role in establishing market presence and distinguishing products from competitors [6]. High-quality products tend to attract consumers, leading them to overlook alternatives [7]. Consumers are motivated not only by the products themselves but also by the benefits they offer, Good quality will give a positive impression and increase consumer satisfaction, so that it can encourage purchase decisions. Therefore, the product needs to have advantages, including quality. For instance, Marina Hand & Body Lotion offers moisturizing benefits and UV protection, complemented by an appealing texture and fragrance. The product quality doesn't have a sig. effect on purchase decisions [8], then the product quality has a sig. affect on purchase decisions [9].

Aside from product quality, reccomendation from close friends and reviews from other user will greatly influence you on making purchasing decisions. A word-of-mouth promotion is an effective marketing tool to increase sales, especially when combined with advertising [10]. People tend to trust product information heard from the closest people who have experience using the product, rather than information from advertisements [11]. Word of mouth(WOM) includes compliments, recommendations, and comments from surrounding customers about their experience with the product that influenced the purchase decision [12]. Recommendations from friends and family are very helpful in making decisions, because advice from trusted people provides a sense of security towards the product chosen. The more positive the information that is spread informally, the more likely a person is to make the decision to buy the product. Supported study showed that WOM have a sig. affect on purchasing decisions [13].

Another factor that has an affect on purchasing decisions is brand trust. Brands that are already known and trusted by consumers have a greater chance of being chosen compared to lesser-known brands. Brand trust is an assumption or desire that is confident in the consistency and determination of a brand in situations that affect consumers [14]. This trust is built through a good reputation, consistency of quality, and positive experiences felt. Brand trust is the experience between consumers and the product brand that provides a feeling of safety and comfort to consumers when using the product and influences their purchasing decisions [15]. Products that already have a trustworthy image occupy a strategic position because consumers feel confident that the product will meet their expectations, making it easier for them to make purchasing decisions. This is proven by study showed that brand trust have a sig. affect on purchasing decisions [7].

Several previous studies have discussed the influence of product quality, WOM, and brand trust on purchasing decisions. However, there are still very few special studies on students in the university environment. Students have unique characteristics as consumers, such as limited purchasing power, openness to product reviews, and a tendency to choose products based on trust in brands. They pay more attention to recommendations from friends and product quality in making choices. This is also seen in students of the Faculty of Economics and Business (FEB) UNP Kediri. Based on observations, students of the FEB UNP Kediri who use Hand & Body Lotion Marina a lot. So this study took the subject of students of the FEB

UNP Kediri who used Hand & Body Lotion Marina products. Research that combines all three variables (product quality, word of mouth, and brand trust) in a single study is still rare, making it relevant to fill in the literature gap. Therefore, the researcher is interested in conducting a study entitled "The Influence of Product Quality, Word Of Mouth, and Brand Trust on the Purchase Decision of Marina Hand & Body Lotion".

1.1. Problem Statement

According to the background above, the problem formulation in this study is as follows:

1. Does the product quality of Marina Hand & Body Lotion sig. influence the purchasing choices of students at the FEB Universitas Nusantara PGRI Kediri?
2. How does word of mouth sig. influence the purchasing decisions regarding Marina Hand & Body Lotion among students at the FEB Universitas Nusantara PGRI Kediri?
3. To what extent does brand trust sig. influence the purchasing decisions for Marina Hand & Body Lotion among students at the FEB Universitas Nusantara PGRI Kediri?
4. Is there a combined sig. influence of product quality, word of mouth, and brand trust on the purchasing decisions for Marina Hand & Body Lotion among students at the FEB Universitas Nusantara PGRI Kediri?

1.2. Research Objectives

The aims toward this research can was the significant affect in product quality, word of mouth, and brand trust toward purchasing decisions for Marina Hand & Body Lotion, either partially or simultaneously.

2. Method

This study uses a quantitative approach with a causal method. This target population consists of students from the FEB at UNP Kediri. The amount of samples is resolute based on Roscoe's theory, if the study uses multivariate analysis, such as multiple regression or correlation, the number of members of the sample is minimal 10 times the number of variables studied. Given that this study investigates four variables product quality, word of mouth, brand trust, and purchasing decisions the required sample size is calculated as 10 times 4, resulting in 40 participants. The study adopts a nonprobability sampling method, specifically purposive sampling, focusing on students from the FEB at UNP Kediri who utilize Hand & Body Lotion Marina. Data collection was conducted via an online survey featuring a series of questions or statements rated on a Likert scale. For data analysis, multiple linear regression techniques were applied using IBM SPSS software. The outcome of the questionnaire will be tested for validity and reliability.

Validity dan Reliability Tests Results

This study presents an analysis of the results derived from the respondent group concerning various research variables. The validity assessment involves examining item numbers that gauge the appropriateness of the findings. The r count worth is then compared with the r table to assess the validity of the instrument. A product is deemed valid if the calculated correlation coefficient (r Count) surpasses the value indicated in r table.

Table1. Validity Test Results

Variabel	Statement	r count	r table	Information
Product Quality	X1.1	0,798	0,361	Valid
	X1.2	0,691	0,361	Valid
	X1.3	0,410	0,361	Valid
	X1.4	0,683	0,361	Valid
	X1.5	0,685	0,361	Valid
	X1.6	0,496	0,361	Valid
Word of Mouth	X2.1	0,391	0,361	Valid
	X2.2	0,733	0,361	Valid
	X2.3	0,586	0,361	Valid
	X2.4	0,663	0,361	Valid
	X2.5	0,778	0,361	Valid
	X2.6	0,625	0,361	Valid
	X2.7	0,712	0,361	Valid
Brand Trust	X3.1	0,625	0,361	Valid
	X3.2	0,888	0,361	Valid
	X3.3	0,649	0.361	Valid
	X3.4	0,780	0,361	Valid
	X3.5	0,621	0,361	Valid
Purchasing Decisions	Y1	0,374	0,361	Valid
	Y2	0,410	0,361	Valid
	Y3	0,522	0,361	Valid
	Y4	0,693	0,361	Valid
	Y5	0,627	0,361	Valid
	Y6	0,542	0,361	Valid
	Y7	0,473	0,361	Valid
	Y8	0,510	0,361	Valid
	Y9	0,510	0,361	Valid
	Y10	0,555	0,361	Valid

Source: SPSS 23 Data Processing Results

The validity test results indicate that the calculated r values for each indicator in this study exceed the corresponding r table values, So that the indicators in each variable can be state to be valid.

Table 2. Reliability Test Results

Variabel	Cronbach Alfa	Koefisien Cronbach Alfa	Informasi
Product Quality	0,683	0,60	*Realiable*
Word of Mouth	0,752	0,60	*Reliable*
Brand Trust	0,759	0,60	*Reliable*
Purchasing Decisions	0,720	0,60	*Reliable*

Source: SPSS 23 Data Processing Results

The outcomes of the reliability test indicate that the determined reliability is applicable for evaluating multiple factors, including product quality, word of mouth, brand trust, and

purchasing decisions. The analysis reveals that the Cronbach alpha value surpasses the acceptable threshold for the Cronbach alpha coefficient. Consequently, the indicator variables employed in the reliable questionnaire are deemed appropriate for application. Furthermore, the results confirm that each variable is reliable, as all values exceed the 0.60 benchmark.

3. Results And Discussion

The respondents in this reaserch were students of the FEB UNP Kediri who had used Hand & Body Lotion Marina. The amount of respondents in this reaserch was 40 people. Based on the outcame of the questionnaire distribution, most of the respondents were female as many as 32 people (80%), while male respondents were 8 people (20%). Based on the batch, the most respondents in the class of 2021, namely 26 people (65%), followed by respondents in the class of 2022 as many as 8 people (20%), respondents in the class of 2023 as many as 5 people (12.5%), and the remaining respondents in the class of 2024 which is 1 person (2.5%). All respondents were students of the FEB with Management, Accounting, and Economic Education study programs who stated that they had used Hand & Body Lotion Marina.

Classical Assumption Test

Normality Test

Normality test is used to test whether in a regression model, the confounding variables or residuals have a normal distribution [17].
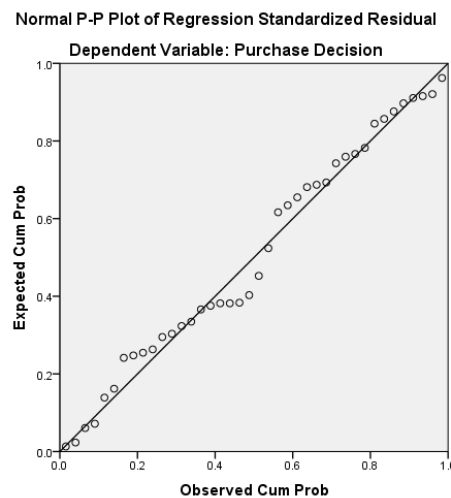

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Purchase Decision

Figure 2. P-P Plot Normality Test Results
Source: SPSS 23 Data Processing Results

Figure 2 indicates that the data scatter between the diagonal lines and allong the direction of the diagonal lines, therefore shall deduced that all the data in the variables in this study are normally distributed.

Table 3. One-Sample Kolmogorov-Smirnov Normality Test Results

	Unstandardized Residual
Asymp. Sig. (2-tailed)	.200c.d

Source: SPSS 23 Data Processing Results

The Table 3 obtained Asymp scores. Sig. (2-tailed) of 0.200c.d, this shows that the worth of Asymp. Sig. (2-tailed) is more than 0.05. Therefore it shall be deduced that the data is distributed normally.

Multicollinearity Test

The multicollinearity test aims to assess whether there is a correlation between independent variables is found in a regression model [17]. If the VIF worth below 10.00 or a tolerance worth above 0.100 suggests that multicollinearity is not present, whereas higher values indicate its existence, and vice versa.

Table 4. Hasil Uji Multikolineritas

Model	Collinearity Statistics	
	Tolerance	VIF
Product Quality	.457	2.189
Word of Mouth	.333	3.000
Brand Trust	.314	3.185
Source: SPSS 23 Data Processing Results		

Based on table 4. The data obtained is Tolerance > 0.100 and VIF < 10.00. So it can be deduced that the Multicollinearity Assumption has been met or there is't Multicollinearity symptom.
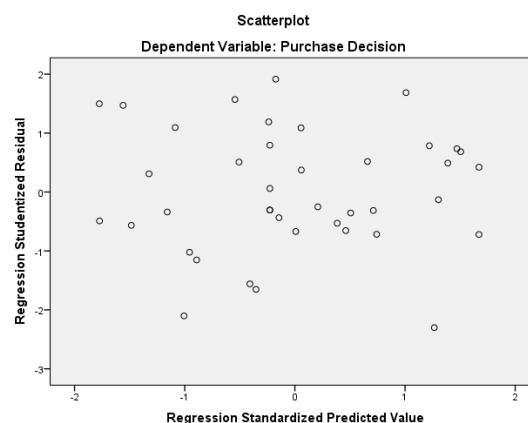
Heteroscedasticity Test

Figure 3. Heteroscedasticity Test Results
Source: SPSS 23 Data Processing Results

The findings to heteroscedasticity test are shown in the scatterplot table, when the dots are spread over and under or at zero around on the Y wick, then no heteroscedasticity symptoms occur. The analysis reveals that the points are indeed dispersed around zero, leading to the conclusion that there are no signs of heteroscedasticity in this instance.

Multiple Linear Regression Analysis

Multiple linear regression analysis is employed to assess the impact of one or two

independent variables on a dependent variable [18]. The mathematical representation of multiple linear regression is expressed as Y = a + b1 X1 + b2 X2 + b3 X3 + e.

Table 5. Multiple Linier Regression Analysis Test

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	8.599	4.079
Product Quality	.499	.222
Word Of Mouth	.351	.200
Brand Trust	.521	.224

Source: SPSS 23 Data Processing Results

The regression equation derived from the results presented in Table 5 is structured as follows: Product Quality, Word of Mouth, Brand Trust, and Purchasing Decision. The equality shall be expressed as Y = 8.599 + 0.499 X1 + 0.351 X2 + 0.521 X3.
The regression equation above has the following meaning:
a. a = 8.599: This means that if there is a change in the variables of product quality (X1), word of mouth (X2) and brand trust (X3) is assumed to have no influence at all (=0), then the purchase decision is 8.599.
b. b1 = 0.499: The quality of the product has a positive worth towards the purchase decision, so if the quality of the product (X1) increases by 1 (one) unit, the purchase will increase by 0.499.
c. b2 = 0.351: WOM has a positive impact on the purchase decision, so if word of mouth (X2) increases by 1 (one) unit, the purchase will increase by 0.351.
d. b3 = 0.521: Brand trust has a positive worth to the purchase decision, so if the brand trust (X3) increases by 1 (one) unit, the purchase will increase by 0.521.

Determination Coefficient Test

The determination coefficient test to tests how far independent variables affect dependent variables. Value in determination coefficient is set on from adjusted R square value as shown table:

Table 6. Determination Coefficient Test

Model	R	R Square	Adjusted R Square
1	.847a	.717	.693

Source: SPSS 23 Data Processing Results

The findings in table 6, known that adjusted R square value is 0.693. This shows that the magnitude of the effect of product quality, WOM, brand trust, on purchase decisions is 69%, meaning that there are still other variables that affect purchase decisions by 31% but these variables are not studied in this study, because they have been adjusted to the number of independent variables.

Hypothesis Testing
t-Test (Partial Test)

The t-test is employed to assess the partial impact of each independent variable on the dependent variable in this study.

Table 7. Partial Test Results (t test)

Model	T	Sig.
(Constant)	2.108	.042
Product Quality	2.252	.031
Word of Mouth	1.756	.088
Brand Trust	2.321	.026

Source: SPSS 23 Data Processing Results

Table 7 indicates:
1. Testing the First Hypothesis (H1)
   Its seen that the Sig. worth for the affect product quality on purchasing decisions is 0.031 less than 0.05 so the hypothesis is agreed which means that the quality product has a sig. affect on the purchase decision.
2. Testing the Second Hypothesis (H2)
   Its seen that the Sig. value for the affect of WOM on purchasing decisions is $0.088 > 0.05$ so that the hypothesis is rejected which means that WOM doesn't have a sig. affect on purchasing decisions.
3. Testing the Third Hypothesis (H3)
   Its seen that the Sig. value for the affect of brand trust on purchasing decisions is $0.026 < 0.05$ so that the hypothesis is agreed which means that brand trust has a sig. affect on purchasing decisions.

F-Test

The findings of F test used in out whether independent variables as a whole or simultaneously have an influence or not on dependent variables. The findings of the conducted F test yielded the following values:

Table 8. Simultaneous Test (Test F)

Model	F	Sig.
Regression	30.381	.000b
Residual		
Total		

Source: SPSS 23 Data Processing Results

From the calculation of table 8, it indicates a sig. < 0.05 is 0.000 which means that H0 (suspected product quality, WOM, and brand trust have no affect on the purchase decision) is rejected and Ha (suspected product quality, WOM, and brand trust have an affect on the purchase decision) is accepted. Therefore, it is evidence that together (simultaneously) product quality, WOM, and brand trust, has a sig. affect on purchase decisions.

Discussion

The Influence of Product Quality Variable on Purchasing Decisions

The t-test outcame showed that product quality partially has a sig. affect on the purchase decision as evidence by the sig. worth of the product quality variable less than 0.05 so it can be deduced that the hypothesis of this study is H0 rejected and Ha accepted. These findings of research are accordance with the reaserch conducted [8] which assert that product quality partially have a sig. affect on purchase decisions. This is because consumers generally consider product quality as either the main reason in the purchasing decision process. The quality of the product in question includes various aspects, such as the effectiveness of the product in meeting needs, durability of use, aroma produced, and benefits directly felt by users. Thus, the higher the consumer perception in quality product more likely they are to make a purchasing.

The Influence of WOM Variable on Purchasing Decisions

According on the results of the t test, WOM variable doesn't have a sig. affect on the purchase decision as indicated by the sig. worth of the word of mouth variable more than 0.05 so its deduced that the hypothesis of this study is H0 accepted and Ha rejected. These findings of reaserch are opposite to study conducted [12], which assert that product quality has a sig. partial affect on purchasing decisions. Although word of mouth is often considered one of the most effective forms of promotion, in this study word of mouth had no influence on purchase decisions. Possible reasons for this difference may include consumers' preference for their own experiences or the content of product promotions over external recommendations.

The Influence of Brand Trust Variable on Purchasing Decisions

Test findings of t showed that brand trust has a sig. affect the purchase decision as shown by the significant value of the brand trust variable less than 0.05 so it can be deduced that the hypothesis of this study is H0 rejected and Ha agreed. These findings of study are accordance with the research conducted [6] which assert that product quality has a sig. influence on partial purchase decisions. Factors that encourage this include the level of trust that consumers have that marina hand & body lotion is a safe product, has a good reputation, and provides good product quality.

The Influence of Product Quality, WOM, and Brand Trust Variables on Purchasing Decisions

Test results F showed that the fourth hypothesis H0 is rejected and Ha is agreed, which is indicated by the significance value of the independent variables of product quality , word of mouth, and brand trust on the purchase decision is less than 0.05, so it shall be deduced that product quality, word of mouth, and brand trust simultaneously have a sig. affect on the purchase decision, although partially the word of moth has no sig. influence. This shows that consumers prioritize product quality and brand trust as the major factors in determining the purchase decision, while word of mouth serves as a support that strengthens the positive perception of both factors. Therefore, a marketing strategy that combines these three factors simultaneously can provide more optimal results in influencing purchasing decisions.

4. Conclusions

The aims of the study to analyze the affect of product quality, WOM and brand trust on the purchase decision of marina hand & body lotion in students of the FEB UNP Kediri. outcome of the study that product quality and brand trust partially have a sig. affect on purchase decisions. Meanwhile, WOM doesn't have a sig. affect on purchase decisions. Purchase decisions are simultaneously sig. influenced by the variables of product quality, WOM, and

brand trust.

Its hoped that this study can be a reference for future study and provide new insights and information to readers. In addition, it is hoped that readers can take lessons from this study about how much product quality, WOM promotion, and brand trust influence on the purchase decision of Marina hand & body lotion.

The subject of this study is still limited to students of PGRI Kediri University who use marina hand & body lotion products. Therefore, it is hoped that future study can extend the scope of research. In addition, its recommended for future researchers to add other variables, such as brand image, content marketing, promotion, and so on, to then research how much influence it has on consumer behavior, so that the scope of the research will be wider.

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