

THE ROLE OF BRAND TRUST AS AN INTERVENING VARIABLE IN ONLINE CUSTOMER PURCHASE DECISION ANALYSIS OF BEAUTYPRODUCTS THE BODY SHOP INDONESIA IN THE CITY OF SEMARANG

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ARTICLE INFO

Keywords:

online customer review, brand image, product quality, brand trust, online customer purchase decision

ABSTRACT

The purpose of this study was to analyze the influence of online customer reviews, brand image and product quality on customer purchasing decisions through brand trust as an intervening variable on consumers of The Body Shop Indonesia products. Customer purchasing decisions which are consumer buying decisions are influenced by brand trust, namely consumer confidence in The Body Shop brand's beauty products. Consumer trust in brands is the impact of online customer reviews by consumers after shopping online, brand image on The Body Shop beauty products and product quality or The Body Shop product quality. Using multiple regression method, data collection was carried out by distributing questionnaires to consumers who had purchased The Body Shop beauty products online in Semarang City and a total of 100 respondents as research samples. The results showed that the third independent variable, namely online customer reviews, brand image and product quality, had a positive and significant effect on the dependent variable, namely customer purchasing decisions either directly or through the intervening variable, namely brand trust.

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1. INTRODUCTION

Information technology and the phenomenon of online purchases are growing rapidly in Indonesia in line with the emergence of several e-commers as a place to make buying and selling transactions, sending goods, services and data (Pasi & Sudaryanto, 2021). Today's consumers also want digital access to enrich their shopping experience. Shopping online makes it easier for consumers to buy products because consumers can fulfill their needs without having to leave the house, then waiting for the goods to be delivered.

Products that have arrived in the hands of consumers after going through online buying and selling transactions will of course get an assessment or review as a form of online customer review, namely whether the product is as expected and the suitability of the product with the offer by the seller. Online customer review is a new marketing communication that can influence and play an important role in consumer purchasing decisions and is a form of electronic word of mouth (Widya & Riptiono, 2019). Online customer reviews are reviews that provide information about products and recommendations from the consumer's point of view, which are important for consumers in making online customer purchase decisions. Generally, consumers will read online customer reviews before making online purchase decisions.

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The Body Shop Indonesia is a franchise brand that entered Indonesia in 1992 and has 150 outlets throughout Indonesia. Currently The Body Shop Indonesia is starting to use a digital marketing strategy by appointing Phibious Indonesia to manage social media, content development to digital media. At first, The Body Shop only did offline marketing. In line with the development of the era where many people have turned to online shopping habits, The Body Shop Indonesia targets a wider market reach and offers added value such as catalog publishing and online purchases.

The Body Shop Indonesia produces a wide range of facial and body beauty care products including perfumes. Founded by Anita Roddick in England in 1976, this beauty brand is produced with natural ingredients and does not use animals in the process of testing its products. The Body Shop is also promoting the “Green Month Campaign: Say No to Plastic” campaign. In accordance with its mission of providing goodness to the world and the environment, The Body Shop guarantees that its beauty products are natural and safe to use. This is what The Body Shop uses as a brand image or brand image that has been built since its inception. Brand image is how consumers form beliefs in their memories of a brand and its affiliations of a product (Juliana & Johan, 2020). Consumer awareness of a brand is related to the attractiveness of the brand or what is in memory and we can measure it as the ability of consumers to identify the brand under different conditions.

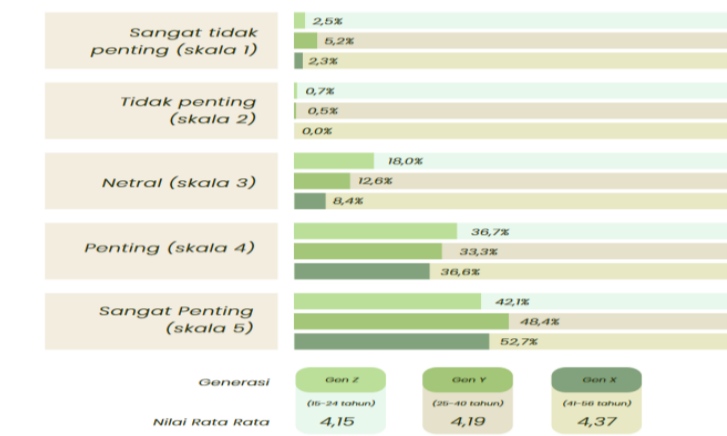
The Body Shop offers environmentally friendly products that are safe for all skin types. Today's consumers who have been doing environmental conservation and avoiding environmental destruction are sure of the product quality produced by The Body Shop. Product quality is the uniqueness and nature of the product and the extent to which a product can meet consumer needs while solving consumer problems (Afwan & Suryono, 2019). Product quality can provide a long-term relationship between consumers and the company if the products produced by the company are recognized as having good quality because they can meet the requirements and desires of consumers (Irfan, et al, 2022). Product quality is one of the factors that influence consumer purchasing decisions because it can be compared with products from competitors. Companies will use product advantages as a way to market their products.

Consumers who have used high-quality products with a positive brand image because they can fulfill their desires will believe in the product's brand, resulting in brand trust. Brand trust refers to consumers' desire to rely on a brand that is able to satisfy their needs while carrying out all product functions (Kamariah & Nuringwahyu, 2021). Brand trust is obtained by the occurrence of consumer commitment to make purchasing decisions and consumers will feel satisfied after using the product (Sandala, et al, 2019). Consumers who believe in a brand (brand trust) that has a positive brand image will tend to make purchasing decisions on the product, will even make a repeat purchase.

Research by Ramadhani, et al, (2021) concluded that online customer reviews have a positive and significant impact on brand trust which shows that the better online reviews given by consumers, the more consumers trust in a brand (brand trust). Meanwhile, research by Rarung et al (2022) concluded that the online customer review variable had a positive and significant effect on the purchase decision of Fcoffee & Rostery Manado.

This research is also motivated by the research gap between the online customer review variable and purchasing decisions which concludes that the online customer review variable does not significantly influence the purchasing decision variables on online shop consumers via Instagram in Kebumen District (Widya & Riptiono, 2019). This means that consumers in Kebumen District do not consider reviews from other consumers when making online customer purchase decisions at the Instagram online store.

The Body Shop states its brand image as an eco-friendly brand, which uses materials that can be recycled, such as paper bags that are used as product packaging containers. This eco friendly material minimizes soil, air and water pollution. A survey from the Zap Beauty Index in 2021 revealed that most Indonesian women from various generations choose beauty products with eco-friendly labels. The survey results are as shown in the image below.



Source: Zap Beauty Index Survey 2021

Figure 1. How important are eco-friendly products according to Indonesian women by generation

The survey results above show that at this time more and more women are choosing eco-friendly products as their beauty products. Thus, so that online customer reviews remain good, The Body Shop Indonesia maintains a marketing strategy with the concept of green marketing, produces quality products made from natural ingredients, keeps consumers' responses to their brand image positive so they can continue to trust their beauty products. In addition, with increasingly fierce competition, The Body Shop must be able to win the competition with the eco friendly concept which becomes the brand image for its products. Based on the above background, the authors are interested in conducting research with the title: 'The Role of Brand Trust as an Intervening Variable in Online Customer Purchase Decision Analysis of Beauty Products The Body Shop Indonesia in The City Of Semarang'.

2. METHOD

Types of Research and Data Sources

Types of research

This research is a quantitative research, which is a type of research that involves theory, design, hypothesis and subject determination, supported by data collection and processing and data analysis and then drawing conclusions (Beryman, 2020).

Data source

Based on how to get it, this study uses data sources, namely:

a. Primary data

Primary data is data taken and collected directly from the object of research. This data was collected directly by researchers in the field. In this study, primary data were obtained from research respondents using the questionnaire method.

b. Secondary Data

In this study, secondary data was obtained from data from The Body Shop Indonesia under the auspices of Natura & Co.

Variable Operational Definition

Online customer reviews(X1)

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Online customer review is a form of electronic word of mouth (eWOM) communication in online sales where some information is obtained by consumers including information about reviews or responses about products from consumers after using and getting the benefits of products uploaded online (Sianipar & Yoestini, 2021).

This study uses online customer review indicators with research sources from (Wandira & Rahman, 2021), namely:

- 1) Perceived usefulness, refers to that only the reviews that matter will influence decision making
- 2) the reliability of the source, because the review was made by an unknown person
- 3) Timeliness, in the process of searching for information, consumers are faced with a large amount of relevant information that is put together with a certain time span
- 4) Number of reviews on a more specific product or service
- 5) The value of the message given is positive or negative
- 6) Completeness of online customer review, used to measure how detailed and complete a product is

Brand Image (X2)

Brand image is an impression or response felt by consumers towards a brand that gives rise to an attitude or view from consumers towards the brand (Ghaisani & Purbawati, 2020). become one of the factors that determine consumer purchasing decisions (Rachmadi, 2020). Products that have a positive brand image according to consumers will increase consumer desire to buy.

This study uses brand image indicators with research sources from Nugroho, (2021), namely:

- 1) Strength of brand association, namely when consumers actively interpret products or services, in consumer memory there will be a stronger bond.
- 2) The advantage of brand associations (favorable of brand associations) is that consumer confidence in the character and usefulness of a brand can create a positive attitude towards the brand because the brand will fulfill their desires and solve their problems.
- 3) The uniqueness of brand association is that a brand must compete with other brands and place the brand on brand advantage.

Product Quality (X3)

Product quality is an attribute of a product or service that has the ability to meet the needs and desires of consumers, both real and not (Faradila, et al, 2022). A product is said to have quality if it is able to be useful as what consumers expect.

This study uses product quality indicators with research sources from Pratama & Santoso, (2018), namely:

- 1) Product reliability, namely the possibility of a product being able to provide satisfaction to consumers at certain times and in certain circumstances.
- 2) Aesthetics, namely the attractiveness of the product that can captivate the five senses of consumers
- 3) Durability is related to how long a product can be used continuously or durable. Consumers will perceive a quality product if it is more durable.
- 4) Conformance to specifications, namely the extent to which the attributes of a product meet certain standards from consumers

Brand Trust (Z)

Brand trust is a consumer's opinion of a brand that is based on information and experience that leads to product performance and is built by the expectation that other parties will act in accordance with the needs and desires of consumers (Adabi, 2020). Brand trust refers to consumers' expectations that the product is able to fulfill its promises to consumers.

This study uses brand trust indicators with research sources from Juliana & Johan, (2020), namely:

- 1) The level of product trustworthiness includes product quality, service, product personality, product origin and product cost,
- 2) The level of trust from the company where the product is offered (enterprise trustworthiness) includes company image, credit, excellence, culture and responsibility
- 3) The high level of trust and value of the brand offered (brand trustworthiness) includes product history, position, reputation, advertising and product representation.

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Online Customer Purchase Decision

Customer Purchase Decision is a process where consumers combine some of their knowledge for consideration in making choices on two or more alternatives in order to determine one choice (Setiawan & Yosepha, 2020)

This study uses online customer purchase decision indicators with research sources from (Wiranata et al., 2021), namely:

- 1) Variant, refers to the variety of products owned by The Body Shop
- 2) Benefit, refers to the benefits that consumers get when buying The Body Shop products compared to other brands
- 3) Famous, namely that The Body Shop products are well known to the public
- 4) Comparison, which is a situation that differentiates The Body Shop products from other products
- 5) Information media refers to where consumers seek information about The Body Shop products

Types of research

This research is a type of quantitative research that uses statistical data to answer all questions.

Population and Sample

Population is the total number of individuals who will specifically be researched. While the sample is part of the population studied in a study and the results are a visualization of the origin of the population but not the population itself. This study uses a sample of consumers who have made online purchases of The Body Shop products with ages 17 years and over.

Sampling technique

1) Purposive Sampling

It is a method of sampling that is intentionally carried out with conditions determined by the researcher (Sugiyono, 2008). Purposive sampling in this study was carried out with several conditions, including:

- Have purchased The Body Shop products online more than once
- Over 17 years old
- High school education

2) Quota Sampling

Is a sampling technique from a population that has been determined to be made into groups according to the characters possessed to obtain the required number of quotas (Sugiyono, 2008). Determination of quota sampling in this study is to determine the character of consumers who have purchased The Body Shop products more than once. With quota sampling, the number of samples obtained is 100 people.

3) Incidental Sampling

Sampling is a coincidence where anyone the researcher meets by chance and can be used as a sample if it matches the data source (Sugiyono, 2015).

Data collection

At each question item in the questionnaire will be measured using a Likert scale to measure the attitudes, opinions and responses of respondents. The variables in the research are translated into variable indicators. The Likert scale is strongly agree, agree, quite agree, disagree and strongly disagree with a score of 5, 4, 3, 2, 1. The total score of each respondent is the sum of the scores of each respondent's answer.

3. RELUST AND DISCUSSION

a. Effect of Online Customer Review(X1) on Brand Trust (Z)

The results obtained from the test get the significance value of the online customer review variable (X1) on brand trust (Z) of $0.018 < 0.05$, proving that online customer review directly has a positive and

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significant effect on brand trust. Thus, all indicators in online customer reviews can have a positive influence on consumer brand trust for The Body Shop products.

This study succeeded in proving Hypothesis 1: Online customer reviews have a positive and significant impact on brand trust in The Body Shop products. This is supported by research by Widya & Riptiono, (2019) which concludes that online customer reviews have a positive and significant impact on brand trust.

The conclusion that can be obtained is that positive online reviews from consumers make consumers have confidence in The Body Shop's product brands so The Body Shop must keep consumer reviews of their products good.

b. Effect of Brand Image (X2) on Brand Trust (Z)

The results obtained from the test get the significance value of the brand image variable (X2) on brand trust (Z) of $0.009 < 0.05$, proving that brand image directly has a positive and significant effect on brand trust. Thus, all indicators in the brand image can have a positive influence on the brand trust of consumers of The Body Shop products.

This study succeeded in proving Hypothesis 2: brand image has a positive and significant influence on brand trust in The Body Shop products. This is supported by research by Rahmanda & Farida, (2021) which concludes that the brand image of J.Co Donuts & Coffee Paragon Mall and Java Mall Semarang has a significant effect on brand trust.

The conclusion that can be obtained is that the brand image of The Body Shop products makes consumers make decisions to purchase The Body Shop products so that The Body Shop must maintain a good brand image.

c. Effect of Product Quality (X3) on Brand Trust (Z)

The results obtained from the test get a significant value of the product quality variable (X3) on brand trust (Z) of $0.049 < 0.05$, proving that product quality has a direct positive and significant effect on brand trust. Thus, all indicators in product quality can have a positive influence on consumer brand trust for The Body Shop products.

This study succeeded in proving Hypothesis 3: product quality has a positive and significant impact on brand trust in The Body Shop products. This is supported by research by Harjadi et al., (2021) which concludes that product quality has a positive and significant effect on brand trust.

The conclusion that can be obtained is that the product quality of The Body Shop's products makes consumers do brand trust, namely trust in the brand of The Body Shop's products so that The Body Shop must maintain the quality of its products in order to continue to gain consumer trust in its product brands.

d. Effect of Online Customer Review (X1) on Online Customer Purchase Decision (Y)

The results obtained from the test get the significance value of the online customer review variable (X1) on the online customer purchase decision (Y) of $0.029 < 0.05$, proving that online customer review directly has a positive and significant effect on online customer purchase decisions. Thus, all indicators in online customer reviews can have a positive influence on online customer purchase decisions for The Body Shop product consumers.

This study succeeded in proving Hypothesis 4: Online customer reviews have a positive and significant influence on online customer purchase decisions on The Body Shop products. This is supported by research by Rarung et al., (2022) which concludes that the online customer review variable partially has a positive and significant effect on purchase decisions.

The conclusion that can be obtained is that positive online reviews from consumers make consumers make decisions to purchase The Body Shop products so that The Body Shop must keep consumer reviews of their products good.

e. Effect of Brand Image (X2) on Online Customer Purchase Decision (Y)

The results obtained from the test get the significance value of the brand image variable (X2) on online customer purchase decisions (Y) of $0.038 < 0.05$, proving that brand image directly has a positive

and significant effect on online customer purchase decisions. Thus, all indicators in the brand image can have a positive influence on the online customer purchase decisions of The Body Shop product consumers.

This study succeeded in proving Hypothesis 5: brand image has a positive and significant influence on online customer purchase decisions on The Body Shop products. This is supported by research by Ghaisani & Purbawati, (2020) which concludes that brand image has a positive and significant effect on Zalora's consumer purchase decisions.

The conclusion that can be obtained is that the brand image of The Body Shop products makes consumers make decisions to purchase The Body Shop products so that The Body Shop must maintain a good brand image.

f. Effect of Product Quality (X3) on Online Customer Purchase Decision (Y)

The results obtained from the test get a significant value of the product quality variable (X3) on online customer purchase decisions (Y) of $0.043 < 0.05$, proving that product quality directly has a positive and significant effect on online customer purchase decisions. Thus, all indicators in product quality can have a positive influence on online customer purchase decisions for The Body Shop product consumers.

This study succeeded in proving Hypothesis 6: product quality has a positive and significant influence on online customer purchase decisions on The Body Shop products. This is supported by research by Afwan & Suryono, (2019) which concludes that product quality has a positive and significant effect on purchasing decisions at the Madina Banjarnegara store.

The conclusion that can be obtained is that the brand image of The Body Shop products makes consumers do brand trust, namely trust in The Body Shop product brands so The Body Shop must maintain consumer confidence in its product brands.

g. Effect of Brand Trust(Z) on Online Customer Purchase Decision (Y)

The results obtained from the test get the significance value of the brand trust variable (X3) on the online customer purchase decision (Y) of $0.038 < 0.05$, proving that brand trust directly has a positive and significant effect on online customer purchase decisions. Thus, all indicators in brand trust can have a positive influence on online customer purchase decisions of consumers of The Body Shop products.

This study succeeded in proving Hypothesis 7: brand trust has a positive and significant influence on online customer purchase decisions on The Body Shop products. This is supported by research by Andriani & Ngatno, (2020) which concludes that brand trust has a positive and significant impact on purchasing decisions on Sari Ayu Martha Tilaar cosmetic products in Semarang City.

The conclusion that can be obtained is that brand trust from The Body Shop products makes consumers make online customer purchase decisions, namely purchasing decisions because of trust in The Body Shop product brands so The Body Shop must maintain consumer confidence in its product brands.

h. Effect of Online Customer Review (X1) on Online Customer Purchase Decision (Y) through Brand Trust (Z)

The results of the mediation test show that the effect of the mediating variable is significant ($sig < 0.000 < 0.05$), the path coefficient value of X1 to Y (β_4) is 0.206 while the path coefficient value of X1 to Y through Z ($\beta_1 \times \beta_7$) is 0.583. Because $4 < (\beta_1 \times \beta_7)$, the influence of online customer reviews on online customer purchase decisions is more effective through brand trust than direct influence. Therefore, the brand trust variable has proven to be effective in mediating the influence of online customer reviews on online customer purchase decisions on consumers of The Body Shop products.

This study succeeded in proving Hypothesis 8: Online customer reviews have a positive and significant influence on online customer purchase decisions through brand trust on The Body Shop products. This is supported by research by Pasi & Sudaryanto, (2021) who concluded that online customer reviews have a positive and significant effect on brand trust on Shopee consumers in Semarang City.

The conclusion that can be obtained is that positive online reviews from consumers make consumers have confidence in The Body Shop product brand so that it will lead to online customer purchase decisions on The Body Shop products.

i. Effect of Brand Image (X2) on Online Customer Purchase Decision(Y) through Brand Trust (Z)

The results of the mediation test showed that the effect of the mediating variable was significant (sig. Because $5 < (\beta_2 \times 7)$, the influence of brand image on online customer purchase decisions is more effective through brand trust than direct influence. Therefore, the brand trust variable proved to be effective in mediating the influence of brand image on online customer purchase decisions.

This study succeeded in proving Hypothesis 9: Brand image has a positive and significant influence on online customer purchase decisions through brand trust in The Body Shop products. This is supported by research by Juliana & Johan, (2020) which concludes that brand image has a significant effect on purchase intention or purchasing decisions through brand trust in choosing higher education institutions. The conclusion that can be obtained is that a good brand image on The Body Shop products will make consumers believe in the brand so that they will make online customer purchase decisions.

j. Effect of Product Quality (X3) on Online Customer Purchase Decision (Y) through Brand Trust (Z)

It shows that the effect of the mediating variable is significant (sig $0.000 < 0.05$), the path coefficient value of X3 to Y (β_6) is 0.229 while the path coefficient value of X3 to Y through Z ($\beta_3 \times 7$) is 0.563. Because $6 < (\beta_3 \times 7)$, the effect of product quality on online customer purchase decisions is more effective through brand trust than direct influence. Therefore, the brand trust variable proved to be effective in mediating the effect of product quality on online customer purchase decisions.

This study succeeded in proving Hypothesis 9: Product quality has a positive and significant influence on online customer purchase decisions through brand trust in The Body Shop products. This is supported by research by Susanto, (2014) which concludes that product quality has a significant effect on purchase intention or purchasing decisions through brand trust in smartphone purchases in Surakarta City.

The conclusion that can be obtained is that product quality or good product quality in The Body Shop products will make consumers believe in the brand so that they will make online customer purchase decisions.

4. CONCLUSION

Some conclusions based on the analysis and discussion that have been carried out are: Online customer review (X1) has a positive and significant effect on brand trust (Z) on The Body Shop products with a significance value of 0.018; that brand image (X2) has a direct positive and significant effect on brand trust (Z) on The Body Shop products with a significance value of 0.009; product quality (X3) directly has a positive and significant effect on brand trust (Z) on The Body Shop products with a significance value of 0.049; Online customer review (X1) has a positive and significant influence on online customer purchase decision (Y) on The Body Shop products with a significance value of 0.029; brand image (X2) has a positive and significant influence on online customer purchase decision (Y) on The Body Shop products with a significance value of 0.038; Product quality (X3) has a positive and significant influence on online customer purchase decisions (Y) on The Body Shop products with a significance value of; Brand trust (Z) has a positive and significant influence on online customer purchase decisions (Y) on The Body Shop products with a significance value of 0.038; Online customer reviews have a positive and significant influence on online customer purchase decisions through brand trust on The Body Shop products with a path coefficient value of X1 to Y through Z ($\beta_1 \times 7$) of 0.583; Brand image has a positive and significant influence on online customer purchase decisions through brand trust on The Body Shop products with a path coefficient value of X2 to Y through Z ($\beta_1 \times 7$) of 0.430; Product quality has a positive and significant influence on online customer purchase decisions through brand trust on The Body Shop products with a path coefficient value of X3 to Y through Z ($\beta_1 \times 7$) of 0.563.

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