THE INFLUENCE OF BRAND TRUST, PRODUCT QUALITY, PRICE AND SOCIAL MEDIA MARKETING ON INTEREST TO REPURCHASE WARDAH COSMETIC PRODUCTS

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ARTICLEINFO	ABSTRACT
Keywords: *Price,* *Brand Trust,* *Product Quality, Repurchase Intention,* *Social Media Marketing.*	The purpose of this study was to partially analyze the effect of brand trust, product quality, price and social media marketing on repurchase intention. The method of analysis in this study uses quantitative data and sources from primary data. The sampling technique used purposive sampling. Data collection was carried out by distributing questionnaires online and the samples used were respondents who bought and used Wardah cosmetic products at least once, where the number of samples used in this study was 100 respondents. Data analysis techniques were carried out by validity and reliability tests, classical assumption tests (normality test, multicollinearity test and heteroscedasticity test), multiple linear regression analysis, coefficient of determination ($R2$) and hypothesis testing (t test) with testing tools using the SPSS 25 program The results of testing the hypothesis in this study with the t test showed that the price and social media marketing variables partially had no effect on repurchase intention, while the brand trust and product quality variables partially had a significant effect on repurchase intention.
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1. INTRODUCTION

At this time, business development in Indonesia is very rapid, businesses are required to act quickly and precisely to make safe and quality products. In recent years, the rise of make-up trends, especially through internet media, has made the growth of the make-up market share in Indonesia grow more rapidly. In addition, the role of social media is also very influential in the modern era because people are very active in playing social media, especially Instagram, Twitter, TikTok and others. Starting from many Indonesian women who followed the trend of western culture using the trend of character make-up and thick make-up, but now using make-up trends has become a daily necessity. Beauty is indeed the need of every woman but not a primary need. According to Ashad Kusuma Djaya (2007) beauty is total, including body measurements (physical), and mental or personality (inner beauty) with standard sizes as well, so that as a whole gives birth to true beauty.[1]

The rise of the make-up trend makes businesses release new products every year. Make up is not only used to enhance appearance, but now it can be used to cover up imperfections on the face. Now Indonesian people are starting to love local products because local products are no less competitive than foreign products. The materials used are also safe and very beneficial for the face plus several products mixing additional skincare ingredients to support the skin so that besides looking beautiful now you can also have healthy facial skin. The price offered by local products is also very cheap compared to foreign products. Various kinds of local brand cosmetics can be obtained easily in the market. Various kinds of local brand cosmetics have many color variants and are now available according to the skin type of each consumer, for example for sensitive skin, oily skin to dry skin. One of the well-known local cosmetic products is Wardah. Wardah is a brand that is widely used by women. According to Wardah's website, Wardah has advantages, namely affordable prices, quality and halal. Wardah has a price range starting from Rp. 71,500 – Rp. 168,500. According to the Indonesian Digital Marketing Association (Digimind) Wardah has the top rank with 831,000 users in 2020. This shows that many consumers have interest and trust in Wardah cosmetics to make purchases. Wardah has issued a variety of products including primers, BB cushions, concealers, powder foundations, eyebrow pencils, blush ons, eyeshadows, eyeliners, and lip mattes. [1]–[3]

Increasing sales value can be achieved by increasing the company's market share, namely by increasing the number of consumers by always updating products, improving product quality and

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maintaining consumer repurchase interest. Attracting consumers can be done by releasing new products through Wardah's social media. Wardah has several social media including Instagram, Twitter, Facebook and others. Among the social media owned by Wardah, Wardah is more active in using Instagram because teenage and adult consumers like to use the Instagram application. Wardah also does not stop promoting through Instagram social media by getting influencers to review Wardah products so that consumers become interested and buy Wardah products. Consumers in the digital era like now, from students to workers, really need cellphones as a tool to exchange information.[4], [5]

From survey data from the Indonesian Internet Service Providers Association (APJII) in the second quarter of 2019-2020, it can be concluded that there are 196.7 million Indonesian internet users or 73.7% of the total population and experienced an increase of 8.9% from the previous year. This is due to the presence of fast and more evenly distributed internet infrastructure and digital transformation which is on a large scale due to the co-19 pandemic. Since the increasing use of the internet has made companies issue a place where to exchange information such as price, quality and product packaging. Some examples of online review sites ranging from female daily, soco and others. With the increasing number of internet users, it has caused modern era people to be more active in using social media and carrying out all activities using digital devices such as smartphones. Not only that, sales strategies can now be carried out through social media. Several other things that consumers can do when using smartphones, namely consumers can buy any goods that are in accordance with the brand beliefs they want to buy and consumers can choose prices ranging from affordable prices to expensive prices and have good quality so that consumers do not feel disappointed when using these products and consumers can buy these cosmetic products again.[6], [7]

2. LITERATURE REVIEW

Marketing is a process of preparing integrated communications that aim to provide information on goods or services in relation to satisfying human needs and wants.[8]

Digital Marketing

According to (Purwana, 2017) digital marketing is the activity of promoting and finding markets through digital media online using various methods such as social networks. [9]

Brand Trust

According to Rizan, et al (2012: 6) brand trust is the willingness of consumers to trust a brand with all the risks because there is hope in their minds that the brand will provide positive results that will lead to brand loyalty. Indicators that affect brand trust according to Matzler et al, (2008) are as follows: [10], [11]

1. Trust (I trust on this brand)
2. Reliable (I rely on this brand)
3. Honesty (This is an honest brand)
4. As expected (This brand meets my expectations)
5. Security (This brand is safe)
6. Product quality (This brand is safe)

Product quality

According to Kotler and Armstrong (2014: 11), product quality is the ability of a product to perform its functions. Several indicators that reflect quality according to Fandy Tjiptono (2010:25):[7], [12]

1. Performance
2. Display (features)
3. Reliability
4. Conformance with specifications (conformance to specification)
5. Durability
6. Aesthetics (esthetic)

Price

According to Philip Kotler (2012: 132) price is the amount of money customers have to pay for the product. According to Kotler and Armstrong (2016) there are four price indicators, namely:[8], [12]

1. Affordability
2. Conformity of price with product quality
3. Price competitiveness
4. Price suitability with benefits

Social Media Marketing

According to Santoso (2017) social media marketing or social media marketing is a form of marketing that is used to create awareness, recognition, memory, and even action towards a brand, product, business, individual or group either directly or indirectly by using tools from the web. such as blogging, social networking, social bookmarking, and content sharing. [13]

Gunelius (2011) suggests that there are four indicators of social media marketing, namely: [14]

1. Content Creation
2. Content Sharing
3. Connect
4. Community Building

Repurchase Interest

According to Hellier et al in Khoirul Bhasyar's (2016) research, repurchase intention is an individual's consideration to repurchase a designated product from the same company, taking into account the current situation and circumstances that may occur. [6]

According to Ferdinand (2014: 8) there are 4 indicators of repurchase interest, namely: [15]

1. Transactional Interests
2. Referential Interest
3. Preferential Interest
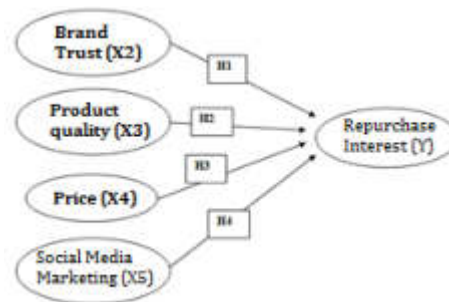4. Explorative Interests

Research Framework

Figure 1. Research Framework

3. METHOD
3.1 Research Object

The objects in this study were Gunadarma University students majoring in management class of 2017 who had purchased or used Wardah products at least once.

3.2 Population and Sample

The population used in this study were all Gunadarma University students majoring in management class of 2017 with a total of 598 students. The data was obtained from PSA Gunadarma University. The sample used in this study were female students who had purchased or used Wardah products at least once.

3.3 Data Analysis Techniques

In this study using SPSS 25 software and the techniques used in analyzing the data included validity and reliability tests, classical assumption tests (normality, multicollinearity and heteroscedasticity), multiple linear regression analysis, coefficient of determination (R^2), and hypothesis testing (t test).

4. RESULT AND DISCUSSION
4.1 Validity Test

Validity Test According to (Sugiyono, 2018) is used to measure the validity of the results of the questionnaire answers which indicate the depth of measurement of a measuring instrument. By comparing the r count with r table for df = n-2 = 100-2 = 98 with an alpha of 0.05, an r table of 0.1966 is obtained. If r count > from r table then the indicator is declared valid. From the test results in this study, it was found

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that r count > r table, thus it can be concluded that all statement indicators in this study were declared valid. [16]

4.2 Reliability Test

Reliability test is the degree to which a measure creates the same response all the time and across situations, it is said to be reliable if the measurement results from the measuring instrument are stable and consistent. A variable is said to be reliable if it gives a Cronbach Alpha value > 0.60. [17]

Table 1. Reliability Test Results

Variable	Cronbach Alpha Value	Description
Brand Trust	0,662	Reliable
Product Quality	0,771	Reliable
Price	0,645	Reliable
Social Media Marketing	0,618	Reliable
Repurchase Interest	0,729	Reliable

Based on Table 1, it can be concluded that the results of the Cronbach Alpha values for the variables Brand Trust, Product Quality, Price, Social Media Marketing and Repurchase Interest have a value of > 0.60, thus it can be concluded that all statement indicators in this study are declared reliable.

4.3 Normality Test

The normality test according to Sugiyono (2013) aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution relationship or not. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram shows a normal distribution pattern, then the regression model meets the assumption of normality. The test results in this study indicate that the normality test is normally distributed. This can be seen from the line that describes the actual data following the diagonal line so that it meets the assumption of normality. [16]

4.4 Multicollinearity Test

Multicollinearity test aims to test in the regression model found a correlation between independent variables (Ghozali, 2007:95). In this study the technique for detecting the presence or absence of multicollinearity in the regression model is to have a Variance Inflation Factor (VIF) value of < 10 and have a tolerance value of > 0.10. Based on the results of this study, there are no symptoms of multicollinearity because the tolerance results for each variable have a value of > 0.10 and VIF < 10. [16]

4.5 Heteroscedasticity Test

The purpose of the heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residual answers of one respondent to another which is still called homoscedasticity and if different is called heteroscedasticity (Ghozali, 2007: 125). If there is no specific pattern and it does not spread above or below zero on the y axis, then it can be concluded that there is no heteroscedasticity. Based on the results of this study, there is no clear pattern and the points spread above and below the number 0 (zero) on the y axis, indicating that the model in this study does not occur heteroscedasticity. [16]

4.6 Multiple Linear Regression Analysis

According to Danang Sunyoto (2016) regression analysis is used to determine the relationship between the magnitude of the influence of the independent variables on the dependent variable. The following is the output of multiple linear regression using SPSS version 25.[6]

Table 2. Results of Multiple Linear Regression Analysis (Source: Processed Primary Data, 2021)

Based on Table 2, the equation model is obtained as follows:
$Y = -0{,}578 + 0{,}443 X_1 + 0{,}292 X_2 + 0{,}081 X_3 + (-0{,}045) X_4$
Information :
Y = Repurchase Interest
a = Constant
b1,b2,b3,b4,b5 = Coef. Regression
X_1 = Brand Trust
X_2 = Product Quality
X_3 = Price
X_4 = Social Media Marketing

4.7   Hypothesis Testing
t test (partial test)
According to Sugiyono (2018: 223) the t test is used to test the effect of each independent variable used in this study on the dependent variable partially. The t test is carried out by comparing t count with t table at a significance level of 5% with degrees of freedom (df) n-k or 100-5 = 95 (n is the number of samples and k is the number of dependent and independent variables). Thus the t table value of 1.985 is obtained. The results of the t test in this study can be seen from the table below: [16]

Table 3. Results of the t test (Source: Primary Data Processed, 2021)

a) **Brand Trust Variable**
Brand trust variable (X1) with t count (5.751) > t table (1.985). Thus it can be said that there is a positive influence between the variables of brand trust and repurchase interest in Wardah cosmetic products. In addition, the probability value of 0.000 <0.05 indicates that the brand trust variable (X1) has a significant effect on repurchasing interest in Wardah cosmetic products because consumers believe that Wardah products are products that meet their expectations..
b) **Product Quality Variables**
Product quality variable (X2) with t count (4.852) > t table (1.985). Thus it can be said that there is a positive influence between product quality variables and repurchase interest in Wardah cosmetic products. In addition, the probability value of 0.000 <0.05 indicates that the product quality variable (X2) has a significant effect on repurchasing interest in Wardah cosmetic products because consumers believe that Wardah has good quality and only has a small chance of experiencing damage to the packaging.
c) **Price Variable**

Price variable (X3) with t count (1.012) < t table (1.985). Thus it can be said that there is no influence between the price variable and repurchasing interest in Wardah cosmetic products. In addition, the probability value of 0.314 <0.05 indicates that the price variable (X3) has no effect on repurchasing interest in Wardah cosmetic products because if Wardah has high prices, consumers will continue to purchase Wardah cosmetic products because consumers already trust Wardah. warda products.

d) Social Media Marketing Variables
Social media marketing variable (X4) with t count (-0.535) <t table (1.985). Thus it can be said that there is no influence between social media marketing variables and repurchasing interest in Wardah cosmetic products. In addition, the probability value of 0.594 > 0.05 indicates that the social media marketing variable (X4) has no effect on repurchasing interest in Wardah cosmetic products because without Wardah promoting its products through social media, consumers will still make repurchases because consumers already trust for Wardah products.

Coefficient of Determination (R^2)

Calculation of the Coefficient of Determination (R2) is used to show how much the independent variable contributes to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variable to explain variations in changes in the dependent variable.

Table 4. Coef. Results. Determination (R2) (Source: Processed Primary Data, 2021)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804	.647	.632	1.090

a. Predictors: (Constant), Electronic Word of Mouth (eWOM), Kepercayaan Merek, Kualitas Produk, Harga dan Social Media Marketing.
b. Dependent Variable: Minat Beli Ulang

Based on Table 4 above, the Adjusted R square value is 0.632 or 63.2%. This shows that the influence of the independent variables Brand Trust (X1), Product Quality (X2), Price (X3) and Social Media Marketing (X4) on the dependent variable (Intention to Repurchase) is 63.2%. In this case the variation of the independent variable is able to explain 63.2% of the variation in the dependent variable, while the remaining 36.8% is influenced by other variables outside this study.

Discussion

a. **Hypothesis Testing of Brand Trust Influences the Interest in Repurchasing Wardah Cosmetic Products.**

The results of hypothesis testing (H1) have proven that there is an influence between brand trust and repurchase intention. Obtained t count of 5.751 > t table of 1.985 with a significance level of 0.000 <0.05 thus H1 can be accepted. This means that the brand trust variable has a positive and significant effect on the intention to repurchase Wardah cosmetic products.

The results of this study do not support research conducted by Aditya Yudhanegara & Palupi Permata Rahmi (2019) who conducted research entitled The Effect of Electronic Word of Mouth (eWOM) on Purchase Intention Through Brand Image as an Invervening Variable in MSMEs in Bandung City. In this study it was shown that the Electronic Word of Mouth (eWOM) variable had an effect on repurchase intention, but in the research the authors conducted, it turned out that Electronic Word of Mouth (eWOM) had no effect on repurchase intention.

b. **Hypothesis Testing of Product Quality Affects Interest in Repurchasing Wardah Cosmetic Products.**

The results of hypothesis testing (H2) have proven that there is an influence between product quality and repurchase intention. Obtained t count of 4.852 > t table of 1.985 with a significance level of 0.000 <0.05 thus H2 can be accepted. This means that the product quality variable has a positive and significant effect on the intention to repurchase Wardah cosmetic products.

The results of this study support research conducted by Ida Ayu Putu Dian Savitri & I Made Wardana (2018) who conducted research entitled Effects of Brand Image, Product Quality and Perceived Price on Customer Satisfaction and Interest in Buying Oriflame Products in Denpasar City and Silvia Nurfitriana & Francy Iriani (2018) who conducted research entitled Brand Image, Product Quality, Price and Their

Influence on Repurchasing Interests of Wardah Beauty Products. This study shows that the product quality variable has a positive and significant effect on repurchase intention.

c. Price Hypothesis Testing Has No Effect on Interest in Repurchasing Wardah Cosmetic Products.

The results of hypothesis testing (H3) have proven that there is no effect between price and repurchase intention. Obtained t count $1.012 <$ t table 1.985. With a significance level of $0.314 > 0.05$, thus H3 is unacceptable. This means that the price has no effect on the intention to repurchase Wardah cosmetic products.

The results of this study do not support research conducted by Silvia Nurfitriana & Francy Iriani (2018) who conducted research entitled Brand Image, Product Quality, Price and Influence

On Interest in Repurchasing Wardah Beauty Products. In this study, it showed that the price variable had an effect on repurchase intention, but in the research that the authors conducted, it turned out that the price variable had no effect on repurchase intention.

d. Social Media Marketing Hypothesis Testing Has No Effect on Interest in Repurchasing Wardah Cosmetic Products.

The results of hypothesis testing (H4) have proven that there is no influence between social media marketing on repurchase intention. Obtained t count $(-0.535) <$ t table 1.985. With a significance level of $0.594 > 0.05$, H4 is therefore unacceptable. This means that social media marketing has no effect on the intention to repurchase Wardah cosmetic products.

The results of this study do not support the research conducted by Mega Ayu Kusumawati (2020) who conducted research entitled Effects of Price, Social Media Marketing and Electronic Word of Mouth on Interest in Repurchasing Wardah Cosmetics. This research shows that social media marketing variables have a positive and significant effect on repurchase intention, but in the research that the authors conducted, it turned out that social media marketing had no effect on repurchase intention.

5. CONCLUSION

The brand trust variable has a positive and significant effect on repurchase intention. The product quality variable has a positive and significant effect on repurchase intention. The price variable has no effect on repurchase intention. Social media marketing variables have no effect on repurchase intention.

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