

Research Article

From Image to Action: How Brand Image and Product Quality Shape Purchase Decisions through Brand Trust

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Abstract

This study examines the effect of brand image and product quality on purchasing decisions, with brand trust as an intervening variable. The population consists of consumers who have purchased and used Buttonsscarves hijabs in Central Jakarta, with a sample of 115 respondents selected through purposive sampling. Using a quantitative method, data were collected via questionnaires and analyzed with SPSS and PLS-SEM. The results show that brand image and product quality both have positive and significant effects on purchasing decisions. Brand image and product quality also positively and significantly influence brand trust. Furthermore, brand trust has a positive and significant effect on purchasing decisions. However, brand trust does not mediate the relationship between brand image and purchasing decisions but does mediate the effect of product quality on purchasing decisions. The managerial implication suggests that management should collaborate with marketing professionals to strengthen brand image, build consumer trust, and maintain consistent communication regarding product quality standards across all organizational levels.

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

JEL Classification: M31, L15, D12

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1. Introduction

The Muslim fashion industry, particularly in relation to the hijab, has seen significant growth in Indonesia, the nation with the largest Muslim population globally. This expansion is supported by Indonesia's overwhelmingly Muslim demographic, which comprises approximately 229.62 million people, or about 87.2% of the country's total population of 269.6 million, according to data from the Indonesian Ministry of Religious Affairs. Following Indonesia, Pakistan and India rank second and third, with Muslim populations of around 200 million and 195 million, respectively. Additionally, countries with a Muslim population exceeding 95% include Turkey, Algeria, and Sudan, which are home to approximately 79 million, 41 million, and 39 million Muslims, respectively (Arnavillia, 2023).

Buttonscarves has emerged as a leading premium hijab brand that has garnered significant popularity since its inception in early 2016. Its reception has been overwhelmingly positive, owing to the brand's distinct patterns and high-quality scarves. With exceptional fabric quality, unique designs, thoughtful color selections that break away from mainstream trends, and prompt customer service, Buttonscarves has become a favored choice among Muslimah consumers, particularly students (Hazira, 2023). The rise of the brand has given birth to the term "BS Lady," a community for enthusiasts and customers of Buttonscarves products. This heightened popularity has allowed Buttonscarves, initially an online-only retailer, to expand into multiple physical store locations. In the premium segment, Buttonscarves has distinguished itself, successfully competing with well-established brands like Jenahara, Ria Miranda, Sisesa, and Dian Pelangi (Uci, 2022).

In the current competitive landscape of hijab trends, consumers have various factors influencing their purchasing decisions. One significant aspect is brand image, which reflects the consumer's perception of a brand in the marketplace. The brand image cultivated by a product can alter consumer evaluations, fostering trust in the product and leading to a preference for it (Shadrina et al., 2021). A strong brand image conveys value to consumers and plays a crucial role in driving purchasing decisions. A favorable brand image can enhance purchasing interest, as consumers tend to regard the brand positively (Sapitri & Saptono, 2023). Prior research supports this notion, including a study by Timpal et al. (2022), which found that brand image positively influences purchasing decisions. However, some studies show differing viewpoints; for instance, Hera and Fourqoniah (2023) indicated that a negative brand image does not significantly impact the purchasing decisions related to PT. Telesindo Shop products.

The brand's product quality is another element that will affect customers' decisions to buy a product. It is crucial to assess the product's quality before making a purchase since a product is deemed high-quality if it can affect the needs of the customer. Product quality pertains to the knowledge that the company's product has a greater selling value than its competitors' items. (Supriyadi & colleagues, 2017). The goal of high-quality products is to sway customers by offering superior quality, making it easier for consumers to make purchasing decisions (Gunawan & Pertiwi, 2022). Therefore, companies must focus on product quality and pay more attention to creativity and innovation to meet and attract consumer interest. (Supriyadi et al., 2017). Several previous studies provide a strong basis for conducting this research, such as that conducted by Anam et al. (2020), which shows that product quality has a positive and significant influence on purchasing decisions for Citra brand hand and body products.

When it comes to customer purchase decisions, brand credibility is also crucial. At Startup Business Unicorn Indonesia, Suryani and Rosalina (2019) demonstrate that brand trust significantly influences consumers' decisions to buy. There are disagreements within the study. According to Fadhilah et al. (2023), brand trust has little bearing on consumers' decisions to buy Wardah cosmetics. After connecting with a specific brand, consumers feel secure because they think the brand is trustworthy, reliable, and have a sense of responsibility towards the interests and safety of consumers. (Hera & Fourqoniah, 2023). In this case, consumers will believe that a brand with a good brand image will guarantee the quality of the product. The ability of a brand to build trust comes from consumer confidence in the brand's ability to fulfill strong promises and values, which are the basis for consumers to believe that the brand prioritizes consumer interests. (Aeni & Ekhsan, 2020).

Based on the description above, the decision to purchase a hijab in the midst of current trend competition can be influenced by various factors, such as brand trust, brand image, and product quality. A powerful brand image can create a favorable impression in the minds of customers, influencing their decisions to buy and setting products apart from rivals. Additionally, high-quality products can provide positive value and show that it has met consumer needs, thus increasing the occurrence of purchasing decisions. Brand trust, which is a sense of consumer confidence in the reliability and responsibility of a brand, can also influence purchasing decisions.

2. Literature Review and Hypothesis

Purchase decision

(Zusrony, 2021) Purchasing Individual actions that directly relate to acquiring and utilizing the provided items are called decisions. Consumer behavior patterns that identify and follow the process of selecting two or more alternative products to meet the needs of the consumer are known as purchasing decisions (Wardana, 2017). According to the definition provided by experts, purchase decisions are personal actions that involve the decision-making process to obtain the products offered. Thus, purchasing decisions are the result of consumer behavior patterns that directly influence how individuals choose among the various product options available (Assidiki & Budiman, 2023)(Mustafa & Santosa, 2024).

Brand Image

Image is the public's perception of a company or its products. A brand is a crucial component of marketing initiatives since a trustworthy brand is inextricably linked to initiatives to launch and provide goods and services. Brand image, according to Nursaimatussaddiya and Cen (2022), is a collection of brand connections that are created and ingrained in consumers' thoughts. Customers who are used to a specific brand are more likely to be consistent with its image. Customers' perceptions of a brand are shaped by associations or beliefs that set it apart from competitors. Examples of these include unique colors, letter designs, and symbols. In reference to different expert viewpoints, brand image is defined as the way society perceives a brand, which is created by associations that customers have with it as differentiators from other brands (Maghfur et al., 2023)(Ramadhan et al., 2024).

Product Quality

The ability of a product or service to meet explicit or implicit customer needs is the measure of its quality, which encompasses all of its features and attributes. Product quality, according to Razak (2019) and Noviana & Oktavia (2023), is the superiority of the company's products based on their fit for the demands and preferences of the client. Therefore, the ability of the business to deliver product quality that aligns with customer perceptions determines whether customers are satisfied or not. According to Aini and Andjarwati (2020), product quality is a whole set of characteristics or services owned by a product or service that is able to fulfill its functions so that it can provide satisfaction to consumers and make purchasing decisions. Consumer experience greatly influences purchasing decisions, so a business actor needs to create product quality that is in accordance with consumer needs and preferences (Pratama & Prabowo, 2023).

Brand Trust

Dharmayana and Rahanatha (2018), defining Consumer trust in a specific brand is known as brand trust, and it is crucial for businesses to build strong bonds with their customers. The capacity of a brand to be trusted (brand reliability), which is predicated on the consumer's belief that the product can deliver on the value that has been provided and is thought to have good intentions (brand intention). Brand trust has an impact on the sustainability of a product's brand because when a brand loses consumer trust, it will be difficult to develop products with that brand in the market. Conversely, when a brand gains consumer trust, products with that brand will continue to grow in the market (Hidayah, 2016).

Research Concept Framework

This study consists of dependent variables (bound variables), namely Purchase Decisions; independent variables (free variables), namely Brand Image and Product Quality; and intervening variables, namely Brand Trust. This study aims to determine the effect of brand image and product quality variables on purchasing decisions, with brand trust as an intervening variable. The framework of thought in this study is as in Figure 1 below:

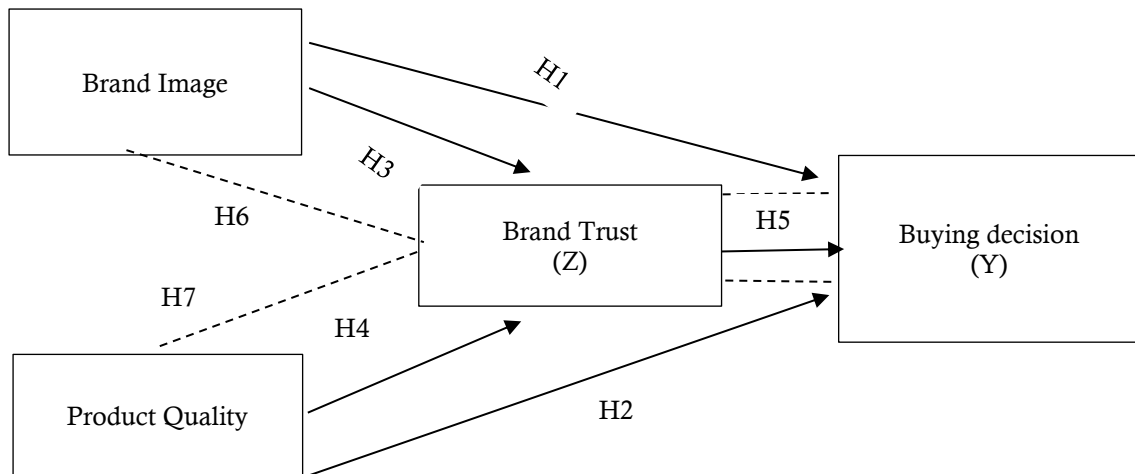


Figure 1. Research Concept Framework

Research Hypothesis

The Influence of Brand Image on Purchasing Decisions

Image is the public's perception of a business or its goods. One of the most crucial elements of marketing efforts is a brand, as the introduction and provision of goods and services are inextricably linked to a trustworthy brand. Consumer associations that are created and ingrained in their thoughts make up a brand's image. Customers that are used to a particular brand typically have a consistent perception of it (Nursaimatussaddiya & Cen, 2022). The public's opinion of a brand is known as its image, and it is created by associations that customers have with it as differentiators from other brands. Budiyo and Novandalina (2022), Supriyadi et al., (2017), and Timpal et al., (2022) that the brand image variable has a positive and significant influence on purchasing decisions.

H1: Brand Image Has a Positive and Significant Influence on Purchasing Decisions

The Influence of Product Quality on Purchasing Decisions

Product quality refers to the entirety of a product or service's attributes that rely on its capacity to meet customer wants as declared or suggested by the business (Harjadi & Arraniri, 2021). Product quality, according to Aini and Andjarwati (2020), is the entirety of a product's attributes or services that enable it to perform its intended functions and satisfy customers, influencing their decision to buy. In order for the product to achieve the desired quality, quality standardization is needed to ensure that the product meets the established standards. Consumer experience greatly influences purchasing decisions, so a business actor needs to create product quality that suits consumer needs and preferences. Purwati et al., (2019), Anam et al., (2020), and Wulandari and Iskandar (2018) state that the product quality variable has a significant influence on consumer purchasing decisions.

H2: Product Quality Has a Positive and Significant Influence on Purchasing Decisions

The Influence of Brand Image on Brand Trust

Image is the public's perception of a business or its goods. One of the most crucial elements of marketing efforts is a brand as trustworthy brands are inextricably linked to the introduction and provision of goods and services. Consumer associations that are created and ingrained in their thoughts make up a brand's image. Consumers who are accustomed to using certain brands tend to have consistency in the brand image (Nursaimatussaddiya & Cen, 2022). Customers' perceptions of a brand are shaped by associations or beliefs that set it apart from competitors, such as unique colors, letter designs, or symbols. Brand image has a good and significant impact, according to research findings by Hera and Fourqoniah (2023), Marliawati and Cahyaningdyah (2020), and Sani and Annisa (2019) influence on brand trust.

H3: Brand Image Has a Positive and Significant Influence on Brand Trust

The Influence of Product Quality on Brand Trust

Product quality refers to the entirety of a product or service's attributes that rely on its capacity to meet customer wants as declared or suggested by the business (Harjadi & Arraniri, 2021). Product quality, according to Razak (2019), is the superiority of a product offered by a company based on suitability to customer tastes or suitability to customer needs and requirements. Thus, customer satisfaction or dissatisfaction depends on the company's ability to provide product quality that is in accordance with customer perceptions Yulita (2021) and Claranita (2020). The research results show that product quality has a positive influence on brand trust.

H4: Product Quality Has a Positive and Significant Influence on Brand Trust.

The Influence of Brand Trust on Purchasing Decisions

Consumer trust in a specific brand is known as brand trust, and businesses must be able to build strong bonds with their customers (Dharmayana & Rahanatha, 2018). Trust in a brand affects the sustainability of a product's brand because when a brand loses consumer trust, it will be difficult to develop products with that brand in the market. Conversely, when a brand gains consumer trust, products with that brand will continue to grow in the market Suryani & Rosalina, (2019); Isfahami et al., (2021). The results show that brand trust can influence purchasing decisions.

H5: Brand Trust Has a Positive and Significant Influence on Purchasing Decisions

The Influence of Brand Image on Purchasing Decisions Through Brand Trust Mediation

Consumer trust in a specific brand is known as brand trust, and businesses must be able to build strong bonds with their customers (Dharmayana & Rahanatha, 2018). Kurniawan (2017) defines brand trust as a company's capacity to be relied upon (brand reliability), which is predicated on the consumer's perception that the product can deliver on its promised value and is thought to have good intentions (brand intention). Purchase decisions are directly impacted by brand image and brand trust, as demonstrated by Aeni and Ekhsan (2020), Hapsoro and Hafidh (2018), and Rahmawati and Yanto (2022); the variable that has the biggest impact is brand image on brand trust.

H6: Brand Trust Can Mediate the Influence of Brand Image on Purchasing Decisions

The Influence of Product Quality on Purchasing Decisions Through Brand Trust Mediation

Rendy et al. (2023) demonstrate that, using brand trust as a mediating variable, product quality has a major impact on customers' decisions to buy; as a result, it is critical to maintain both product quality and brand image in order for consumers to build brand trust and make decisions. According to the findings of a study by Ayu and Ketut (2021), brand trust might act as a mediator between the impact of product quality and decisions to buy. According to this study, brand trust acts as a partial mediator. According to Nurmalita Sari et al. (2022), decisions on what to buy are directly and significantly influenced by the quality of the goods through brand trust.

H7: Brand Trust Can Mediate the Effect of Product Quality on Purchasing Decisions

3. Data and Method**Types of research**

In order to elucidate the position of the variables under investigation and the relationships among them, this study employed quantitative explanatory research methodologies. Sugiyono (2019). The requirements for quantitative research methodologies are methodical, premeditated, and well-defined from the outset to the development of the study design Zusrony (2021). Using brand trust as an intervening factor, the study aims to ascertain and examine the correlation description of the impact of product quality and brand image on purchasing decisions variable.

Population and Sample

A population is a category for generalization made up of items or people with specific quantities and attributes chosen by the researcher to be examined and from which conclusions are then made (Sugiyono, 2020). The study's population, whose size was unknown, consisted of Central Jakartan customers who bought and wore Buttons-carves hijabs. Non-probability sampling with a purposive

sampling technique was employed in this study; the sampling strategy was founded on factors that had been established for the respondents. This study's sample size was established using the formula calculation (Hair et al., 2014).

Method of collecting data

This study uses a questionnaire as an instrument for data collection, which is done by providing various statements to respondents who have purchased and used Buttonsscarves hijabs. A questionnaire is a data collection technique that is done by providing a set of questions and statements in writing to respondents to be answered (Sugiyono, 2019). Respondents can fill out the questionnaire via Google Form, which will be distributed online via social media such as Instagram, Whatsapp, and Line.

4. Results

Evaluation of Measurement Model (Outer Model)

Table 1. Results of Measurement Model Evaluation (Outer Model)

Brand Image Variables
Composite Reliability 0.905 > 0.7
Average Variance Extracted (AVE) 0.614 > 0.5
Product Quality Variables
Composite Reliability 0.947 > 0.7
Average Variance Extracted (AVE) 0.618 > 0.5
Brand Trust Variable
Composite Reliability 0.886 > 0.7
Average Variance Extracted (AVE) 0.609 > 0.5
Purchase Decision Variables
Composite Reliability 0.941 > 0.7
Average Variance Extracted (AVE) 0.613 > 0.5

Source: Data processed based on research results (2024)

Based on Table 1, The brand image variable's validity test findings demonstrate that each of the mentioned indicators can create a brand image variable construct. This is evident from the composite reliability value of 0.905, which is >0.7, which is used as the minimum standard.

The validity test of the product quality variables as a whole demonstrates that each of the given indicators can create a product quality variable construct, according to Table 1's results. This is evident from the composite reliability value of 0.947, which is >0.7, which is used as the minimum standard.

The test results in Table 1 show that the validity test on the brand trust variable shows that, overall, all indicators are able to form a brand trust variable construct. This can be seen from the composite reliability value of 0.886, which is >0.7, which is used as the minimum standard.

According to the test results in Table 1, the purchase decision variable's validity test indicates that, on the whole, all indications can combine to form a purchasing decision variable construct. This is evident from the composite reliability value of 0.941, which is >0.7, which is used as the minimum standard.

Structural Model Evaluation (Inner Model)

Table 2. Structural Model Evaluation Results

Evaluation Size	Criteria Rules	Model Test Results
R-Square (R2)	Weak ≤ 0.25	R^2 (Brand Trust/Z) =
	Moderate 0.26- 0.45	0.587 (Strong)
	Strong 0.46 – 0.70	R^2 (Purchase decision/Y) = 0.644 (Strong)
Predictive Relevance (Q2)	$Q^2 > 0$ = the model has predictive relevance	Q^2 (Brand trust/Z) = 0.582 (Predictive relevance)
	$Q^2 < 0$ = model lacks predictive relevance	Q^2 (Purchase Decision/Y) = 0.636 (Predictive relevance)
Tenenhaus Goodness of Fit (GoF)	Small if ≥ 0.1 , Medium ≥ 0.25 , Large ≥ 0.36	GoF = 0.615 (Large)

Source: Data processed based on research results (2024)

The study's results showed that the R^2 for the brand trust variable is 0.587, which means strong, while the R^2 result for the purchasing decision variable is 0.644, which means strong. This shows that the influence of brand image and product quality on purchasing decisions with brand trust as an intervening variable is strong because it meets the criteria of 0.46 - 0.70.

Furthermore, the Q^2 result on the The Q^2 result for the purchasing decision variable is 0.636, while the brand trust variable is 0.582. Given that it satisfies the criterion of > 0 , this indicates that the model has predictive relevance. Afterward, the Tenenhaus Goodness of Fit (GoF) scores showed 0.615, indicating a high degree of compatibility due to the fact that it possesses met the criteria, namely ≥ 0.36 .

Hypothesis Testing Results

Table 3. Results of Research Hypothesis Testing

Variable Relationship	Coefficient	P-Value	Information
Brand Image → Purchase Decision	0.229	0.005	Significant
Product Quality → Purchasing Decision	0.434	<0.001	Significant
Brand Image → Brand Trust	0.339	<0.001	Significant
Product Quality → Brand Trust	0.487	<0.001	Significant
Brand Trust → Purchase Decision	0.220	0.007	Significant
Brand Image → Brand Trust → Purchase Decision	0.075	0.125	Unable to mediate
Product Quality → Brand Trust → Purchase Decision	0.107	0.049	Can mediate

Source: Data processed based on research results (2024)

Table 3's the findings of the hypothesis test indicated that brand image and product quality have a substantial impact on consumers' purchasing decisions, with p values of 0.005 and <0.001, respectively. Additionally, both product quality and brand image have a big impact on brand trust, which has been shown to be a key factor in influencing consumer decisions. Conversely, only brand trust was able to mediate the relationship between product quality and purchase decisions (p=0.049), whereas mediation on the association between brand image and purchasing decisions was not significant (p = 0.125). These results imply that brand trust has a greater impact on consumers' purchasing decisions than brand image products based on their quality.

5. Discussion

The Influence of Brand Image on Purchasing Decisions

The findings of the hypothesis test pertaining to the direct impact of brand image on purchasing decisions indicate that the findings are noteworthy. Therefore, either H_0 is rejected and H_a is accepted, or brand image has a favorable and large impact on purchasing decisions, according to hypothesis 1 in this study. Customers are more inclined to make purchases when a product's brand image is well-known and has grown. The findings of this investigation are consistent with those of Budiyo and Novandalina's (2022) study, which found that the brand image variable significantly and favorably influences consumer choices. According to the findings of additional research by Supradi et al. (2017) and Timpal et al. (2022), brand image significantly and favorably influences consumer behavior decisions.

The Influence of Product Quality on Purchasing Decisions

The results of the hypothesis test about the direct influence of brand image on decisions to buy show that the results are significant. Thus, according to hypothesis 1 in this study, either brand image has a positive and significant influence on purchasing decisions, or H_0 is rejected and H_a is accepted. When a product has a strong and established brand, consumers are more likely to buy it. The findings of this investigation are consistent with those of Budiyo and Novandalina's (2022) study, which found that the brand image variable significantly and favorably influences consumer choices. Further studies by Supriyadi et al. (2017) and Timpal et al. (2022) have shown that brand image has a positive and significant impact on consumer behavior purchasing decisions.

The Influence of Brand Image on Brand Trust

According to the listed hypothesis test results, there is a considerable direct relationship between brand image and brand trust. Thus, either H_0 is rejected and H_a is accepted, or brand image has a positive and large impact on brand trust, according to hypothesis 3 in this study. Consumers will have more faith in a brand when its image improves. This study supports that of Hera and Fourqoniah (2023), who found that brand image significantly and favorably influences brand trust. According to a different study by Sani and Annisa (2019), brand image significantly improves brand trust.

The Influence of Product Quality on Brand Trust

The hypothesis test's findings demonstrate the substantial impact that product quality has on brand trust. Thus, either H_0 is rejected and H_a is accepted, or hypothesis 4 of this study asserts that product quality significantly and favorably influences brand trust. This finding indicates that consumers will have more faith in a brand if its products are of higher quality. Research by Afrianata et al. (2022), which discovered that product quality had a favorable and significant impact on brand trust, supports the findings of this study. Additional studies by Yulita (2021) and Claranita (2020) demonstrate that product quality has a positive influence on brand trust.

The Influence of Brand Trust on Purchasing Decisions

The direct impact of brand trust on purchasing decisions was determined to have substantial results based on the results of the hypothesis test mentioned. As a result, hypothesis 5 of this study asserts that brand trust significantly and favorably influences whether or not H_0 is rejected and H_a is accepted in purchase decisions. Purchase decisions will rise in tandem with brand trust. The findings of this study are consistent with those of Siswanti and Prihatini's (2020) research, which demonstrates that brand trust significantly and favorably influences consumer choices. According to Suryani and Rosalina (2019), brand trust significantly and favorably affects purchases decisions.

The Influence of Brand Trust in Mediating Brand Image on Purchasing Decisions

The indirect impact of brand image on purchasing decisions through brand trust as a mediating variable yielded negligible results based on the hypothesis testing results. As a result, hypothesis 6 of this study asserts that either H_0 is accepted and H_a is rejected, or that brand image on purchase decisions through brand trust cannot be accepted. This finding implies that the impact of brand image on purchasing decisions cannot be mitigated by brand trust. The study's findings are consistent with earlier research by Hudatama et al. (2023), which demonstrates that brand trust in mediating brand image towards purchasing decisions gets insignificant results.

The Influence of Brand Trust in Mediating Product Quality on Purchasing Decisions

The mentioned hypothesis test findings demonstrate the indirect impact of product quality on decisions to buy by using brand trust as a mediating variable, yielding noteworthy outcomes. As a result, hypothesis 7 of this study asserts that product quality can be utilized as a model to influence judgments about what to buy, with brand trust acting as an intervening variable that can either be accepted or rejected. This research indicates that brand trust has a role in indirectly influencing purchasing decisions through product quality mediation on product quality and purchasing decisions, in keeping with study by Rendy et al. (2023), which demonstrates that, using brand trust as an intervening variable, product quality significantly influences purchasing decisions. According to this research, the impact of product quality on decisions to buy can be mitigated by brand trust. According to the findings of another research by Ayu and Ketut (2021), brand trust can act as a mediator between the impact of product quality and decisions to buy. Hypothesis 7's mediation relationship results demonstrate partial mediation since the direct and indirect influences have significant results.

6. Conclusion

Based on the findings of the research and discussions that have taken place, the conclusions of this study are as follows: Brand image significantly and positively influences purchasing decisions. Similarly, product quality also has a positive and significant impact on purchasing decisions. Additionally, brand image positively and significantly affects brand trust, while product quality exhibits the same favorable and noteworthy impact on brand trust. Additionally, buying decisions are positively and strongly influenced by brand trust. Nevertheless, the relationship between brand image and purchase decisions is not mediated by brand trust. This suggests that consumers don't need to rely on brand trust when making decisions about what to buy because they are sufficiently influenced by brand image alone. However, the relationship between product quality and brand trust can be mediated by purchasing decisions. When consumers have confidence in a brand due to its quality, they are more likely to make a purchase, thus allowing brand trust to enhance the influence of product quality on purchasing decisions.

The managerial implications emphasize the importance of building and maintaining a strong brand image and ensuring consistent product quality. Managers should focus on developing marketing strategies that strengthen brand image through effective communication, relevant storytelling, and positive brand experiences. In addition, improving product quality should be a top priority to ensure that products meet or exceed customer expectations. Brand trust, an intervening variable, can be enhanced by transparency, commitment to brand promise, and superior after-sales service. The combination of a positive brand image, superior product quality, and high brand trust will drive repeat purchase decisions and long-term customer loyalty.

Recommendation

Based on the findings from the research conducted, several recommendations are proposed for Buttonscarves, particularly regarding the assessment of buyers and users of their hijabs. It is advised that Buttonscarves enhance brand trust by focusing on product quality. This can be achieved by continually improving aspects such as adherence to specifications and product durability. By ensuring that their offerings meet or exceed expected standards, Buttonscarves can foster positive perceptions among consumers. Furthermore, innovation in materials and production processes should be revisited to not only meet but surpass consumer expectations. Implementing these strategies will strengthen consumer confidence in the Buttonscarves brand and promote long-term loyalty.

It is also anticipated that the business will put more effort into enhancing and keeping its commitments to customers. This can be achieved by paying attention to customer reviews, making sure products live up to expectations, and improving communication transparency. Keeping an eye on this helps improve responsive consumer interactions, boosting brand trust and the reputation of Buttonscarves hijab.

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